



London 2 Paris | Inspiring the Revolution
20th – 24th September 2018



"A truly amazing experience that I will never forget – loved every minute!"

**300 people | 4 days | 96 hours | 500 kilometres |
80 miles a day | 5 star finale | 458,000 revolutions**

Whether you are a keen cyclist or a beginner looking for a new challenge we will make sure you have the time of your life.

Every aspect of the ride is planned with precision – from accommodation and transport to the all-important support team of mechanics, motorcycle outriders and sports physios.

**London 2 Paris is, put simply, the best four days you can have on a bike,
anywhere, anytime...**

**“Unforgettable. Inspiring.
Challenging. FUN.”**



**“The best organised
ride I've ever been on”**



Live, look and feel like a pro!

Ever wanted to feel like Chris Froome cycling Le Tour, the most famous bike ride on the planet? Have you imagined yourself pedalling along the Champs Elysees or perhaps climbing hills in the heart of a mass peloton?

For most of us, this seems like a dream but London 2 Paris gives you the opportunity to look, feel and **BECOME** a pro rider for 4 days – even if you're completely new to cycling!

Rolling road closures throughout France mean that we can ensure your safety is paramount, leaving you to ride without the need to stop – every junction, traffic light, pedestrian crossing you pass will be safely patrolled and stopped by our trusty motorbike outriders.

All you will need to worry about, is pedalling!

A full support team including crew, mechanics and physios, will make sure your day runs like clockwork with your every need catered for.

And what better way to finish than riding in to Paris, one of the most iconic cities in the world. You will enjoy a premier finale as you ride under escort past Arc de Triomphe and then on to the Eiffel Tower with crowds cheering you on - London 2 Paris will be an unforgettable experience.

Remember, this event is perfect for ANYONE! Every year we have people sign up who are completely new to cycling as well as seasoned pros. This is something a beginner can achieve...with a little training of course!

So, just how do we get to Paris?

Stage 1 | Thursday 20th September 2018 | London 2 Calais | 126.9km

The revolution starts here. You will gather in the early morning before setting off on the 500km experience of a lifetime. You will ride through to Folkestone before boarding the Eurotunnel to Calais.

Stage 2 | Friday 21st September 2018 | Calais 2 Abbeville | 135.1km

After breakfast, it's back on the bike for your longest stage of the challenge. Heading through the historic Pas de Calais and Somme regions, you will take on the hills (yes there are some) of Northern France.

Stage 3 | Saturday 22nd September 2018 | Abbeville 2 Beauvais | 115km

A slightly shorter day in overall distance but still with some challenging hills to contend with. You will experience another time trial section and a timed hill climb – a great opportunity for you quicker riders to test your competitive nature and riding ability.

Stage 4 | Sunday 23rd September 2018 | Beauvais 2 Paris | 100.57km

The final day of the ride is exhilarating. Together, you'll arrive under rolling road closures riding up the cobbles to the Arc de Triomphe and then onto the finish line beside the Eiffel Tower. After your arrival and a well-earned drink at the finish area, you will be transferred to a luxury hotel in Paris and be treated to a champagne reception and a spectacular celebration dinner.

Stage 5 | Monday 24th September 2018 | Paris 2 London

After a leisurely breakfast, you will return to London via Eurostar (you have a choice of two train times), still glowing from the experiences of the previous four days and revelling in your achievement. Your bike will be safely returned to the UK via road and will be ready for collection in London when you arrive.



*'An inspirational journey.
An unforgettable experience.'*

**Why London 2
Paris is good for
both you and
your company!**



Charles de Rohan, CEO of the Binding Site who entered 15 riders said,
“A magnificent journey, from start to finish. The team members came back highly energised and enthused.”

Are you looking to boost team spirit in your workplace?

Are you keen to get your employees committed to your organisation's goals and values? London 2 Paris is the perfect opportunity to build relationships with employees and grow their motivation to the success of your company.

A healthy workforce is a happy workforce!

Your employees wellbeing will have a considerable impact on their day-to-day working life. Improve both their performance and job satisfaction by engaging in an event that is built for anyone – from beginners to professionals.

Get creative with hitting your fundraising target!

An opportunity for your team to work together in raising funds and awareness for charity in and around the workplace. Hold social or corporate events with employees, clients and friends to reach your fundraising target (each rider is required to raise £1,200 in sponsorship).

Who said you can't mix business with pleasure?

Not only can you build internal business development amongst your employees, you can also branch out to customer relations outside of the company. Many of our corporate teams use the ride as an opportunity to invite clients and partners.

What better way to get your company seen?

Local, national and business PR will cover the ride pre, during and post event through various streams including written press and TV coverage. As well as this, you will feature on a British Eurosport TV Programme, aired to an estimated 300,000 viewers.

London 2 Paris gains regional, national and International coverage



Hear it from the riders themselves...

