

TROUPE

CYCLING

U23 Cycling Team

Sponsorship opportunities 2026-2028

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Introduction

Outline

- The goal is to establish a cycling team for British based U23 male riders. This initiative aims to provide them with valuable opportunities to develop their skills, gain exposure, and demonstrate their abilities in prestigious UCI* and national competitions held across Europe.

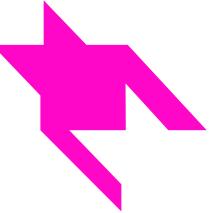
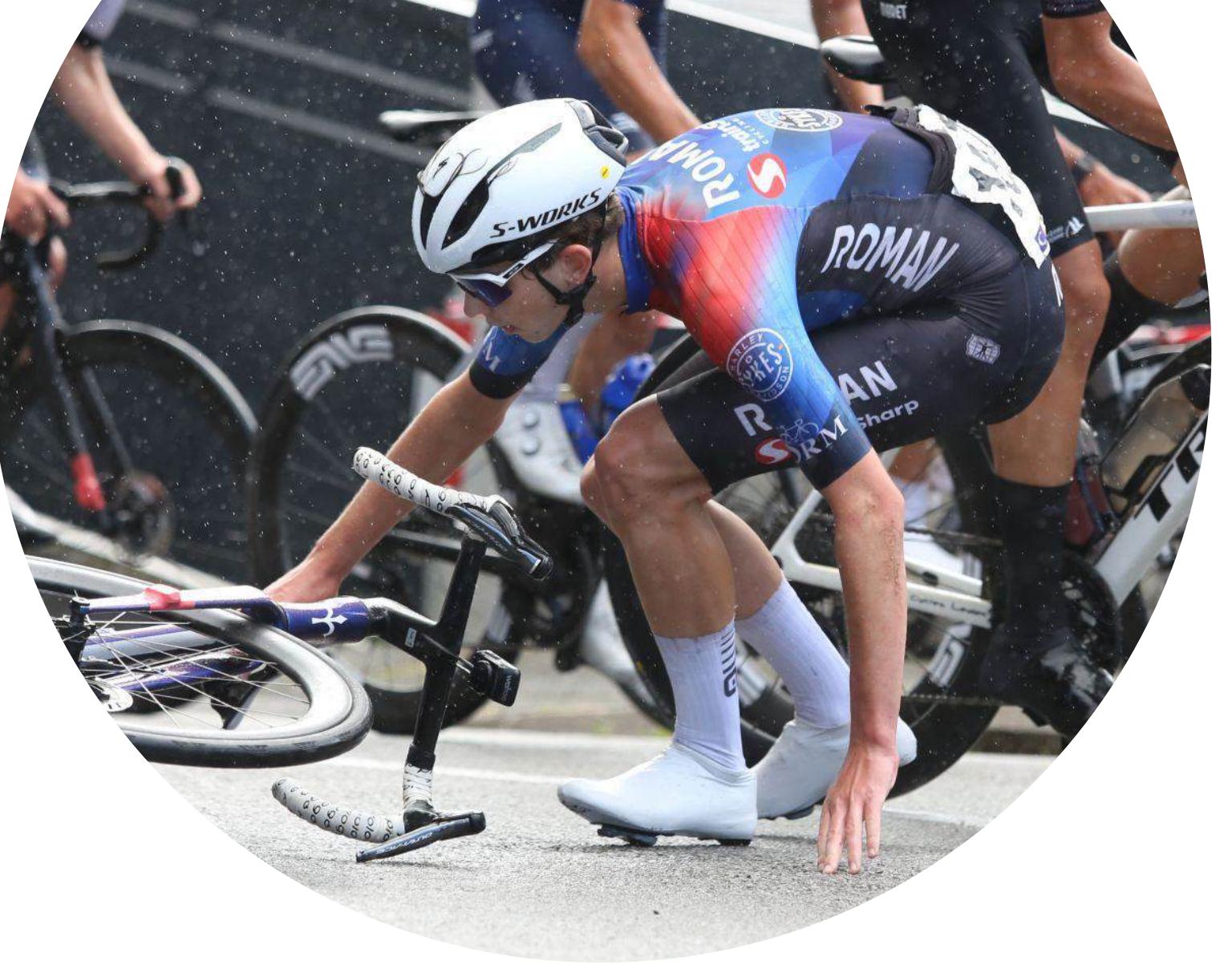
Aims of the team

- Enable riders to showcase their skills by participating in high-level UCI and national races across Europe. This experience can open up new opportunities and help them grow as athletes.
- Provide comprehensive support in terms of team management, race calendar, equipment, logistics, race support, mechanical and post-race recovery.
- Engage with race organisers and development teams to establish partnerships that promote the riders, providing them with opportunities to gain visibility and recognition within the community.



