



# SAINT PIRAN

PRO CYCLING TEAM



DOING THINGS DIFFERENTLY

An elite level cycling team but also a unique sporting endeavour resting on sustainable foundations.

UNIQUE STRUCTURE

From elite level to grassroots

UNIQUE IDENTITY

Cornish while taking the best from the rest (both riders & practices)

UNIQUE FINANCIAL MODEL

Sponsorship, Branding, Retail, Grassroots support



## Unique Structure

From elite to grassroots

# The Continental Team is the flagship and sits at the top of the pyramid.

The elite team is the flagship but we believe that cycling has to reach out beyond the rarified levels of the competitive sport, encouraging buy-in from the commercial supporters, the community and the industry.



SAINT PIRAN

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## ELITE CYCLING

**Saint Piran elite cycling team is entering its sixth year competing nationally and internationally.**

Competes in the highest domestic tier

Cornish brand name with riders from all over the UK

A mix of seasoned professionals and up-and-coming younger riders





# Elite Cycling

Ovo Energy Tour Series



1. Invited to compete alongside the best professional teams.
2. Continental cycling.
3. Steve Lampier Tour Series points winner.
4. On television at Tour Series Durham Round -took four of the top nine places out of a field of 49.



Elite Cycling

in 2020 & Beyond

IN 2021

Tour of Britain

Tour Series

BEYOND 2021

Prepare the team for  
top tier racing

Build the best



## DEVELOPMENT TEAM

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# Development/feeder squad for the Continental Team for promising riders

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A team for promising riders to train and  
race both regionally and nationally.



AT THE GRASSROOTS = SAINT PIRAN CYCLING

Most pro teams are isolated from the wider cycling community, but Saint Piran does not exist in a vacuum

We are building on existing strengths as a team, with links through all levels of the cycling community.

We compete at the highest level. But we have a base in cycling's grass roots etc.

Local government is promoting cycling for its environmental and physical & mental health benefits, turning Cornwall into a 'Cycling County'.





## UNIQUE FINANCIAL MODEL

Cycling teams are typically dependent on a single large sponsor. Saint Piran is seeking to develop a more sustainable financing model for cycling teams with three elements:

1

**SPONSORSHIP**  
NATIONAL & LOCAL

2

**BRANDING & RETAIL**  
A GROWING PRODUCT RANGE

3

**COMMUNITY**  
GRASSROOTS SUPPORTERS



OFFICIAL PARTNERS

INDUSTRY PARTNERS



CASTELLI

SUPPORTING PARTNERS



Tregothnan



INVEST IN OUR TEAM AND BE PART OF SOMETHING GREAT.



SAINT PIRAN

PRO CYCLING TEAM



## BRAND PARTNERS

**Furniss**  
baking biscuits since 1886

*Healeys*  
CORNISH  
CYDER FARM  
EST. 1980

**CORNISH** SINCE 1986  
COFFEE

**Callestick  
Farm**  
CHAMPION  
CORNISH ICE CREAM



WE ARE ACTIVELY DEVELOPING THE BRANDED PRODUCTS PORTFOLIO,  
INCLUDING THROUGH A PROJECT WITH FALMOUTH UNIVERSITY BUSINESS SCHOOL.



COMMUNITY SUPPORTERS

SUPPORTERS  
CLUB

PUBLIC  
PARTICIPATION

GRANTS

SAINT PIRAN

PRO CYCLING TEAM





## WHY SPONSOR CYCLING?

# 5.3M

(12%) OF OVER 16S

5.3m (12%) of over 16s in the UK cycle at least once a week while 7.6m (17%) cycle at least once a month.

DEPARTMENT FOR TRANSPORT

# 150k

BRITISH CYCLING MEMBERS

In 2019, British Cycling reached THIS milestone for the first time; representing a threefold increase in the membership base since the London 2012 Olympics.

BRITISH CYCLING

# 30-49

YEAR-OLDS

30-49 year-olds cycle the largest number of miles.

CYCLING UK

## THE PROPORTION OF CYCLISTS INCREASES WITH HOUSEHOLD INCOME

The demographic is skewed towards middle-age, higher income individuals.

UK GOVERNMENT - BRITISH SOCIAL ATTITUDES SURVEY 2015

# 500k

PARTICIPANTS

British Cycling and HSBC UK celebrated a record year for participation in one of the organisation's recreational cycling programmes in 2017.

BRITISH CYCLING

# 3.4BN

UK MARKET WORTH

Around 3.5m bicycles are sold each year in the UK. The overall UK cycling market is worth around £3.4bn annually, half of which is sales of bicycles and the other half clothing & accessories.

CONFEDERATION OF EUROPEAN BICYCLE INDUSTRIES



# WHY SPONSOR SAINT PIRAN?



## PRESS & TV

Local & national exposure

**4.9 M**

Televised

**2.6 M**

Print Media

**850,000**

Owned Media

## SOCIAL MEDIA

Team & riders



**1.2 M**

Team impressions



**9.1 K**



**4.6 K**



**1.3 K**

**47 M**  
IMPRESSIONS

## EVENTS

We run two annual 'sportive' events – the Rattler Pro Ride in Cornwall and Merriott Mash in Somerset.

## ENGAGEMENT

Community and participation  
Employee engagement  
Corporate Social Responsibility.



**UCI  
CONTINENTAL  
TEAM**



CHRIS OPIE

# Why have I returned to professional racing?

I have unfinished business, new goals I want to become a mountainbike champion, I want to race on the velodrome, in the 6 day track races. More importantly I want to help future generations.



22.7K

Youtube subscribers



20.K

Instagram



12.1K

Strava



5K

Twitter





 **COLNAGO**

+

**WOMEN**

**EQUAL TERMS WITH THE MEN**

**MASSIVE INTEREST**

**MORE OPPORTUNITIES**

SAINT PIRAN

PRO CYCLING TEAM

 **UCI  
CONTINENTAL  
TEAM**





# A DREAM TOUR SERIES FOR THE TEAM FROM CORNWALL

ITV commentator





# THANK YOU

WE LOOK FORWARD TO WORKING TOGETHER.

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SAINT PIRAN