Ben Foster, England and WBA Goalkeeper said, "An amazing experience with amazing people. I initially used the ride as a way of stepping up my comeback from a serious knee injury. However, by the time I completed the ride I was captivated by the whole experience. Cure Leukaemia are doing amazing work across the region and I urge you to support them through London 2 Paris."



Greg Lawson, Head of Pinsent Masons Birmingham said, "As we swept under the Arc de Triomphe there were family, friends and total strangers lining the roads to cheer us on - I don't think there were many dry eyes in the peloton. Professor Charlie Craddock led from the front, not only on the bike but in raising a lot of money for the charity too. With a bit of training, anyone can do it."



Michael Wright, Investment Director at Rathbones London, and fundraiser who raised over £19,000 said, "It was both great and gruelling – there were about 250 cyclists in total, with a team of 18 from Rathbones, and many from other City institutions. It was inspiring to see everyone doing it together."



Cameron Warner, Senior Investment Director, Investec Wealth & Investment said, "The pro treatment you get is second to none. The support is excellent both for mechanical problems and for team motivation. When you see the team, all in their matching gear stretching out down the road in the French countryside, it's very moving. You become a community for four days, like one big family."



Twitter doesn't lie!

"If I can do it, what's stopping you?" Gio, 77.

Geoff Thomas @GeoffThomasGTF · Jun 22
Few sore heads this morning. @L2Prevolution in its 1st year was up there with the best. Great people supported by a great team. Onwards & 🚀

RETWEETS 11 FAVORITES 18

7:24 AM - 22 Jun 2015 - Details

Den Foster @DenFoster · Jun 21
Paris!! What an amazing time with amazing people! Well done everyone 🙌👏 🚴🏻 @CureLeukaemia @L2Prevolution Thank You 🙏🙏



RETWEETS 75 FAVORITES 195

John Salako @JohnSalako · Jun 23
Well done Geoff Thomas and Team at CureLeukaemia. Brilliant Ride to Paris.



RETWEETS 11 FAVORITES 19

View photo

Gary Lineker @GaryLineker · Jun 21
Congratulations @GeorgeLineker on making it to Paris from London on your bike for @CureLeukaemia . Proud of you, son.

RETWEETS 277 FAVORITES 1.9K

George Lineker @GeorgeLineker · Jun 21
London to Paris - 500km - Done! No idea how I did it but I'm buzzing! Raised over £500k for Leukaemia in total!



RETWEETS 283 FAVORITES 1,667

Simon Gueller and 2 others favoured

James McLaughlin @Mc73James · Jun 21
We did it! 300 miles. The most amazing experience and some truly amazing heroes raising funds for @CureLeukaemia @L2Prevolution #cfamily

RETWEETS 7 FAVORITES 8

3:41 PM - 21 Jun 2015 - Details





The truth is in the feedback!

Following London 2 Paris 2015, we used **'SurveyMonkey'**, the world's most popular online survey software to create a poll for riders to feedback what they thought of their 4 day experience.

The results were indisputable...

- ❑ **93.6%** of riders described the event as 'inspiring, fun and unforgettable'
- ❑ **90%** of riders described the event as excellent value for money
- ❑ **79%** of riders admitted they were 'still smiling' about elements of the event
- ❑ **100%** of riders said the event exceeded their expectation's
- ❑ **95.6%** of riders described the support crew, physios and mechanics as 'excellent'
- ❑ **100%** of riders said they would recommend the ride to friends, family and colleagues

<https://www.surveymonkey.com/>



**'What's
stopping you –
sign up today!'**

Contact details



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www.twitter.com/l2prevolution



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Sponsorship Opportunities
£5k - £80k



"A truly amazing experience that I will never forget – loved every minute!"

£80k

Headline Sponsor
25 places on London 2 Paris

- ❑ 25 places included on London 2 Paris 2018
- ❑ Company logo on front breast of London 2 Paris Kit
- ❑ Company logo on back pocket of London 2 Paris Kit
- ❑ Company logo on ALL promotional material
- ❑ Company logo on London 2 Paris website
- ❑ Company logo on ALL support vehicles throughout 4 day ride
- ❑ Company logo on Social Media banners – including London 2 Paris, Cure Leukaemia, Geoff Thomas and other celebrity pages.
- ❑ Company logo on Elonex Outdoor Media boards promoting London 2 Paris ride – weekly exposure on M5, M6, A38, A45
- ❑ Press Release, including company involvement in major business magazines.





Supporting Sponsor

20 places on London 2 Paris

£40k

- ❑ 20 places included on London 2 Paris 2018
- ❑ Company logo on lower front breast of London 2 Paris Kit
- ❑ Company logo on ALL promotional material
- ❑ Company logo on London 2 Paris website
- ❑ Company logo on ALL support vehicles throughout 4 day ride
- ❑ Company logo on Social Media banners – including London 2 Paris, Cure Leukaemia, Geoff Thomas and other celebrity pages.
- ❑ Company logo on Elonex Outdoor Media boards promoting London 2 Paris ride – weekly exposure on M5, M6, A38, A45
- ❑ Press Release, including company involvement in major business magazines.