*UCI (Union Cycliste Internationale), the world governing body for cycling.
UCI races are the top level races in the sport.

The Challenges



Lack of support and opportunity in the UK

1. There are currently no British men's UCI Continental cycling teams. Compare this to France who have 12 and other examples: Italy (10), Poland (3), Iran (3), Rwanda (3) and many more. There are currently about 5 British women's UCI teams.
2. There is a scarcity of top-tier road races in the UK. Typically they do not take place on closed roads and lack the prestige and level of professionalism when compared to their continental counterparts. They have smaller fields and fewer high calibre riders.
3. Cycling is becoming increasingly professional and expensive. It's getting more difficult for riders and parents to afford the equipment, travel and other associated costs.
4. Managing the balance between academic studies and the demands of training and racing is significant challenge. Effective collaboration between riders, educational institutions and the team is essential to provide the right support and opportunity for riders so that they can achieve both their academic and cycling ambitions.

When you're young, that's the time to give it a shot and see where it takes you. Don't hold back!

Our Solution

Team

Assemble a team of talented riders and staff. A blend of individuals who bring a mix of expertise, experience, teamwork skills, enthusiasm, and a positive outlook towards the project.

Finance

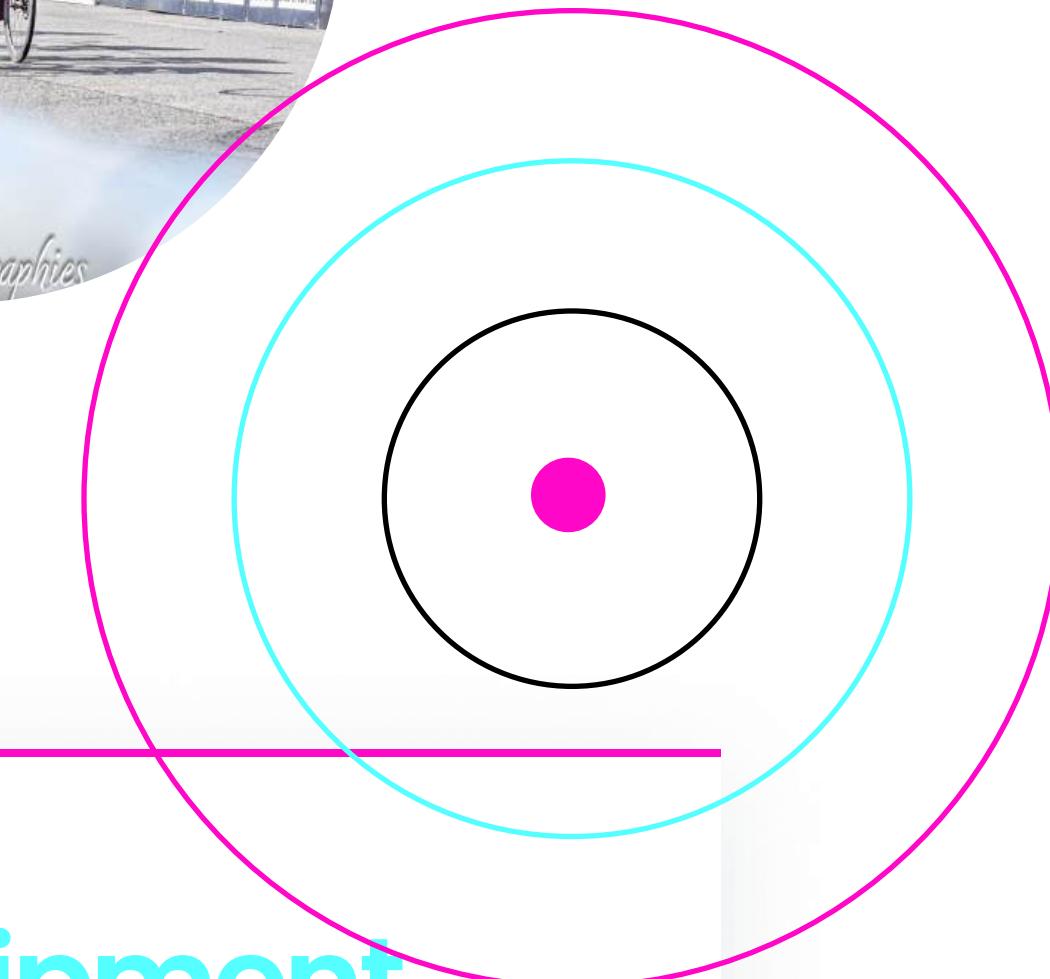
Secure financial backing from supporters in the cycling community via crowdfunding, bolstered by support from sponsors. With £15K we can become a viable team. Anything more will enable us to provide extra support.

