



Cirru.z

The cycling and networking event for
technology industry leaders

Manchester–Amsterdam
15–18 September 2027

Partnership proposal

action medical research
for children



WHERE TECHNOLOGY LEADERS BUILD RELATIONSHIPS

Cirruz is an exclusive, fully supported executive networking experience bringing together founders, CEOs, managing directors and senior technology-sector decision-makers.

Designed around shared challenge, hospitality and informal conversation, it provides a unique environment for organisations to engage clients, prospects and industry peers, strengthen relationships and develop new business opportunities.

The inaugural Manchester to Amsterdam ride takes place from 15-18 September 2027 in support of Action Medical Research.



WHO YOU'LL MEET

Cirruz is designed to bring together a carefully curated group of senior leaders from across the technology sector, creating an environment where relationships are built through shared experience rather than exchanged business cards.

Participants will include:

- CEOs and Founders
- Managing Directors
- Technology Sales Leaders
- Cloud & Infrastructure Specialists
- Cyber Security Leaders
- MSP Executives
- Software Company Leaders
- Data & AI Specialists
- Digital Transformation Experts

The inaugural event is designed for 30-40 participants from 20-25 leading technology organisations, with approximately 70% of attendees at director level or above. Together, they represent a highly engaged audience of decision-makers, influencers and potential clients.



WHY BECOME A CIRRUZ PARTNER?

- Build meaningful relationships with senior technology-sector decision-makers
- Create opportunities for new business, partnerships and referrals
- Strengthen client relationships through shared experiences and hospitality
- Position your organisation alongside recognised leaders across the technology sector
- Gain exclusive recognition as a Cirruz Founding Partner
- Demonstrate your commitment to social impact through support of pioneering children's medical research
- Generate high-quality content and storytelling opportunities for marketing, brand and social channels
- Join a limited group of organisations helping establish what aims to become the technology sector's premier networking challenge

Founding Partner status is available to a limited number of organisations supporting the inaugural event.

WHY TECH COMPANIES ARE SUPPORTING CIRRUZ

OBJECTIVE	CIRRUZ BENEFIT
New business development	Four days of meaningful engagement with senior prospects
Client retention	Host key clients within your rider team
Brand visibility	Exposure across event communications, apparel and signage
Employee engagement	Unique team challenge with a social purpose
ESG impact	Directly support children's medical research
Content generation	Access photography, video and participant stories

PROVEN SECTOR EVENT MODEL

Ziggurat Raptör Möntare

Cirruz builds on a model that has already generated millions of pounds for charity while creating powerful business communities.

Event	Sector	Established	Funds Raised
Ziggurat	Built environment	2017	£1.3m+
Raptör	Insurance	2021	almost £2m
Möntare	Professional services	2026	Launch year



TRUSTED BY INDUSTRY LEADERS

“

"A huge success that creates real impact and real industry buzz.

Mark Allen — CEO, Ki Insurance

“

We have raised £150,000 since we first started supporting Action. We're proud to support a charity that's changing children's lives through research.

Sam Unsworth — Comms Director, Cencora Alliance Healthcare

“

Outstanding professionalism from start to finish.

Bill Brett — Chairman, Brett Group

“

The perfect combination of networking, teamwork and challenge.

Andrew Sibbald — Chairman, Evercore

“

No one creates business connections through cycling quite like Action.

Jeremy Lee — Partner, Lockton

“

There is no better way to network, challenge yourself and support a great cause.

Luke Bordewich — Managing Director, Deutsche Numis

FOUNDING PARTNER PACKAGES

from £10,000

Why become a Founding Partner?

- Help establish a new flagship networking platform for the technology sector.
- Be recognised as one of a limited number of launch partners.
- Secure preferential visibility and influence from year one.
- Build long-term association with a growing technology community.
- Gain access to senior leaders, clients and prospects through four days of shared experience

Package includes:

- Five rider places *
- Brand visibility
- Client hosting
- Content opportunities
- Networking access
- Celebration dinner recognition

*Each rider commits to a fundraising target of £1,950



ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Jersey sponsorship from £5,000
- Evening Hospitality Sponsorship
- Dinner Sponsorship
- Content Sponsorship
- Route Support Sponsorship
- Brand Visibility Packages



WHAT'S INCLUDED

The inaugural Cirruz ride will travel from Manchester across the Pennines to Castleford and Hull, before taking the overnight ferry to Rotterdam and completing a memorable final stage into Amsterdam.

The event includes the following elements:

- Hotel accommodation – twin share (single supplement available)
- All food including feed stops
- Ferry from Hull to Rotterdam
- Medical staff
- Support vehicles
- Bike mechanics available
- Route and GPX files provided
- Training support and advice
- Celebration dinner on final night
- Bespoke event jersey
- Shipping of bikes back to Manchester





CYCLING AT ACTION

Over the past 20 years, Action has built one of the strongest reputations in cycling, delivering exceptional events for tens of thousands of riders and earning the support of business leaders, industry influencers and some of the sport's biggest names.

We have helped shape charity cycling in the UK, pioneering London to Paris fundraising rides in 1999, launching the RIDE100 sportive series in 2005, and developing the Garmin Ride Out. These events sit alongside Champions of CycleSport, the UK's leading cycling gala dinner, which has sold out every year for the past 15 years.

