



# TOUR DE FRANCE

## Porrentruy – 8 July 2012

### *‘Leading the peloton’*



**Partnership pack**



# The Tour de France in figures

- 3<sup>rd</sup> largest sporting event in the world
- 12 million spectators
- 198 riders
- 22 teams
- 4,500 support staff
- 2,500 vehicles
- 1,400 beds reserved each day for the organisers and teams
- 700 media outlets
- 2,300 journalists
- 100 TV channels
- 190 countries covered
- publicity cavalcade:
  - 160 vehicles
  - 20-kilometre parade
  - 45 minutes of entertainment
  - 14 million gifts handed out



## The Tour in Porrentruy in figures

- About 100,000 spectators expected
- Huge finish area equivalent to 8 football pitches
- 8 km of barriers
- 130 trucks, 35 km of cables
- A press room for 500 journalists



# The Tour in Porrentruy in figures

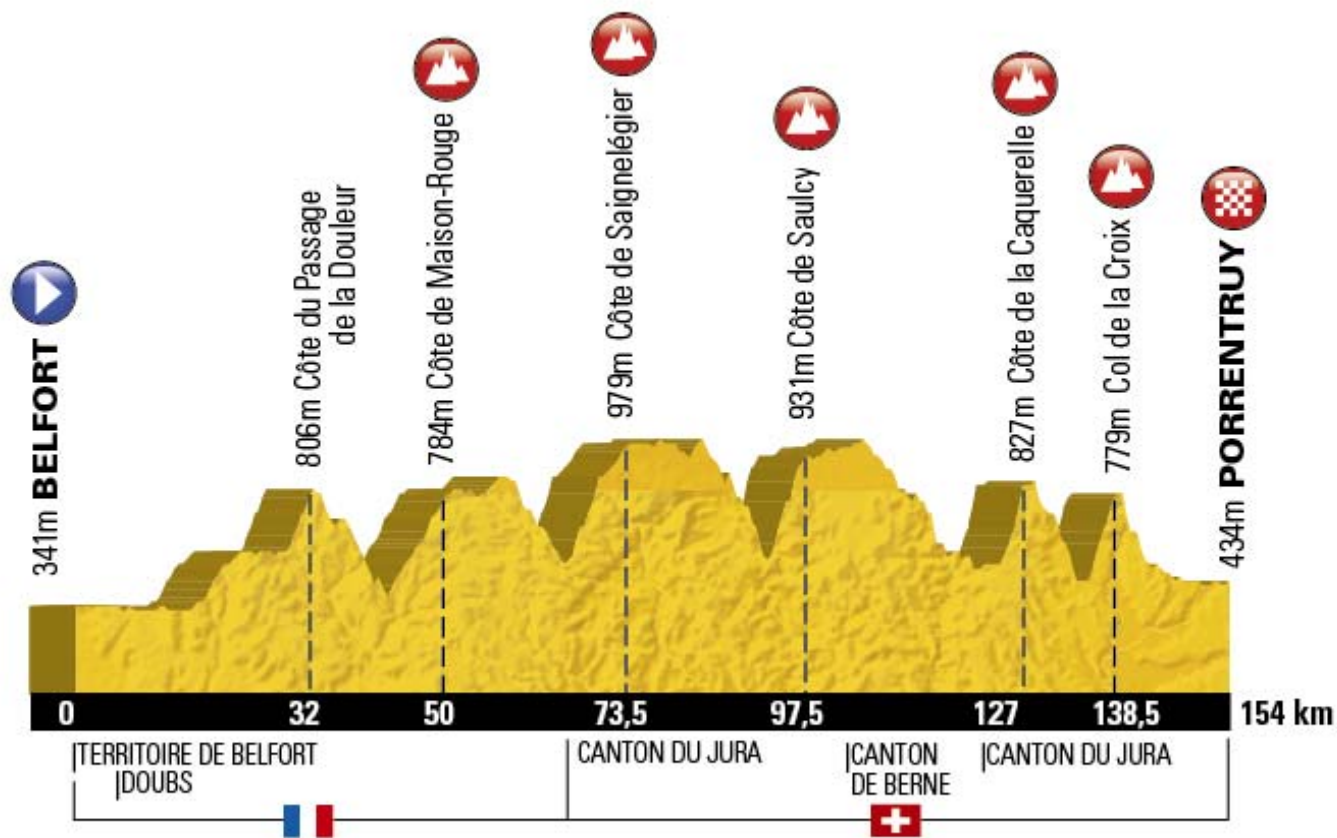
- A strategic committee of six people.
- A steering committee of 14 people.
- 25 commissions comprising more than 100 people to optimise organisation.
- 1,000 people working together on 8 July 2012 to deliver the largest sporting event ever held in the Canton of Jura.



