

Creating an elite
team of corporate
cyclists helping GB
Athletes make a
social impact.

The
Purpose
Peloton



Our Purpose

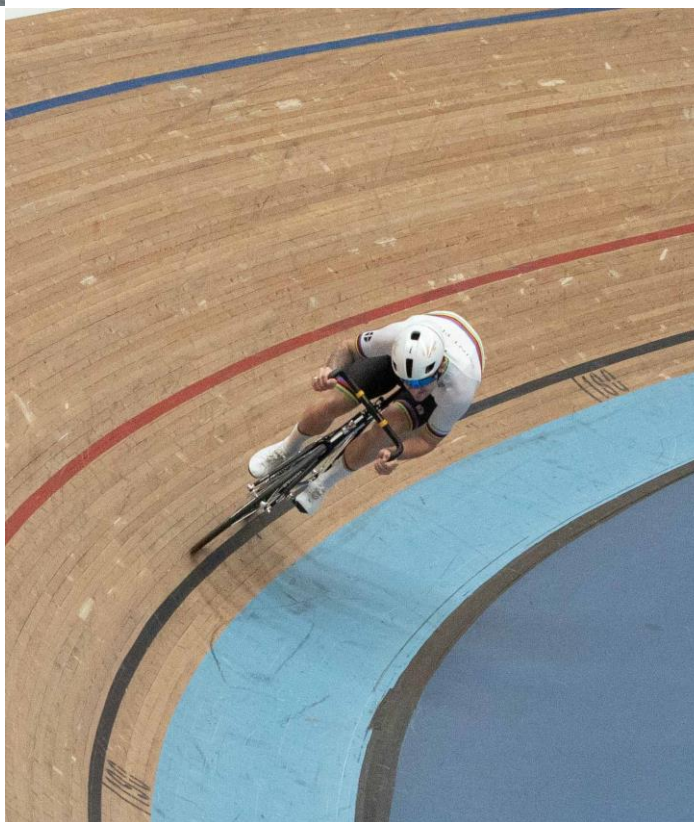
After 10 years of **GB Athletes fundraising £653K** at various Velodromes and sporting venues , we wish to reimagine how we deliver this innovative purpose project, to this end we want to bring cycling business professionals together as an elite team to form **The Purpose Peloton** .



YOUR VIP EXPERIENCE

Purpose Peloton members will have access to a place on a **fun GB Medallist hosted VIP cycling experience.**

We will be hosting three separate dates in the first half of 2025 hosted by a GB Medallist. You can choose track or road and go head-to-head in timed challenges against your GB host.



YOUR DAY ON THE INFIEL

On your experience day you will be accessing the Athlete Q and A and taking home signed mementoes.

Each Velo Park date will run alongside the **Meet the Medallist experience** hosted by GB Athletes from other sports, with Q and A's , signing and selfie sessions plus fun sporting and non-sporting challenges.



THE DAY FOR YOUR GUESTS

Your non cycling guests get to enjoy their own amazing experience.

Each Velo Park date will run alongside the **Meet the Medallist social experience** hosted by GB Athletes from other sports, with Q and A's , signing and selfie sessions plus fun sporting and non-sporting challenges, free for participating cyclists and your four non cycling guests.

CHANCE TO FUNDRAISE

- The Beat the Medallist challenge enables you to fundraise for your chosen good cause.
- Each day will see the GB Athlete post a Flying Lap time.
- You set your Flying Lap time.
- Fundraising gives you time bonuses to help Beat the Medallist.

Day's Additional Member Benefits

- Free limited edition PURPOSE PELOTON Jersey.
- Choice for your Day of either doing both track and road or four Meet the Medallists guests.
- 20% off VIP Cycling days cost for extra cyclists.
- 20% off other GB Athlete Experience Days for individual and corporate use.





SHOWCASING MEMBERS

Objective is to highlight team members own authored examples of fundraising and philanthropy through LinkedIn and Instagram pages.

Expand the networking aims and objectives of this exclusive group to meet the expectations of members, this will include social networking events away from the Velodrome.



SUPPORTING GB ATHLETES

Purpose Peloton members will be helping the Legacy 300 project not only support good causes but also support GB Athletes.

This makes you part of their journey as each year, different young medal winning cyclists are on hand to give you insight into their sporting lives.



REWARDING YOUR PURPOSE

- Discounts on events and cycling related equipment / apparel which will be posted in the LinkedIn Group and not spammed.
- Those who choose to fundraise on their VIP Athlete Day will if successful also get trackside hospitality for a professional event at Lee Valley in 2025.

How You Can Help

- **BECOME A MEMBER**

MEMBERSHIP : £350 + VAT

WWW.LEGACY300.COM/ONLINE-STORE

- **FOLLOW US ON OUR LINKEDIN PAGE**
(Click [here](#))

Members group to be created in Jan 2025

- **OR JUST COME ON ONE OF OUR**
TRACK / ROAD DAYS

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THE PURPOSE PELTON

CYCLISTS FOR GOOD