Calendar

Put together a comprehensive calendar that encompasses a variety of top-level races, such as UCI, with a diverse selection of terrain, one-day events, and stage races. This will ensure that every rider has the chance to showcase their skills and abilities across different race formats.

Equipment

Any additional money we have over our 15K target can be used to provide the riders with equipment. This could include bikes, wheels, and kit for the riders, as well as tools for support staff.





Reasons to support us

Sponsors are promoters and enablers of organised sport. No other form of advertising is as socially accepted.

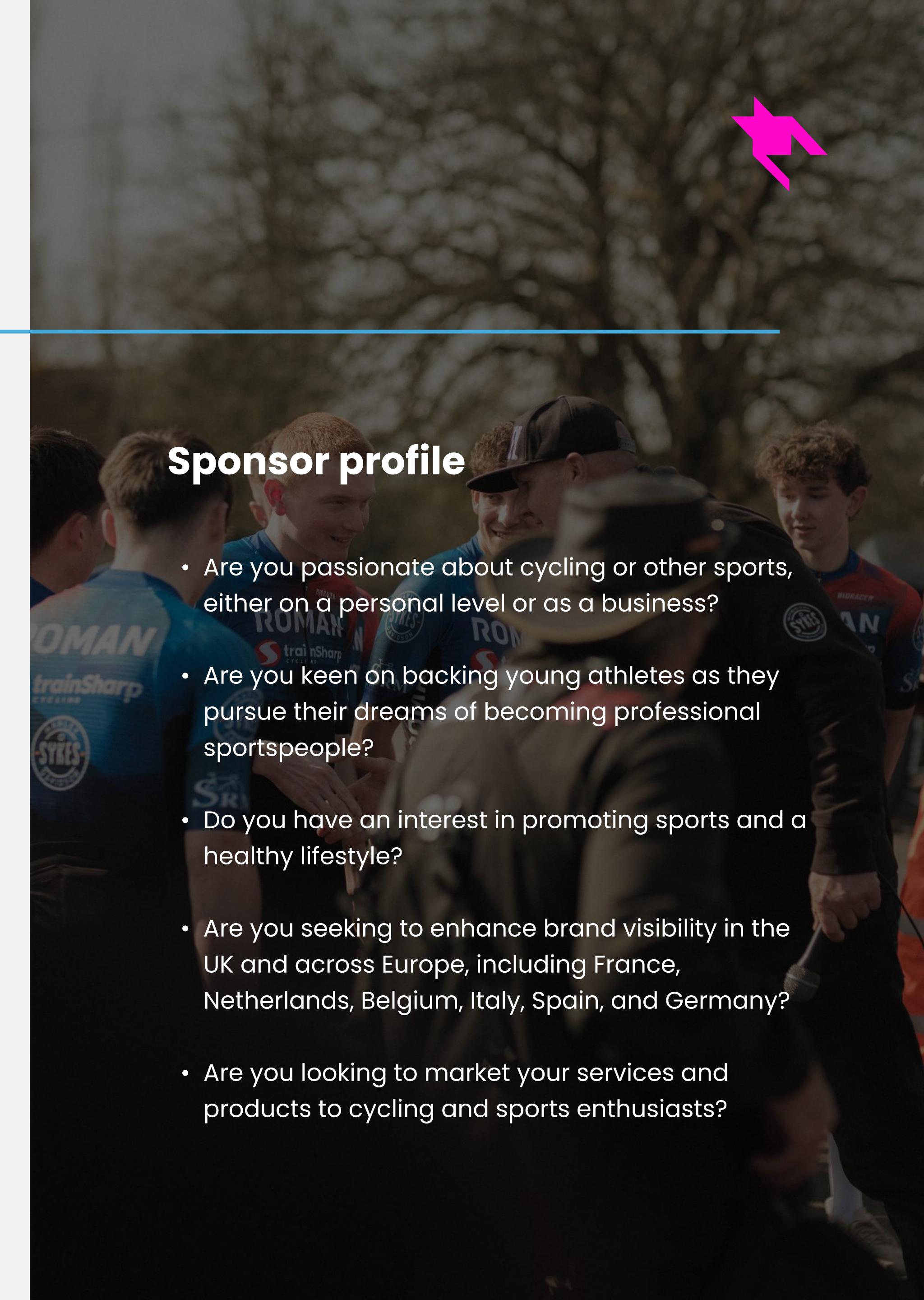
Brand, Marketing & Community Benefits

Supporting a young cycling team offers UK companies strong brand, marketing, and community advantages. Cycling is viewed as healthy, sustainable, and community-minded, **creating positive brand associations** and aligning naturally with **CSR, ESG, and sustainability goals**.

Sponsors gain **regular visibility** through logos on kit, vehicles, and event signage, as well as authentic digital exposure via active social media channels. The partnership provides compelling stories for marketing and communications, reinforcing commitments to **community engagement** and net-zero ambitions.