## The Tour in Porrentruy in figures

- Budget of CHF 950,000.00
- CHF 250,000.00 ASO fee
- CHF 350,000.00 infrastructure, facilities
- CHF 220,000.00 safety, signage
- CHF 130,000.00 promotion, decor, activities
  
- 2/3 covered by the Republic and Canton of Jura / Porrentruy
- 1/3 other private and public partners

# Profile of the stage





## Be *'the leader of the pack'*

- Become a partner of the Porrentruy finish and cross the line in yellow.
- Support the most extraordinary sporting event ever held in the Jura.
- Show your attachment to the region and its promotion.
- Promote your commitment within your company and among your partners.



## The partnerships available to you

### **The 'Yellow bike': CHF 10,000.00 (ex. VAT)**

- 10 local stand seats in the finish area
- Access to the VIP tent buffet in the finish area
- One table for 10 people at the gala evening
- One internal communication kit (see attached sheet)
- One lithograph by Liuba Kirova
- Inclusion of your logo in the souvenir brochure
- Option to participate in the "We're riding together for the Tour!" campaign (see below)



## The partnerships available to you

### **The 'Green bike': CHF 5,000.00 (ex. VAT)**

- 6 local stand seats in the finish area
- Access to the VIP tent buffet in the finish area
- One table for 6 people at the gala evening
- One lithograph by Liuba Kirova
- Inclusion of your logo in the souvenir brochure



## The partnerships available to you

### **The 'Polka dot bike': CHF 2,500.00 (ex. VAT)**

- 2 local stand seats in the finish area
- Access to the VIP tent buffet in the finish area
- One table for 4 people at the gala evening
- One lithograph by Liuba Kirova
- Inclusion of your logo in the souvenir brochure



## The partnerships available to you

**The 'White bike': CHF 1,500.00 (ex. VAT)**

- One table for 10 people at the gala evening on Friday 1 June 2012 at La Croisée des Loisirs in Delémont.



# Your internal communication 'Yellow bike' – the kit

**Basic message:** my company supports the people who work up a sweat to succeed in this challenge.

## **Tools provided:**

- Text of the announcement to distribute within the company
- Provision of royalty-free photos for distribution within the company and among partners.
- Provision of a standard letter for correspondence with your partners.



# Your internal communication

## Tools provided (continued):

- e-postcard featuring Christophe Moreau + autograph: reminder that it is the home stretch, the red kite (possible drawing by Pitch Comment) on a postcard.
- One "Tour de France in Porrentruy" souvenir flask for each employee of the company.
- To bring the Tour to life at your company, delivery of 10 messages or 10 anecdotes that can be distributed daily by e-mail (10 messages, 10 anecdotes).
- Provision of the Monday message (after the Tour): pride to have played a part in the event.



# Your internal communication

## We're riding together for the Tour!



- Provision of the yellow bike for one day (photos with your employees, competitions etc.).
- The yellow bike is passed from one partner company to another like the Olympic torch.
- Each company nominates an employee to pedal the bike to the next partner company.
- This will create a chain of support between the various partners.
- The partners are not in competition, but united to see the region win its race as a team.



# Your internal communication

## Suggestions

- Use the day for a get-together with your colleagues (picnic, walk, cocktails etc.).
- Decorate your company in the colours of the Tour.
- Use the gala evening places for a campaign with your employees and/or partners.
- Hold a competition to win the lithograph.
- Take some humorous risks (shaving the calves, polka dot jerseys, everything you ever wanted to know about the bike etc....).
- Use the intranet to create a buzz.
- Use the internet and the link to the site [www.porrentruy2012.ch](http://www.porrentruy2012.ch).



# Your internal communication

## Internal communication schedule

- Gala evening – 15 days: 1<sup>st</sup> info to employees and partners (display on the internal notice boards, photos, internal communication).
- D-15: delivery of the flask for distribution to the staff.
- D-10: anecdotes of the Tour until Friday 6 July.
- Between D-30 and D-10: yellow bike stopover.
- D-6: the red kite (e-postcard)
- D-day: together at the Tour stage.
- D+1: message for employees and partners.



## Contacts

We will be glad to provide you with any further information that might be useful to you.

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- Mr Jean-Claude Salomon, chairman of the organising committee, tel. 032/420.34.52, e-mail [jean-claude.salomon@jura.ch](mailto:jean-claude.salomon@jura.ch)



# Be *'in the leading pack'* on 8 July 2012