Like your company being talked about?

£20k

Become the 'Cheeky' Sponsor 10 places on London 2 Paris

"I won't be able to walk for a week!" – if we had £1 for every time we heard a cyclist say this, we'd be rich!

This package will instantly make you every riders best friend as you are the one making the chamois and 4 day trip a little more bearable.

- ❑ 10 places included on London 2 Paris 2018
- ❑ Company logo on bum (!) of London 2 Paris Kit
- ❑ Company logo on ALL promotional material and London 2 Paris website
- ❑ Company logo on boot(y) of support vehicles throughout 4 day ride
- ❑ Company logo on Social Media banners – including London 2 Paris, Cure Leukaemia, Geoff Thomas and other celebrity pages.
- ❑ Company logo on Elonex Outdoor Media boards promoting London 2 Paris ride – weekly exposure on M5, M6, A38, A45
- ❑ Press Release
- ❑ Opportunity to promote services to rider database

Making life more comfortable
for Team Revolution...





Social Media Sponsor

4 places on London 2 Paris

£10k

300 riders, along with their family, friends, colleagues have a lot to talk about during London 2 Paris.

From breakfast at 6.30am, through to late night drinkers in the bar at 2am there is a hive of social media activity throughout each day. What better way to get your company talked about by becoming our social media sponsor between 20-24th September!

- ❑ 4 places included on London 2 Paris 2018
- ❑ Company logo on social media banners including London 2 Paris, Cure Leukaemia and celebrities
- ❑ Company logo on London 2 Paris website
- ❑ Company logo on daily stage video – in 2015 each video had 1,000+ views
- ❑ Press Release
- ❑ Blog post on Cure Leukaemia website post event



£5k

'The unsung heroes of London 2 Paris'

Mechanic, Physio and Crew Sponsors 2 places on London 2 Paris

The aches, the pains, the punctures and the problems.

These are the guys that make sure your 4 day trip run like clockwork. Does your company pride yourself on professionalism, efficiency and a service that can't be beaten? If so, this one's for you!

- ❑ 2 places included on London 2 Paris 2018
- ❑ Company logo on London 2 Paris crew kit
- ❑ Company logo on London 2 Paris website
- ❑ Company logo on daily stage video – in 2015 each video had 1,000+ views
- ❑ Company logo on ALL support vehicles throughout 4 day ride
- ❑ Press Release





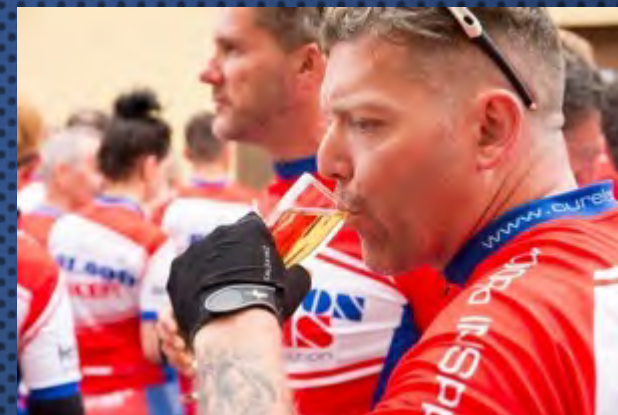
Front breast kit branding



Back pocket branding



'Cheeky' branding



Collar branding



Sleeve branding



Mechanics, Physio & Crew branding



Weekly exposure on Elonex outdoor media boards



L2P Website & Social Media



Support Vehicle Branding

From £5k to £80k – there's a package for everyone!

Sponsorship	Cost	Ride places included*	Kit Branding	Promo - material branding	London 2 Paris Website branding	Support vehicle branding	Social media banner branding	Branding on outdoor advertising	Press Release	Branding on daily video	Branding on crew kit	Branding on final night dinner
Headline Sponsor	£80k	25	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Supporting Sponsor	£40k	20	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bum Sponsor	£20k	10	✓	✓	✓	✓	✓	✓	✓	✓		✓
Sleeve Sponsor x 2	£10k	5	✓		✓	✓		✓	✓	✓		✓
Back Sponsor	£10k	5	✓		✓	✓		✓	✓	✓		✓
Stage Sponsor x 4	£10k	4	✓	✓	✓	✓			✓	✓		✓
Social media Sponsor	£10k	4			✓		✓		✓	✓		✓
Arm warmers Sponsor	£5k	2	✓		✓				✓	✓		✓
Physios Sponsor	£5k	2			✓	✓			✓	✓	✓	✓
Mechanics Sponsor	£5k	2			✓	✓			✓	✓	✓	✓
Support crew Sponsor	£5k	2			✓	✓			✓	✓	✓	✓
Paris Celebratory Dinner Sponsor x 6	£5k	1		✓	✓				✓	✓		✓

* Each individual rider included is required to raise £1,200 in sponsorship