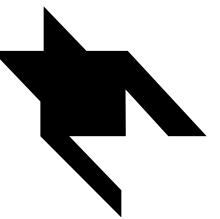
Success on the road brings pride-by-association and **positive publicity**, while early investment helps build long-term relationships as riders progress through the sport. Sponsorship also connects businesses with local councils, media, and other organisations, **strengthening networks and local presence**.

Beyond marketing value, supporting youth cycling nurtures confidence, discipline, and wellbeing among young riders, aligning with public health priorities and promoting active travel. It **builds goodwill across the community**, creates positive PR opportunities, and **boosts employee pride** in being part of a company that genuinely supports young people and local development.



Sponsor profile

- Are you passionate about cycling or other sports, either on a personal level or as a business?
- Are you keen on backing young athletes as they pursue their dreams of becoming professional sportspeople?
- Do you have an interest in promoting sports and a healthy lifestyle?
- Are you seeking to enhance brand visibility in the UK and across Europe, including France, Netherlands, Belgium, Italy, Spain, and Germany?
- Are you looking to market your services and products to cycling and sports enthusiasts?



Brand visibility

Sports media

Digital and print media outlets such as BBC, Cycling Weekly, national and local newspapers, VeloUK, and British Continental. A cycling team based in the UK competing in both the UK and Europe will attract significant media attention.

Team media

Official team and rider social media e.g. Website, Insta, Facebook, X. Through regular posting of events, training, race previews and results, interviews and features. Team kit, car and merch. Official team website and team & rider social media channels

Company media

Utilise your own media channels to amplify your support for the team and share updates on our activities. This encompasses promoting events and sharing engaging stories to connect with your audience.

Team events

Team launch is a high profile event that attracts attention. It can be held at the sponsor's headquarters, offering an opportunity to invite guests, conduct interviews with riders and sponsors, and showcase your support for the team and young riders.

Team community engagement involves actively participating in and supporting local events. This initiative not only boosts positive media exposure but also expands our fanbase and fosters relationships with other organisations.

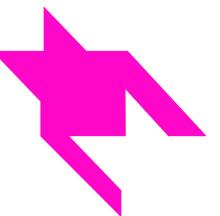
Team training and updates will be a regular feature throughout the season. We will provide insights into our riders' activities at events and training sessions. This content serves to craft compelling narratives and highlight the benefits offered by our sponsors.

Race coverage

Many of these races are significant events where participant information will be shared on websites, social media, and print media. Commentary will accompany the races, with the majority offering live streaming and TV coverage. Following the races, there will be reports and interviews conducted by race organisers, media channels, and the team itself. All these elements present an excellent opportunity to highlight our sponsors.

In the wild

The riders will be hitting the road for training sessions in their team kit on a regular basis. They always manage to look super cool! Let's not forget about the team car, which is incredibly eye-catching and looks awesome! These elements will serve as fantastic opportunities to showcase your brand and make a positive lasting impression.



