



Most Exotic Bicycle Tour 2026 **Sponsorship opportunities**

After smashing it last year, and raising over 3.5 million pounds, so far, to help vulnerable people in South Asia, our cycling challenge is back!

We are delighted to offer you an exclusive opportunity to associate your brand with our very unique event which includes eminent participants, media reach and social purpose.

Now in its eighth year, this time the Most Exotic Bicycle Tour will start on 24 October and see the group cycling 250km over four days in Mysore, India.

The cycling challenge will support the British Asian Trust's work to help support vulnerable and marginalised people in South Asia.



@MostExoticBicycleTour

Most Exotic Bicycle Tour: Sponsorship

Platinum (£25,000)

- Logo placement on all riders' jerseys
- Your company logo on the British Asian Trust's website with a descriptive paragraph about your organisation
- Mention in press release about the Most Exotic Bicycle Tour
- Mention as the major sponsor in our quarterly newsletter
- Mention on our social media channels as the major sponsor
- Opportunity to add marketing materials and merchandise in bike riders' goody bags



Gold (£10,000)

- Logo placement on all riders' jerseys
- Your company logo on the British Asian Trust's website with a descriptive paragraph about your organisation
- Mention in press releases about the Most Exotic Bicycle Tour
- Mention as a sponsor in our quarterly newsletter
- Mention as part of sponsor group on our social media channels
- Opportunity to add marketing materials and merchandise in bike riders' goody bags

Silver (£5,000)

- Logo placement on all riders' jerseys
- Your company logo on the British Asian Trust's website as a supporting partner
- Mention as part of sponsor group on our social media channels
- Opportunity to add marketing materials and merchandise in bike riders' goody bags



Bronze (£2,000)

- Logo placement on all riders' jerseys
- Your company logo on the British Asian Trust's website as a supporting partner
- Opportunity to add marketing materials and merchandise in bike riders' goody bags

For more information, contact Camille Boukhaled at:

camille.boukhaled@britishasiantrust.org

0753 8255 495

You can find out more about the British Asian Trust
and our work at www.britishasiantrust.org

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