

Ziggurat

BILBAO TO MADRID

23 – 27 September 2026

Partnership proposal



ZIGGURAT

Ziggurat is the premier multi-day networking ride for the construction industry.

2026 will mark a special 10-year anniversary of this great event and we are celebrating by offering the most incredible ride to date.

The event is a fully supported 4-day European bike ride, open to all abilities, from beginner to enthusiast.

Travelling from the Basque region of Spain through hills and valleys to the bustling capital of Madrid the route provides a stunning and challenging ride.

To ensure the best participant experience the trip is capped at 70 riders. This will allow us to keep the group in one hotel.

In order to further heighten the participant experience we use ride leaders rather than route signage. It also adds the personal touch, ensuring participants feel looked after and part of a group.



PARTNERSHIP

We will agree with each sponsor that they can own certain elements of the event, to be agreed on an individual basis:

- Brand visibility on jerseys, banners, and event materials throughout the event
- Logo placement on digital platforms and promotional content and communications
- Acknowledgment in press releases and social media
- Networking opportunities with senior industry professionals
- CSR impact through support of children's medical research
- Team-building experience for staff and clients
- Participation in a high-profile, industry-specific event
- Marketing and PR exposure through event storytelling and media coverage
- Association with a sector leading fundraising initiative (over £1.3 million raised)



ROUTE HIGHLIGHTS

The route contains several points of interest across the 4 days.

Basque Country

An ever-green enclave in the country's far north, the Cantabrian Sea and the Pyrenees mountains shield the region creating a unique culture and landscape different from the rest of Spain.

Within the region, you'll find landscapes dominated by mountains and hills, creating a series of valleys, rivers, ranges, and remote towns.

Castille and Leon

The Castile and León region is known for its medieval castles and historical significance. The region features diverse landscapes from the central Meseta plateau to natural parks.

Segovia

Segovia in Castilla y León is a beautiful city renowned for its remarkably well-preserved ancient Roman aqueduct that was built almost 2,000 years ago.



ITINERARY

Day 1 – Bilbao to Burgos

A challenging and scenic first day takes riders deep into the verdant hills and away from the vibrant cityscape of Bilbao. The ride winds through the rolling, picturesque landscapes of the Basque Country before reaching the expansive, sun-drenched terrain of the Castile and León region.

Day 2 – Burgos to Valladolid

A gentler, flatter day sees riders continue south through the historic and tranquil Castile and León region of Spain, passing sleepy, timeworn villages and riding quiet country roads.

Day 3 – Valladolid to Segovia

The route heads south, crossing undulating, storied terrain that played a pivotal role in Spain's two Civil Wars: the rebellious Comuneros Revolt of the 1520s and the tumultuous Civil War of the 20th century. The journey then makes its way into the elegant and ancient city of Segovia.

Day 4 – Segovia to Madrid

A shorter but rewarding day concludes the ride as the route climbs through the rugged, scenic hills before descending into the bustling, celebratory finish in Madrid.



ACCOMMODATION

Night 1 – NH Hotel Palacio de Burgos

This beautiful palace building is in the heart of Burgos, by the River Arlanzón and opposite the Cathedral. It has free Wi-Fi, a sauna and fitness centre.

Night 2 – Hotel NH Valladolid Bálago

NH Valladolid Bálago is located in a quiet area of the historical city of Valladolid in north-central Spain. This elegant and modern hotel is conveniently located being just a short walk from the city centre.

Night 3 – Eurostars Plaza Acueducto Hotel Segovia

This recently built 4-star hotel provides accommodation designed in a contemporary-style. It is located just opposite the magnificent ancient aqueduct.

Night 4 – Melia Avenida America Madrid

This modern hotel with contemporary design offers bright, spacious rooms equipped to guarantee your rest. The Restaurant offers delicious Mediterranean cuisine.



WHAT'S INCLUDED

The trip includes the following elements:

- 4 Nights accommodation in minimum 4* Hotels
- Baggage transfers between hotels each night
- 2 x Restaurant and Cafe stops each day
- Evening meals each night at the hotel
- Ride guides on a maximum ratio of 1-10
- Full medical cover
- Full mechanic cover
- 1 x Event jersey per rider
- Event photography
- Post ride massage

Not Included:

- Pre event accommodation in Bilbao on Tuesday 22nd
- Flights
- Airport transfers



GUIDED RIDE

The event will be delivered using ride guides rather than route signage. Guides are based on a minimum of 1 guide per 10 riders.

