



Tour of Britain
DEVON STAGE

Monday 6 September 2021

Tour of Britain – Devon Stage: Partnership Toolkit

devontourofbrtain.co.uk



supported by



working with



Introduction

The Tour of Britain is the UK's leading professional cycling race and the biggest free to watch spectator event in the country. Over the past ten Devon stages, the race has brought in more than £41m to the Devon economy and showcased the county to a global media audience.

Devon will host Stage Two of the 2021 Tour of Britain on Monday 6 September with a 185 kilometre (115 mile) route between Sherford and Exeter. This is the twelfth stage to have been hosted by Devon since 2008.

Hosting the Tour of Britain provides an amazing opportunity to engage with communities, reach new audiences and introduce a variety of people to cycling. This impact can be widened across many weeks by promoting and engaging audiences in the event.

In this toolkit, we have shared promotional resources produced by Devon County Council and the Tour of Britain. They include photos, films and graphics ready for you to use should you choose to support and promote the race.

How you can help

We would be very grateful if you can help promote the cycle race by sharing information with your partners and reaching out to your local communities and encourage them to get involved. You could help by posting the social media messages included in this pack on your social media channels, or sharing information via any newsletters you may produce. We have also included artwork that you can print and display and links to information packs.

Need some help or advice?

Devon County Council's communications team are happy to help or offer advice. Please contact us if you have any questions about how you can help promote the Devon stage of the Tour of Britain at: marketing-mailbox@devon.gov.uk

Promotional Resources

Promotional resources are available for you to share with your partners and local communities, including:

- A launch animation
- A 40 second teaser film
- A 60 second promo film
- Archive photos of previous Devon stages
- 2021 Stage 2 route map and profile
- Tour of Britain logo and guidelines
- Devon Tour of Britain branded header and footer for websites and e-newsletters
- Tour of Britain Stage 2 email signature
- Social media content – see 'Social Media' section below
- Printed poster artwork (A4 and A3)
- Road banner artwork (3m x 1m) - to request high resolution artwork, please email touofbritain-mailbox@devon.gov.uk

[Download promotional assets here](#) ←

Social Media

We have included ready to use social media messages in this toolkit. If you share messages, please tag the Tour of Britain Devon accounts and include the relevant hashtags, we can then share your messages too.

Accounts:

Facebook: @tobdevonstage

Twitter: @DevonToB

Instagram: @devontob

Hashtags:

#DevonToB

#ToB

#TourofBritain

#TourofBritain2021

We will be sharing messages from the Tour of Britain Devon accounts now and on race day. Please share and retweet these messages if you can.

Also, keep your eyes peeled! We'll be launching a competition in August with the chance to win hospitality tickets for the event, so keep an eye out to share with your followers!

[Download all social media assets used in the example messages here](#) [←](#)

Please note:

For Instagram posts, links will not be clickable in the post, so please add a 'Swipe Up' link to stories or [Linktree](#) link to your profile sending your followers to the Devon Tour of Britain website - [Home - Tour of Devon 2021 \(devontourofbritain.co.uk\)](https://www.devontourofbritain.co.uk) and amend the post copy to suit with CTA "Link in the bio".

If you have any questions about the social media posts, please contact us at marketing-mailbox@devon.gov.uk

Example Messages

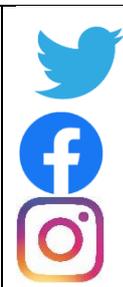
We have included icons next to each message to show if it's suitable for Facebook, Twitter or Instagram. Please feel free to tailor these for your audience.

 <p>STAGE TWO SHERFORD TO EXETER MONDAY 6 SEPTEMBER 2021</p> <p>TOUR OF BRITAIN</p>	<p>Get ready for the 2021 Tour of Britain!</p> <p>This years' Devon Stage will be taking place on the 6th of September starting in the new community of Sherford and finishing in Exeter.</p> <p>If you'd like to find out more about how you can get involved, visit: www.devontourofbritain.co.uk</p> <p>#DevonToB</p>	  
 <p>Friends.life</p>	<p>Who will cross the finish line first at this years' Tour of Britain Devon Stage? It's not long now until we find out!</p> <p>Taking place on 6th of September, it's sure to be a day to remember!</p> <p>For more details visit: www.devontourofbritain.co.uk</p> <p>#DevonToB</p>	  
	<p>Flags at the ready!</p> <p>Get ready to join the 2021 Tour of Britain Devon Stage on Monday 6th September. For more information visit: www.devontourofbritain.co.uk</p> <p>#DevonToB</p>	  
	<p>Would you like to get involved in this years' Tour of Britain event?</p> <p>Whether you're a local business, school or group of spectators, here's how you can get involved and enjoy the day: Tour of Britain Home</p> <p>#DevonToB</p>	  



Remember when Cameron Meyer took victory in Stage Two of the 2018 Tour of Britain after sprinting to win from a day-long breakaway in Barnstaple? 🚴 🏆

Share your best moments with us from the Devon stages over the years in the comments below or using our hashtag #DevonToB



Please remember, for further information direct all communications to devontourofbritain.co.uk

Videos:

Tour of Britain Teaser Video: [Are you ready for Tour of Britain Devon Stage 2021?](#)

You can also link to a special highlights video of the Tour of Britain Devon stages, as well as look at previous routes at [Previous stages - Tour of Devon 2021 \(devontourofbritain.co.uk\)](http://devontourofbritain.co.uk)



Printed Publicity

- Devon Flags
- Zcards (folded leaflet)
- Postcards

To request flags, Zcards and postcards, please email tourofbritain-mailbox@devon.gov.uk

Further Information

The Tour of Britain produce information packs and competitions for you to share with local schools, communities and businesses to encourage them to get involved and show their support for the race, including:

- [School Information Booklet](#)
- [Cycling Clubs Information Pack](#)
- [Land Art Competition](#)
- [Local Business Information](#)

**Thank you for supporting the
Tour of Britain cycle race**

If you have any questions or feedback, please contact us at:

marketing-mailbox@devon.gov.uk