

Sponsorship presentation 2022



SWIFT

CARBON

— PRO CYCLING —

Who we are

We are a UCI Continental Cycling Team, competing in the UK's biggest professional races as well as high profile European races

In May 2019, we finished 5th at the Tour de Yorkshire, beating many World Tour riders

2020 saw racing curtailed by the coronavirus pandemic

In September 2021 we had major success in the Tour of Britain, finishing 3rd on stage 2, and 8th on stage 8



2021 Tour of Britain in the media



Our commissioned video of stage 5, Carlisle to Gateshead:

- [\(186\) INSIDE The Tour Of Britain 2021 - YouTube](#)

Extensive coverage of the participation of para cyclist Will Bjergfelt in the event, including:

- [William Bjergfelt: Para-cyclist makes Tour of Britain history - BBC Sport](#)
- [Bjergfelt makes history to become first Para athlete compete in Tour of Britain \(insidethegames.biz\)](#)
- https://www.facebook.com/Veloshooter/videos/529905714738875/?_tn_=%2CO
- [Cycling: Tour of Britain Highlights - Stage 5 - Alderley Park to Warrington - ITV Hub](#) (03:35 to 06:00; available until 14 October 2021)

Coverage of Ollie, our youngest team member, in his debut Tour of Britain:

- https://www.facebook.com/Veloshooter/videos/1003790036859727/?_tn_=%2CO
- https://www.facebook.com/Veloshooter/videos/439093440762932/?_tn_=%2CO-R

Coverage in the UK cycling press of the successful return to racing for Alex Peters:

- [Alex Peters interview: back at the races \(thebritishcontinental.co.uk\)](#)
- [Alex Peters finds happiness after mental health struggles | Cyclingnews](#)
- [Alex Peters is enjoying cycling again, returning to Tour of Britain after mental health break | Cycling Weekly](#)
- https://www.facebook.com/Veloshooter/videos/2928005287515459/?_tn_=%2CO-R

2021 Tour of Britain



2021 Volta a Portugal



Join us on our journey

We love to nurture and develop talent and provide young athletes with a pathway to success

Whilst winning is important to us, we have a social responsibility to do it alongside our wider aims of inspiring the younger generation and by promoting the wider benefits of cycling participation through our corporate and charity partnerships

We would be delighted if you would join us on our exciting journey and fulfilling our joint aims

Carolyn Nelson, Team Principal



Our vision

Our vision is to become the most successful and respected team in the UK, on and off the bike, sharing our journey with our partners and fans

To achieve this we will recruit talented, aspiring riders and given them the opportunity, support and self-belief to reach the highest level of professional sport

We believe that with the right support, riders are only limited by their imagination; we are proud to be the only UCI Conti team with a paracyclist in our squad



Our values

Continually striving for excellence

Success through teamwork,
collaboration and partnerships

Respect, trust and accountability

Inspiring the next generation

Work hard, enjoy and have fun



Our aims

We are not just about winning bike races

We are conscious of the privilege elite sport provides us with, and we use our platform to promote:

- family engagement
- healthy lifestyles
- inclusivity and diversity
- environmental awareness



Charity Partner

We have partnered with The Bike Network, a charity that provides bicycles and cycle equipment to cancer patients, survivors and their families

Brought together by our shared passion for cycling, we hope we can help people to find the space and freedom we know that being out on a bike can bring during tough times



Charity Partnerships

The Bike Network is the UK based Recycling:Cycling Charity Partner of SwiftCarbon Pro Cycling

After recovering from stage 3 bowel cancer, Adam Froggatt founded *The Bike Network* to help support cancer patients, survivors and their families by supplying them with bicycles and cycle equipment

Through the partnership, team kit and equipment that is no longer required is sold to raise funds for the charity

Registered Charity No. 1192390



**THE
BIKE
NETWORK**



Charity Partnerships

World Bicycle Relief is the Overseas Charity Partner of SwiftCarbon Pro Cycling

Through the power of the bike, we raise awareness of the work undertaken by World Bicycle Relief to create long-lasting, sustainable change and break the cycle of poverty

World Bicycle Relief provide specially designed Buffalo Bicycles to students, health workers and entrepreneurs empowering life-changing mobility

Registered Charity No. 1141613



The Team behind the team

In order to keep the riders on the road we have an amazing team of support staff including:

- Performance Manager
- Partnerships Manager
- Sports Scientist
- Professional race mechanics
- Soigneurs/massage therapists
- Photographer & videographer
- Social Media Co-Ordinator



Key results 2021

Winner, Ryedale Grand Prix

Winner, Capernwray Road Race

3rd, Stage 2, Tour of Britain

3rd, Tim James Memorial Road Race



Partner benefits

Association with:

- the fastest growing recreational and spectator sport in the UK
- the promotion of healthy lifestyles and environmental awareness

Increase brand visibility and awareness in televised events broadcast globally



Management Team



Paul Lamb
Team Manager,
BSc Hons Human
Movement Studies



Carolyn Nelson
Team Principal



Andy Tune
General Manger, Director
Informat Ltd



We would love to hear from you. Contact us for further details of our range of partnership opportunities

Carolyn Nelson, Team Principal, carolyn@swiftcarbonprocyling.co.uk