Sponsorship placement

Examples of sponsorship placement on team kit and car

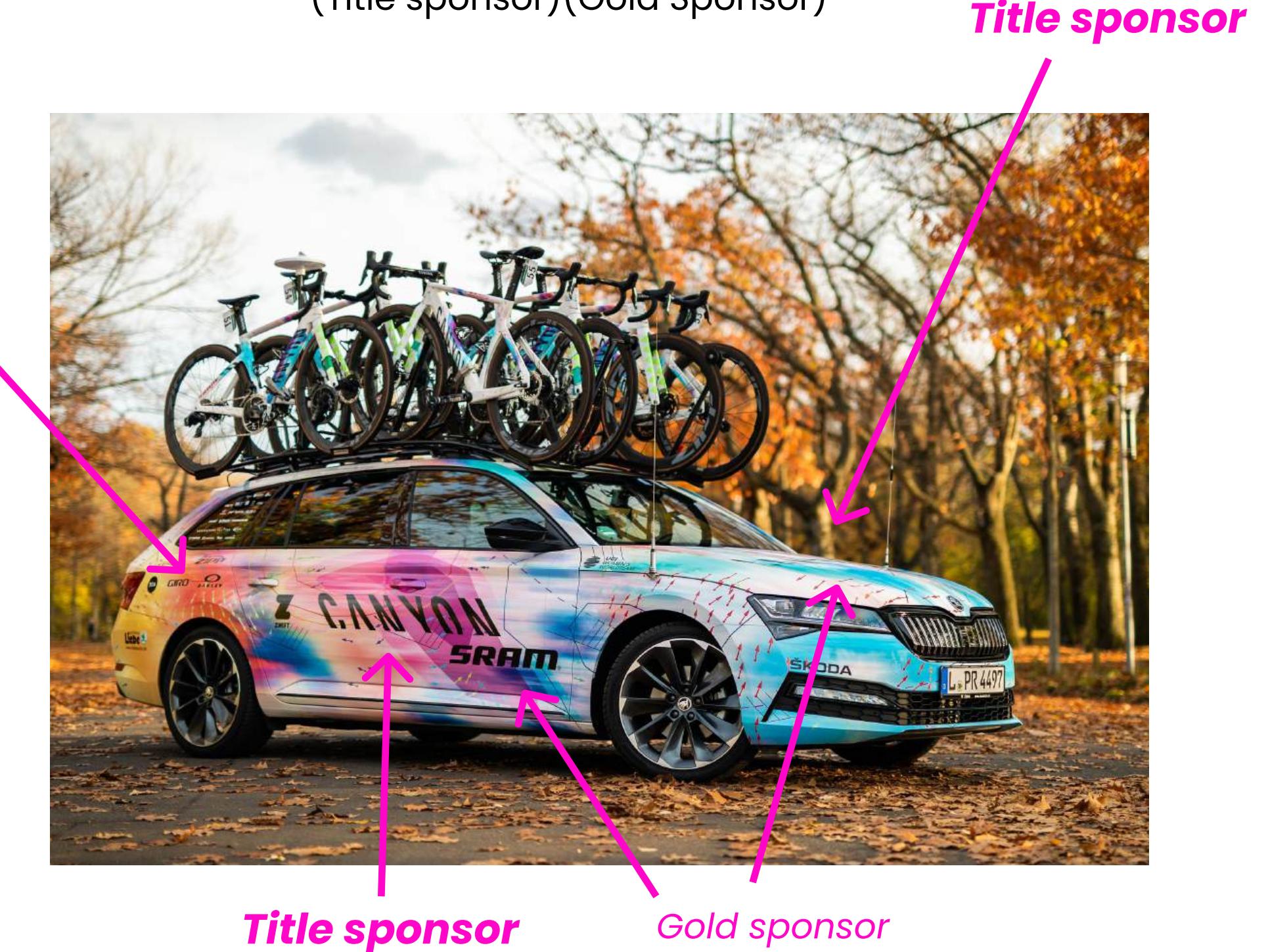
Example team kit.

Example team: **EF Education easypost**
(Title sponsor)(Gold Sponsor)



Example team car

Example team: **CANYON SRAM**
(Title sponsor)(Gold Sponsor)



Media Coverage

Examples of media coverage



8

OCTOBER 6, 2025 FEATURES / GUIDES

2026 women's domestic team guide

A 'live' overview of how the women's domestic peloton is shaping up for 2026



OCTOBER 5, 2025 FEATURES / NEWS

Smurfit Westrock confirm retained riders for 2026 season

Smurfit Westrock will retain seven riders as they head into the second year of their title sponsorship, with eight riders set to depart after a strong 2025 campaign



