

# NATIONAL ROAD RACE CHAMPIONSHIPS BRANDING GUIDELINES



## **EVENT BRANDING**

### **Overall Branding Rights**

British Cycling retains the rights to 50% of branding space at all British Cycling National Championships.

### **British Cycling and Sponsor Branding**

British Cycling and the GB Cycling Team shall be afforded reasonable facilities, if requested, for publicity or promotion of themselves and their sponsors and brands at the event. BCHQ and the Organiser will identify any potential sector clash between BC sponsors and local sponsors of the event.

Official Sponsors of the National Championships are appointed by British Cycling Only.

As an Organiser of a National Championship the organiser will assist BC's publicity and membership recruitment drive by printing, free of charge, a membership advertisement in your race programme. Copy for this advertisement can be obtained from BCHQ and posters may be available on request.

### **Marketing Materials**

The organiser will ensure that the British Cycling logo as supplied is used on all marketing materials for the event, including (but not limited to) event programmes, flyers, posters and event websites.

The organiser will also include the logos of any event sponsors as indicated by British Cycling in their promotional materials for the event

### **Branding Production**

The organiser will bear the cost for production of all branding for their event sponsors; including that which is displayed on the event podium and start finish gantry. All branding produced by the organiser must be proofed and signed off by British Cycling

British Cycling will arrange for production and implementation of all branding produced for the podium and start/finish gantry.

The organiser will be responsible for providing logos of suitable quality for production on any BC produced branding materials.

The organiser will supply artwork or logos for their portion of the gantry to British Cycling a minimum of 4 weeks in advance of the event to allow production to take place.

Additional Branding Opportunities

### **Branding Opportunities at the event –**

Podium  
Gantry  
Finishing Straight  
Additional Course  
Race Number  
Race Vehicle

See details following for guidance on layout, production and sizing.



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## Podium

The backdrop for the presentation podium comprises four interconnected panels showing a matrix of logos plus two further side panel. In addition there are 2 panels which can be displayed on the external aspect of the truck. The opportunity exists for panels to be produced incorporating the event sponsors. Each event may incorporate up to four sponsor's logos into the podium back drop. See illustration below for distribution of logos. Generic panels will be supplied by British Cycling where an organiser doesn't wish to use this opportunity.

|           |           |           |           |           |           |           |           |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|           | Sponsor 1 |           | Sponsor 1 |           | Sponsor 1 |           | Sponsor 1 |
| Sponsor 2 |           | Sponsor 2 |           | Sponsor 2 |           | Sponsor 2 |           |
|           | Sponsor 3 |           | Sponsor 3 |           | Sponsor 3 |           | Sponsor 3 |
| Sponsor 4 |           | Sponsor 4 |           | Sponsor 4 |           | Sponsor 4 |           |
|           | Sponsor 1 |           | Sponsor 1 |           | Sponsor 1 |           | Sponsor 1 |
| Sponsor 2 |           | Sponsor 2 |           | Sponsor 2 |           | Sponsor 2 |           |
|           | Sponsor 3 |           | Sponsor 3 |           | Sponsor 3 |           | Sponsor 3 |
| Sponsor 4 |           | Sponsor 4 |           | Sponsor 4 |           | Sponsor 4 |           |

## Finish Straight

Branding within the finish straight will be allocated on a 50% split with alternate positions allocated to the local organiser and British Cycling.

Branding may be produced in either solid materials such as Correx or soft materials such as eyeleted PVC. Dimensions for Solid board branding should be 3m x 1m. Hard or Solid Board branding will be implemented in the first instance. Should any soft branding be produced for the event then this will be distributed secondary to any hard branding.

## Additional Course branding

British Cycling may wish to take advantage of any additional branding opportunities around the course used by the organiser and the event. The race organisation should inform British Cycling of these locations so that branding can be implemented there.



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## Race Numbers

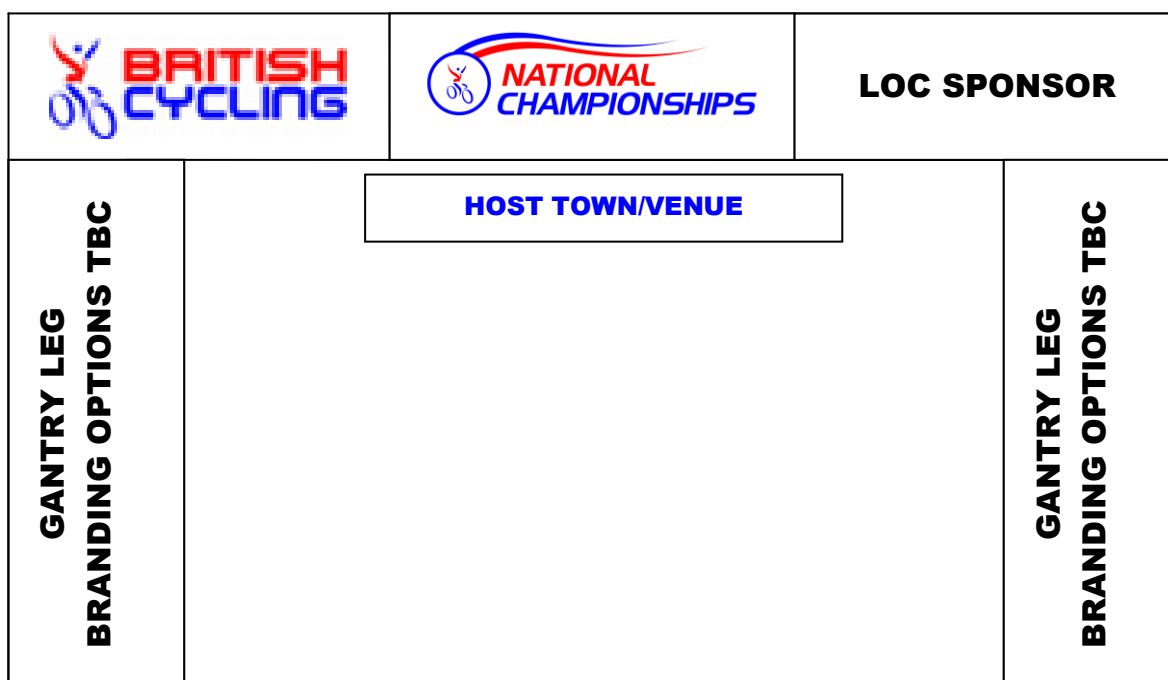
British Cycling retains the rights to 50% of the above positions; again, these will be allocated alternately. Numbers should be produced in accordance with the illustration below. Please contact BCHQ for the correct logo.



## Gantry

The gantry will be divided into three sections per side, the central portion on each side will be devoted to the National Championship logo, two of the remaining four portions of the gantry will be given to British Cycling and any series sponsor, the final two portions of the gantry will be for use by the local organiser of the event.

The name of the town or city where the round of the series is taking place will be displayed on a board suspended beneath the start finish gantry



## Bus Stop Signs

'Bus Stop' or 'Estate Agent' Type signs may be utilised within the finish straight of the race.

These will be displayed at a frequency of no more than 1 every 20 metres on either side of the course meaning a maximum of 10 signs in the final 100 metres of the course.

British Cycling retains the rights to 50% of the above positions; again, these will be allocated alternately between local organiser and BC



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## **ENQUIRIES**

For any questions regarding the above series regulations please contact Phil West or Paul Rowlands

## **BRITISH CYCLING CONTACTS**

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