

Ziggurat

THE BUILT ENVIRONMENT INDUSTRY TOUR

1-4 September 2027

Grand Depart tour

ZIGGURAT – AN INCLUSIVE INDUSTRY EVENT

Each year we aim to have up to 90 riders of all abilities take part in this unique event, which has raised over £1.1 million since its inception, to fund Action Medical Research's vital work.

The majority of riders hold senior positions in their respective businesses.

The ride ethos is very much about networking and making the most of the chance to ride abroad, enjoying the culture whilst having a full support team looking after you.

We welcome riders of all ages and experience, from novice to seasoned pros.

PREVIOUS SPONSORS



PARTNERSHIP

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 £1.1 million raised)



GRAND DEPART

The 2027 event is a celebration of the Tour de France which returns to the UK after 13 years, taking in some of the key roads from Stages 1 and 2 of the men's race. Starting in Edinburgh and finishing in Liverpool the route takes riders through the Scottish Borders, Lake District and Forest of Bowland showcasing some of the UK's most spectacular scenery.

Day 1 –Arrival in Edinburgh

No riding on day 1 so riders can plan their arrival into Edinburgh around work commitments. A welcome evening meal will be held at the hotel.

Day 2 –Edinburgh to Gretna – 90 miles

The first day takes riders through the Scottish Borders across rolling hills.

Day 3 –Gretna to Lancaster – 90 miles

Crossing over the border into England the ride takes in the rugged terrain of Cumbria.

Day 4 –Lancaster to Liverpool – 80 miles

The final day works it's way through Lancashire and the stunning Forest of Bowland.



ROUTE HIGHLIGHTS

Passing through some of the UK's most spectacular scenery the route will closely follow the 2027 Tour de France route. Certain changes will be made to ensure the ride remains enjoyable and safe for cyclists of all abilities.

PaddySlacks Climb

A road frequently travelled by Mary Queen of Scots, it owes its odd name to a corruption of the French 'Pas de Lacs'. It is reminiscent of Alpine climbs with a long gradual ascent with pine forests on the banks.

Gretna Green

Passing the Scotland / England border offers a classic photo opportunity in front of the sign which marks the borders between the 2 countries.

Forest of Bowland

The highlight of Stage 2 of the men's race is the section through the Forest of Bowland in Lancashire. With punchy climbs and wide ranging views it will provide a memorable challenge for riders.



ACCOMMODATION

The accommodation across the event is based on high standard 4* hotels. The hotels are:

Night 1 – Edinburgh Marriott Hotel Holyrood

This modern hotel is a 3-minute walk from both Holyrood Park and the Royal Mile, and 0.5 miles from Edinburgh Waverley train station.

Night 2 – Gretna Hall Hotel

Luxury 4 star hotel and wedding venue in Gretna Green. Gretna Hall blends history and modern comfort for every occasion.

Night 3 – Lancaster House Hotel

Lancaster House Hotel is a deluxe 4-star hotel with on-site Sandpiper Health Club facilities, including an indoor pool, hot tub, steam room, sauna.

Night 4 – Titanic Hotel Liverpool

A 4-star luxury hotel located in a restored 19th-century warehouse at Stanley Dock



WHAT'S INCLUDED

The 2027 event would include the following elements:

- 4 nights accommodation in 4* Hotels
- Bike transport from London to Edinburgh and Liverpool to London
- Baggage transfers between hotels each night
- 2 x daily feeds stops and dinner
- Ride guides on a maximum ratio of 1-10
- Full medical cover
- Full mechanic cover
- Bespoke event jersey
- Event photography
- Post ride masseuse available



GUIDED RIDE

We will be keeping the guided ride format but will increase our ratio of guides to riders to help reduce group sizes.

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

Where possible we will continue to use the same guides who have worked on the Ziggurat rides previously especially as they have great relationships with many of the 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 2027 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.



SUPPORT SPONSOR

Sponsor package – £12,000

- name in support of the event
- six rider places for your customers clients and staff (with a fundraising target each of £2,600)
- 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
- networking opportunities
- venue branding
- table of 10 at The Champions of CycleSport Dinner
- jerseys worn by all riders featuring your company branding, alongside the logos of supporting partners



SUPPORT PARTNER

Sponsor package – £6,000

- 6 rider places for your customers, clients and staff, with a £2,600 per person fundraising target
- event branding opportunities
- 15 bespoke social media posts
- logo placement on event materials, ride jersey and ride webpage
- PR press and social media announcement
- Gala dinner recognition



JERSEY SPONSOR

Sponsor package – £8,000

- name in support of the event
- two rider places for your customers clients and staff (with a fundraising target each of £2,600)
- logo inclusion on all promotional materials
- prominent logo placement on the bespoke event jersey to be worn on day 1 of the ride, alongside the logos of supporting partners
- 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
- networking opportunities



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 Ziggurat partner and supporting Action Medical Research please contact:

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