

# BEST DRESSED GUIDELINES

Welcome  
to Yorkshire  
yorkshire.com

in association with

**THE YORKSHIRE POST**

# Tour de Yorkshire

4<sup>th</sup> edition



[letouryorkshire.com](http://letouryorkshire.com) / [@letouryorkshire](https://twitter.com/letouryorkshire)

# STAND OUT

## Join in the celebration

The Tour de Yorkshire takes place between 3 - 6 May 2018.  
Go to [letouryorkshire.com](http://letouryorkshire.com) for full route details.

We are holding a competition to find the Tour de Yorkshire's Best Dressed. There are four categories you can enter:

**Best Dressed Village**

**Best Dressed Town**

**Best Dressed Host Location**

**Spirit of Le Tour**

This award will recognise an individual, community or business which has gone above and beyond to fully embrace the spirit of the Tour de Yorkshire

Before the race, tell us about your plans and send us your pictures, and we'll let the TV producers know what to look out for as they plan their coverage. Who are you working with? What has inspired your town or village? Complete the online entry form at [letouryorkshire.com](http://letouryorkshire.com) with your updates and queries.

Welcome to Yorkshire and The Yorkshire Post will shortlist the top four from each category at the end of the race. The shortlisted entries will then go to a public vote on Twitter @letouryorkshire.

The lucky winner of each category will then be presented with an exclusive commemorative plaque.



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# GET INVOLVED

## *Here are a few pointers to get you started:*

- We've included some examples of previous displays which we hope will inspire you on the next page.
- Think about involving the whole community, do visitors (and judges) feel welcomed into the community? Is the community radiating with energy and excitement?
- How will your village or town stand out? How much effort was placed into the preparation of the decorations, festivities and activities? Is your town or village exploding with colour and visual impact?
- The dressing of your town or village doesn't need to be bicycle or tour related – you can celebrate your community in any way you like. It's a great way to get people talking and put smiles on their faces!
- What makes your community special? Are you known for any longstanding events? Famous people? Are the people in your town friendly, welcoming, funny?
- The best dressed competition shouldn't be commercial (use of company logos for example) but you may wish to celebrate a specific industry – for example, big pints of beer for breweries? A mouse and cheese for cheesemongers/creameries?
- You **MUST** make sure that you have permission from businesses and residents in the community to decorate the buildings and land you intend to use. Please check with the local council and landowners to ensure your local community is happy with the plans. Why not set up a local Tour de Yorkshire community group?
- Sadly there are no guarantees that your town or village will be picked up on the TV, as schedules change minute to minute, however we will ensure the crews have a comprehensive list of all entries we are made aware of. Please make sure your decorations and celebrations are on the race route.

FOR MORE INFORMATION GO TO  
[letouryorkshire.com](http://letouryorkshire.com)

   [letouryorkshire](https://twitter.com/letouryorkshire) #TDY



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# INSPIRATION

Here are some great examples of displays from the Tour de France and Tour de Yorkshire. We hope this will inspire your towns and villages.

