
Tour de Yorkshire Artist

For the Period 1st January 2020 – end December 2020

(Full terms will be agreed on appointment – commission rates etc)

The Tour de Yorkshire was launched as a joint venture between Welcome to Yorkshire and the Amaury Sport Organisation (ASO) in 2015 after the county successfully hosted the Tour de France Grand Départ in 2014. The fifth edition in 2019 saw 1.9 million fans line the roadside during the four days of action and boosted Yorkshire's economy by £60 million.

Welcome to Yorkshire plans to make the 2020 Tour de Yorkshire even bigger than this year, and we are inviting bids from Yorkshire artists who share this ambition and would like to be part of the incredible journey.

The official Tour de Yorkshire Artist will have will have:

- Exclusive rights to associate themselves with the Tour de Yorkshire
- A two-box composite logo designed incorporating the Artist logo and Tour de Yorkshire logo
- Web profile on letouryorkshire.com as the official artist
- Full page advert within the Road Book, this is the event guide printed for all teams and event partners.
- Coverage in the TDY spectator guide
- Opportunities to showcase work at any corporate / black-tie events associated with Tour de Yorkshire
- Logo on the race poster
- Social media activity – agree a plan
- Activation space at the starts/finishes each day: opportunity to sell and promote the artist and the official artwork, provide giveaways, competitions, engagement with the public etc.
- Artist partner press release
- Supply of Tour de Yorkshire assets (map, route maps and a selection of rights free images) – subject to approval
- Logo to appear on the giant screen at starts/finishes to highlight artist partnership

Tour de Yorkshire Artist Submission Document 2020



- Artist branding in the media and press room
- VIP Hospitality: 4 passes per day (2 start/2 finish)
- Eve of TDY Team Presentation: 4 tickets
- Five free registrations for the amateur sportive
- Features (TBA) within the Allez Yorkshire newsletter (65,000 database)
- Direct email activity via Welcome to Yorkshire databases
- Opportunity to promote artist to the business community via Tour de Yorkshire 'roadshow' events in the run up to the Tour.

This list is not exhaustive. Other bespoke opportunities are available and we would look to maximise opportunities to raise the profile and the sales opportunity for the artwork.

Application process

1. To apply to be the Tour de Yorkshire's official artist, please complete the application (below).
2. A Welcome to Yorkshire internal panel will select the successful artist based on the information provided.
3. Applications to be submitted via email to dramsey@yorkshire.com
4. The selected artist will be notified by the **Friday 8th November 2019**.
5. The artist will be announced as part of the routes announcement in **December 2019**

The closing date for applications is **5pm on Friday 1st November**.

Key dates to notes

1. Deadline for full submission –**1st November 2019**
2. Decision on artist – **by Friday 8th November 2019**
3. The artist will be announced at the routes press conference – **December 2018**
4. Artwork to be unveiled at Welcome to Yorkshire's **Y20 Conference in April 2020 STC**

APPLICATION QUESTIONS

Please could you provide full answers to the following questions?

1. History – Please can you tell us about yourself and your career history?
2. What is your connection with Yorkshire?
3. What is your connection (if any) to cycling?
4. Please advise what inspired you to want to get involved and apply for this opportunity?
5. Please attach examples of your work to date.
6. Please could you describe and attach illustrations/examples of what you are looking to produce for this event. Please explain how you see this piece of art fitting with the Tour de Yorkshire and why?
7. Please explain your plans to market and sell this work?
8. Please explain how you would maximise the opportunity to have a presence at the start and finish of the TDY 2020 within the fan zone.
9. What are your routes to market – distribution plans to maximise sales?
10. Please share your marketing plan, sales strategy and targets.

As this is a commercial opportunity - please provide a cost breakdown for us to discuss along with anticipated volumes.

All Applications to be submitted via email to dramsey@yorkshire.com