Our cycling programme has also expanded through bespoke sector-based rides, including Ziggurat for the built environment sector and Raptör for the insurance industry. Together, these flagship events have raised more than £2.5 million for Action.

2026 sees the launch of Möntare, our newest annual multi-day networking ride for those in professional services.

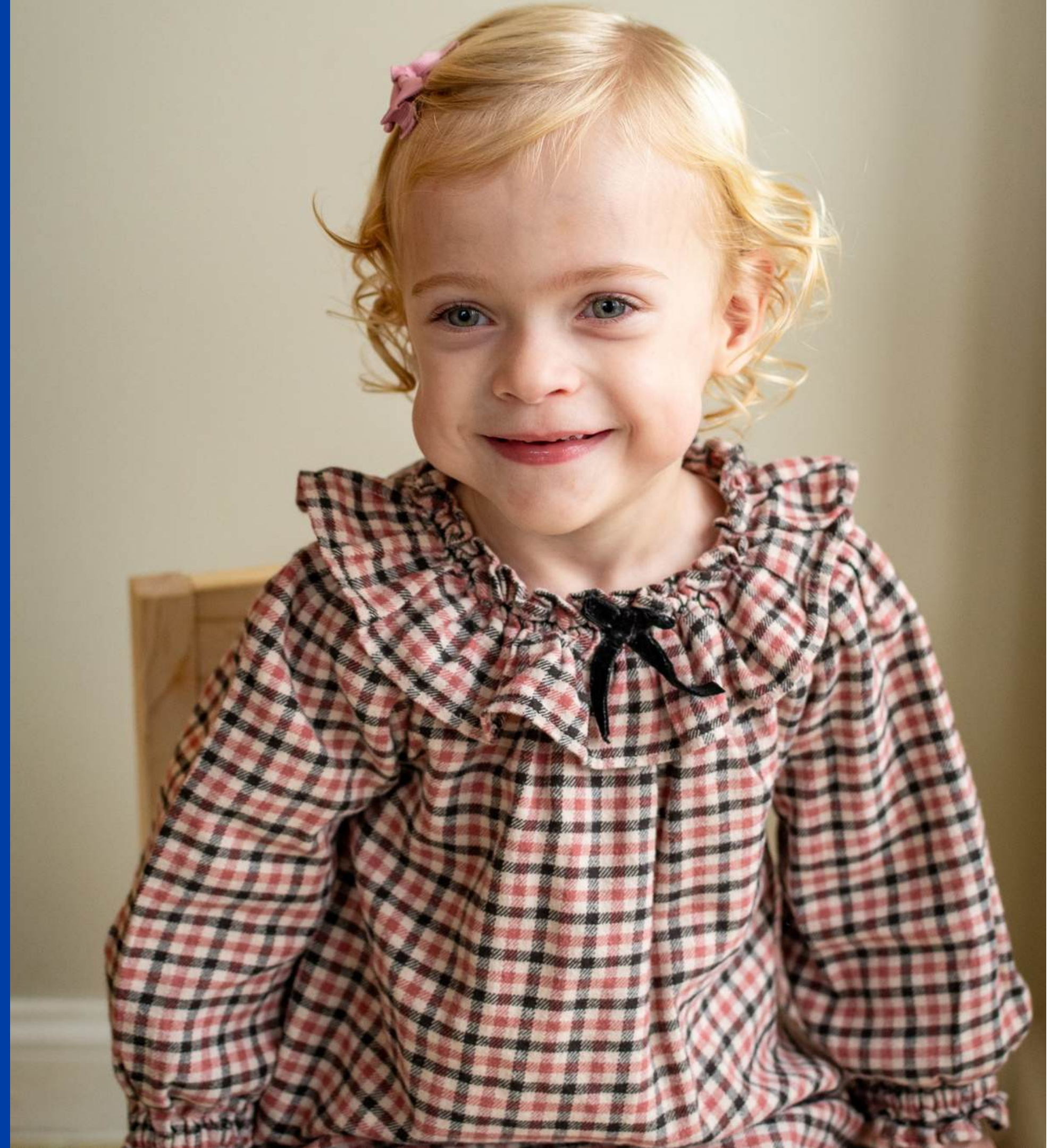
WHY ACTION MEDICAL RESEARCH

Every partnership secured through Cirruz helps fund pioneering research that gives children like Elsie the chance of a healthier future.

Elsie was born at just 23 weeks and 5 days, weighing only 600 grams, Elsie was given almost no chance of survival. She spent 211 days in intensive care, battling life-threatening complications, major surgery, and countless setbacks. For her parents, every day was filled with fear, uncertainty and helplessness as they watched their tiny daughter fight for her life.

Today, despite ongoing health challenges and repeated hospital admissions, Elsie is walking, talking and thriving. Her story is a powerful reminder of the resilience of premature babies and why research to prevent preterm birth matters. As her father says, "Her resilience is undeniable. We are so proud of her."

A story of courage, survival and hope made possible by vital medical research. Help change more lives.



BECOME A FOUNDING PARTNER

A limited number of founding partnership opportunities are available for the inaugural 2027 event.

To discuss how Cirruz can support your business development, client engagement and ESG objectives while helping fund life-changing children's medical research, contact:

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