OLDER POSTS

British Continental

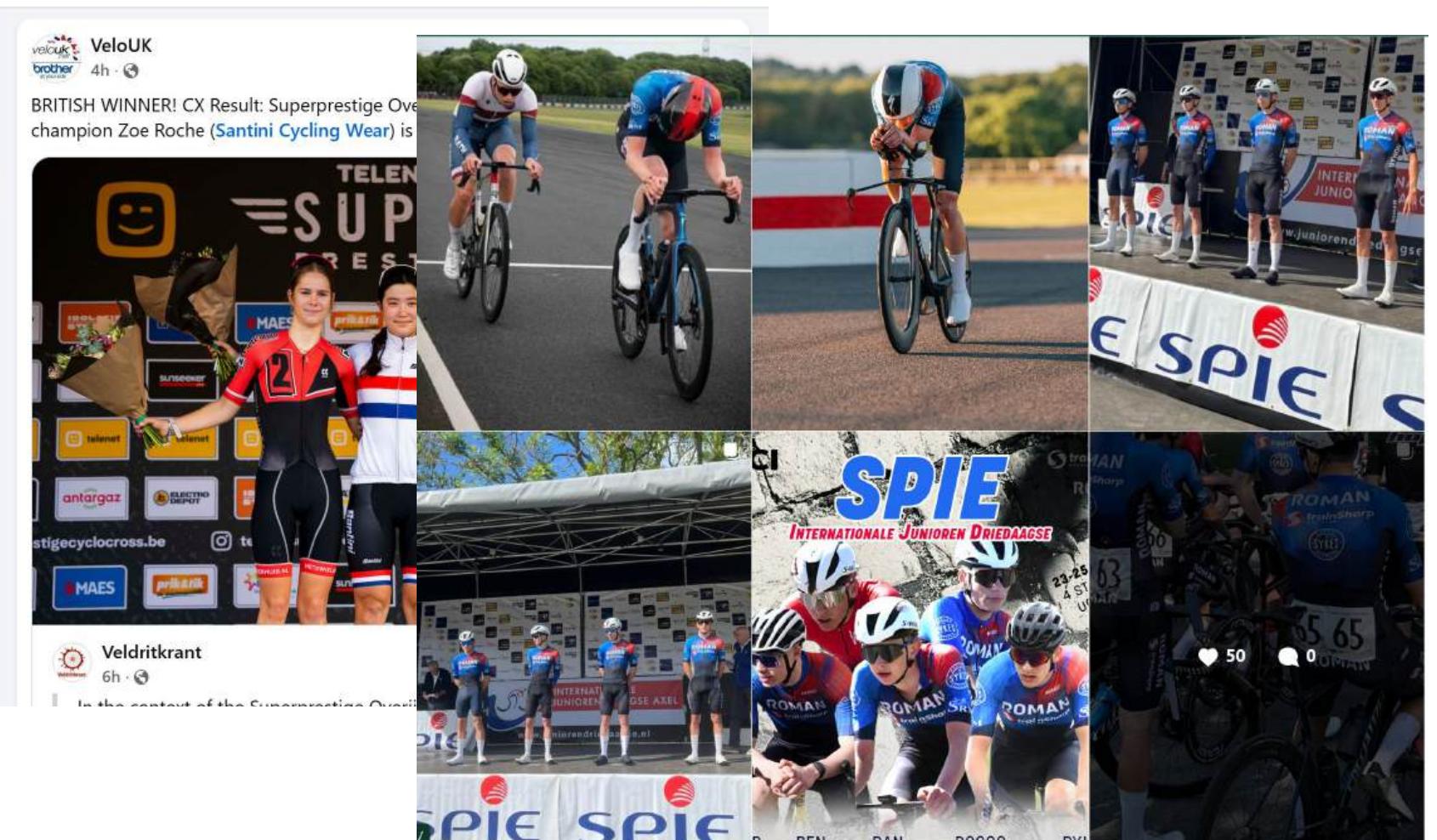


YouTube Live Stream - GB National Champs

Facebook Live stream - GP de Plouay



Cycling Weekly - Print



Team Instagram



Sponsorship

tiers



Title sponsor

Primary team name. This name will be the first one people see whenever the team is referenced, on all equipment, vehicles, and related merchandise.

Sponsorship level: ~£15,000

Gold sponsor

Secondary team name. Your name will be featured wherever the team is mentioned, on all kit, car, and merchandise.

Sponsorship level: ~£7,000

Silver sponsors

Name displayed on the kit, car, selected merchandise, and other items.

Sponsorship level: ~£3,000 or equivalent in-kind contribution such as kit.

Team set up



Riders

The riders chosen from London and SE England are selected based on their abilities, potential, commitment, and compatibility with the team. Having a group of ideally 8-12 riders increases our chances of successfully forming teams for all our races.



Team managers

The responsibilities include overseeing the team's operations, managing the calendar, and coordinating with race organisers. Additionally, managing finances, sponsors, and media relations are crucial aspects of the role.



Sports Directors

The directeur sportif (DS) will oversee the team's operations during races and offer assistance from the team car to ensure optimal performance and coordination.



Mechanics

The mechanic's role is to support the team by ensuring the bikes are in top condition, which includes performing repairs, maintenance, and emergency fixes before, during, and after races.



Soigneurs

A wide ranging role focussed on the care and support of riders, which includes preparing food and drinks, managing logistics, and offering emotional support.



Admins & helpers

The responsibilities associated with these roles will differ based on the individual's skill set. They may include tasks such as coordinating logistics and accommodation for races, managing entry fees and related documentation, as well as providing support during races including assistance with feeding and transport.

Requirements

Level 1

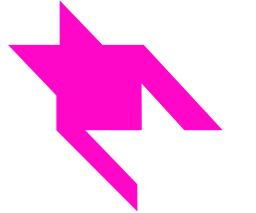
Travel & accommodation for racing. Administration costs (affiliation and registration). Team cycling kit.
~ £15K per year

Level 2

Level 1 plus: team car, van including lease, wrap, equipment and insurance. Support equipment, including first aid, tools, gazebo.
~ £30K per year

Level 3

Levels 1 & 2 plus: Bikes, wheels, cycling equipment and consumables. Nutrition for race, training and recovery. Rider insurance.
~ £75K per year



Race calendar

Training and team events

- The pre-season training camp(s) will take place in Majorca, Tenerife, or Spain.
- There will be regular meet-ups in the South East, specifically in Ashdown Forest, with the team car and motor pacing.
- An official team launch will also be scheduled.
- Furthermore, there will be other team training camps combined with events in locations such as Belgium and Italy.