All of the guides we use are experienced cyclists who are excellent at encouraging and motivating participants.

The guided ride approach gives a more personal touch to the event and provides a more premium experience for riders.



SUPPORT TEAM

From luggage transfers, medics, mechanics, motos and feed station teams control the event is fully supported.

We have a roaming mechanic and medic who follow the ride ensuring that both bikes and riders are looked after. New this year we will be adding in roaming Moto marshals as another layer of support for riders.

Our feed stations are manned by the WMP team. For 2026 we will use a combination of restaurants, cafes and our own stops to ensure that the best feed station solution for each day is used.

All of the participants luggage is transported by our hotel team who ensure that bags are waiting inside participants rooms on arrival.



PARTNERSHIP BENEFITS

PARTNERSHIP PACKAGE – £11,000

- name in support of the event
- unlimited rider places for your customers clients and staff (with a fundraising target each of £2,500)
- 2 x bespoke branded sail banners
- logo inclusion on all promotional materials
- prominent logo placement on ride jersey
- prominent logo placement on ride webpage
- package of social media posts for 6 months
- inclusion in press and pr as key sponsor
- inclusion on rider pre-event communication
- verbal credits throughout event
- opportunity to speak / play video at gala dinner
- industry networking opportunities
- branding on screens at gala dinner
- venue branding
- feed stop branding



PARTNERSHIP BENEFITS

CHAMPIONS PACKAGE – £14,000

- Table for 10 at the charity's flagship cycling gala, The Champions of CycleSport Dinner, at the Royal Lancaster Hotel in November 2026
- name in support of the event
- unlimited rider places for your customers clients and staff (with a fundraising target each of £2,500)
- 2 x bespoke branded sail banners
- logo inclusion on all promotional materials
- prominent logo placement on ride jersey
- prominent logo placement on ride webpage
- package of social media posts for 6 months
- inclusion in press and pr as key sponsor
- inclusion on rider pre-event communication
- verbal credits throughout event
- opportunity to speak / play video at gala dinner
- industry networking opportunities
- branding on screens at gala dinner
- venue branding
- feed stop branding



PARTNERSHIP BENEFITS

SUPPORT SPONSORS – £6,000

- name in support of the event as support sponsor
- up to 8 places for your customers clients and staff (with a fundraising target each of £2,500)
- logo inclusion on all promotional materials
- logo placement on ride jersey
- logo placement on ride webpage
- 5 x social media posts
- inclusion on rider pre-event communication
- verbal credits on event
- built environment networking opportunities
- branding on screens at gala dinner
- venue branding



PARTNERSHIP BENEFITS

JERSEY SPONSORS – £2,500

- logo on event jersey
- branding on screens at gala dinner
- 2 x social media posts
- logo on website as supporter



PARTNERSHIP BENEFITS

WHAT THEY SAID...

In cycling together we have made many new friends, built trust, respect and knowledge and together developed a great number of commercial opportunities and solved a good number of problems too!"

Bill Brett, Brett Group

"That was SO good. Thanks to everyone! Amazing organisation, location, rides and people. Roll on 2026."

David Taylor, Velocity Magazine

"Thank you for another great tour with a good blend of endurance, laughing and networking."

Lee Hudson, GRS Bagging

"A brilliant and memorable few days away. An amazing cast of characters and delightful roads to ride. Until next year!" –

Andy Matthews, Roach Matthews



ACTION MEDICAL RESEARCH

- We have been saving and changing children's lives since 1952
- We are funding over 55 projects in hospitals, specialist units and universities across the UK
- We are fighting back against rare diseases that devastate families
- We are improving lives for children living with disability and disabling conditions
- We are tackling head-on the high rate of premature birth that threatens to take babies lives before they've even begun



CONTACT US

To chat about a becoming a partner and supporting Action Medical Research, please contact:

Sarah Stevenson

E: sarahs@action.org.uk

T: 07967 432750

Lucy Holloway

E: lholloway@action.org.uk

T: 07792 489806

action.org.uk/ziggurat

