



THAME
Town Council



Proposal for Thame Sportive – 15th June 2025

Introduction

The Thame Sportive is a community cycling event designed to cater to riders of all abilities. Scheduled for Sunday, 15th June 2025, this event will offer three distinct routes, encouraging participation from families, casual riders, and seasoned cyclists alike. The sportive aims to promote cycling, fitness, and community engagement while showcasing the scenic beauty of Thame and the Chiltern Hills.

The event will be strongly supported by Thame Town Council and organised by Thame Cycling Club and Thame Cycles. The intention is to start and finish in Thame town centre with barriers and a finish gantry. There is an opportunity for sponsors throughout the event, including advertising at the Start and Finish. Another opportunity could be activities running in the town to celebrate sport in the local community.

Event Details

- **Date:** Sunday, 15th June 2025
- **Location:** Thame, Oxfordshire
- **Start/Finish:** TBC (Central Thame location preferred)
- **Routes:**
 - **Family Ride:** 10km – A relaxed, safe, family-friendly ride suitable for all ages, designed to encourage participation and cycling confidence.
 - **Intermediate Route:** 80km – A more challenging ride extending into the Chiltern Hills, ideal for experienced cyclists looking for a scenic and rewarding ride.
 - **Advanced Route:** 130km – A demanding route designed for seasoned cyclists, incorporating significant elevation changes and the best of the Chiltern countryside.

Objectives

- To promote cycling as a healthy and sustainable activity for all ages.
- To provide an inclusive event catering to various levels of cycling ability.
- To promote local businesses and grow the local economy
- To encourage local community participation and tourism in Thame and the surrounding areas.
- To raise funds for local charities or cycling initiatives.

Logistics & Planning

- **Route Planning:** Detailed route mapping, safety checks, and wayfinding signage.
- **Safety & Support:** First aid stations, mechanical support, and marshals positioned throughout the routes.
- **Registration & Fees:** Online registration with potential early-bird discounts and group/family packages.
- **Refreshment Stops:** Water and nutrition stations strategically placed along the routes.
- **Support Stations:** Two feed stations will be available for riders along their routes.

- **Medical & Mechanical Support:** A medic will be on hand to cover the courses, and mechanics will be stationed at the start and in a support car during the rides to assist with any mishaps.
- **Event Village:** Start/finish area with food stalls, cycling-related vendors, and entertainment.
- **Promotion & Marketing:** Social media campaigns, local business partnerships, and press coverage.

Partners & Sponsorship

- Seeking collaboration with local businesses, cycling clubs, and sponsors to support logistics and funding.
- Opportunity for sponsors to feature branding on event materials, banners, and rider kits.
- If sufficient sponsorship funding is generated, we would look to offer free child places for the family ride to ensure the ride is inclusive to all members of the local community

Conclusion

The Thame Sportive promises to be an exciting and inclusive cycling event, bringing together families, fitness enthusiasts, and competitive riders. With well-planned routes, strong community support, and a commitment to safety and enjoyment, we aim to establish this sportive as a key event in the local cycling calendar.

We look forward to working with local authorities, businesses, and volunteers to make this event a great success

Projected Revenue

Entry Fees:

- Family Ride (150 participants @ £5) = £750
- 80km Route (75 participants @ £25) = £1,875
- 130km Route (75 participants @ £30) = £2,250

Sponsorship:

- Support from local businesses £1,000

Total Estimated Revenue: £5,875

Estimated Costs

Essential Expenses:

1. Barriers (Start/Finish & Key Points) – £300 - £500
2. Sound Equipment (PA system for announcements & finish line) – £150
3. Medical Support (First Aid Staff & Equipment) – £250
4. Mechanical Support (Tools, spare parts, support vehicle fuel, etc.) – £100
5. Signage & Route Marking (Directional signs, waypoints, safety notices, etc.) – £200
6. Feed Stations (Water, energy drinks, snacks, etc.) – £100 Most will be supplied by High5
7. Marshals & Staff Expenses (Volunteer T-shirts, food, etc.) – £550
8. Marketing & Promotion (Flyers, social media ads, website hosting, etc.) – £500
9. Medals for competitors - £720
10. Cost of road closure - TBC

Total Estimated Costs: £2,870 - £3,070

Projected Profit/Loss

- Revenue: £5,875
- Expenses: £2,870 - £3,070
- Potential profit: £2,805- £3,005 before road closure costs