Races – March – October

- The racing calendar includes UCI one-day events and stage races as well as European national level races, UK domestic National A/B, local races, and time trials.
- We aim to expand the junior calendar through collaborations with trainSharp Roman RT and VCL.
- The U23 calendar has been enhanced thanks to the efforts of Jonathan Souquet from 2025
- Currently we looking at approximately 12 races across Europe.

U23

Feb
Portsdown Classic (**GBR** Nat.B)

Mar
Jock Wadley Memorial (**GBR** Nat.B)

Apr
Gran Premio della Liberazione (**ITA** UCI 1.2U)
Trofeo Piva (**ITA** UCI 1.2U)

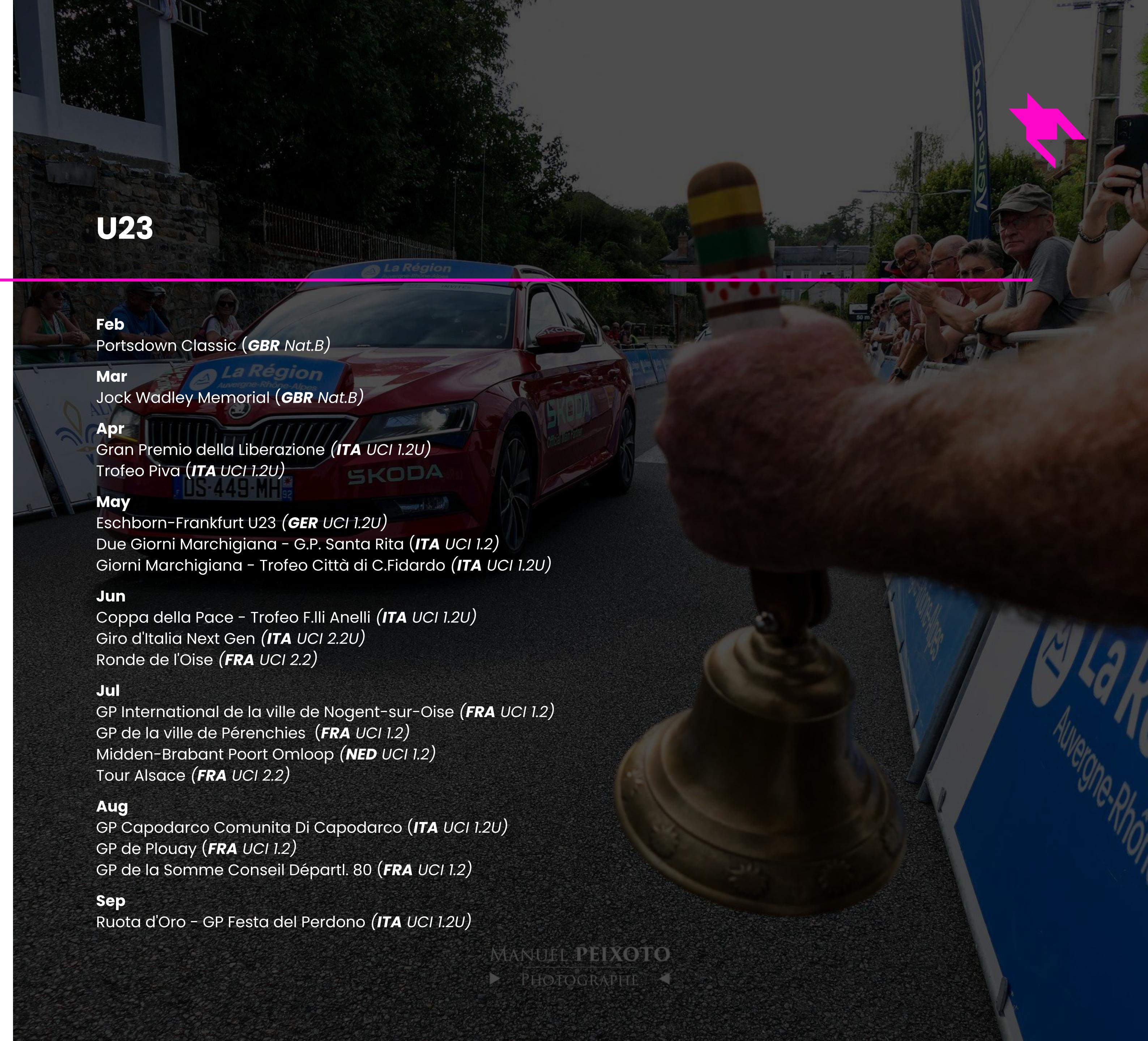
May
Eschborn-Frankfurt U23 (**GER** UCI 1.2U)
Due Giorni Marchigiana - G.P. Santa Rita (**ITA** UCI 1.2)
Giorni Marchigiana - Trofeo Città di C.Fidardo (**ITA** UCI 1.2U)

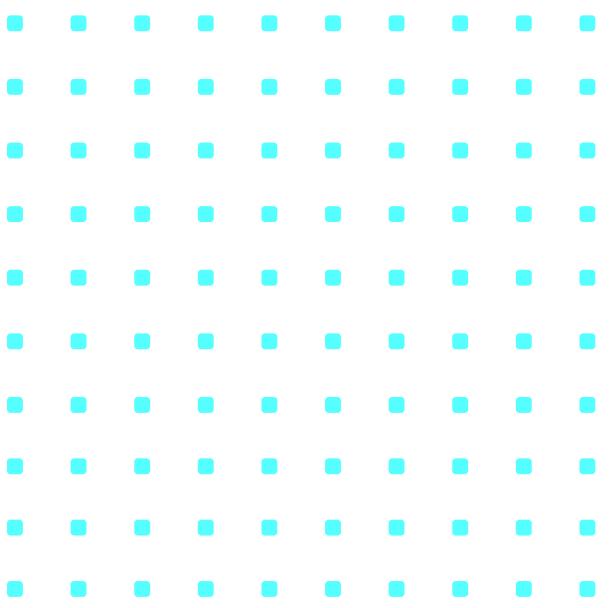
Jun
Coppa della Pace - Trofeo F.Ili Anelli (**ITA** UCI 1.2U)
Giro d'Italia Next Gen (**ITA** UCI 2.2U)
Ronde de l'Oise (**FRA** UCI 2.2)

Jul
GP International de la ville de Nogent-sur-Oise (**FRA** UCI 1.2)
GP de la ville de Pérenchies (**FRA** UCI 1.2)
Midden-Brabant Poort Omloop (**NED** UCI 1.2)
Tour Alsace (**FRA** UCI 2.2)

Aug
GP Capodarco Comunita Di Capodarco (**ITA** UCI 1.2U)
GP de Plouay (**FRA** UCI 1.2)
GP de la Somme Conseil Départl. 80 (**FRA** UCI 1.2)

Sep
Ruota d'Oro - GP Festa del Perdono (**ITA** UCI 1.2U)





People

Meet the key people behind this project



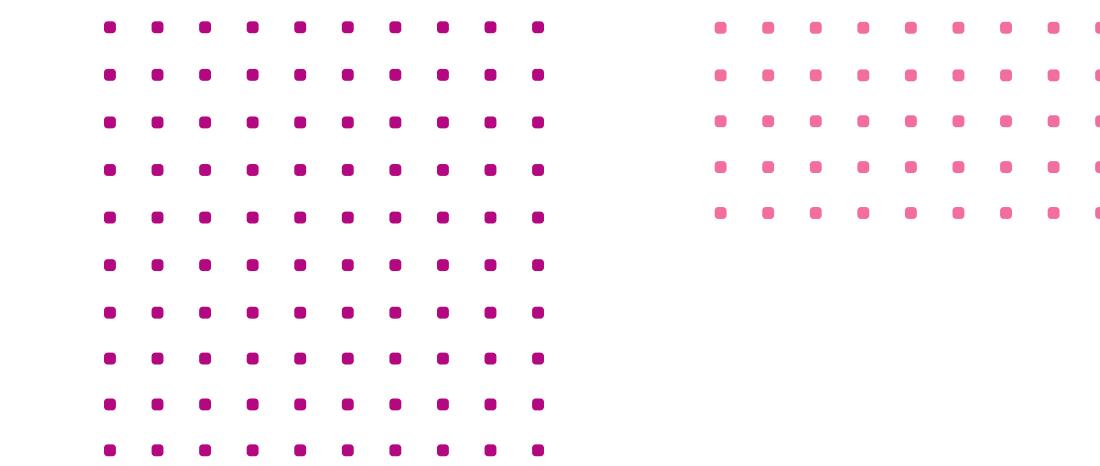
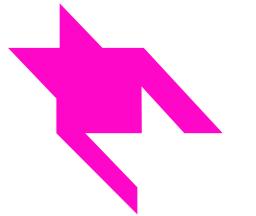
Stu Nisbett

Team manager and DS for trainSharp Roman RT Junior cycling team. Over 25 years experience racing bikes, organising races, coaching and facilitating participation. Owner of a web and software development company and a local councillor.



Alex Dutton

Team manager and DS of Velo Club Londres junior and U23 cycling teams. Experienced athlete, sportsman and youth sports coach now dedicated to using his European background to help bring the best opportunities to promising cycling prospects. An architect, masterplanner and owner of an ecological design & building company.



Next steps

Are you looking to join us and be part of the action? If you've got something to bring to the table, reach out, and let's kick off the discussion. We're excited to hear from you!

Contact:

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Thanks

Thank you for taking the time to read this presentation

