



EXHIBITOR INFORMATION

EXPO TOUR

24. – 28. August 2022

**1 PROFESSIONAL CYCLING RACE
—
100 OTHER ACTIVITIES**

DEUTSCHLAND TOUR

**24. – 28.
August 2022**

Prolog | Prologue
Mi. | Wed. **24.08.**

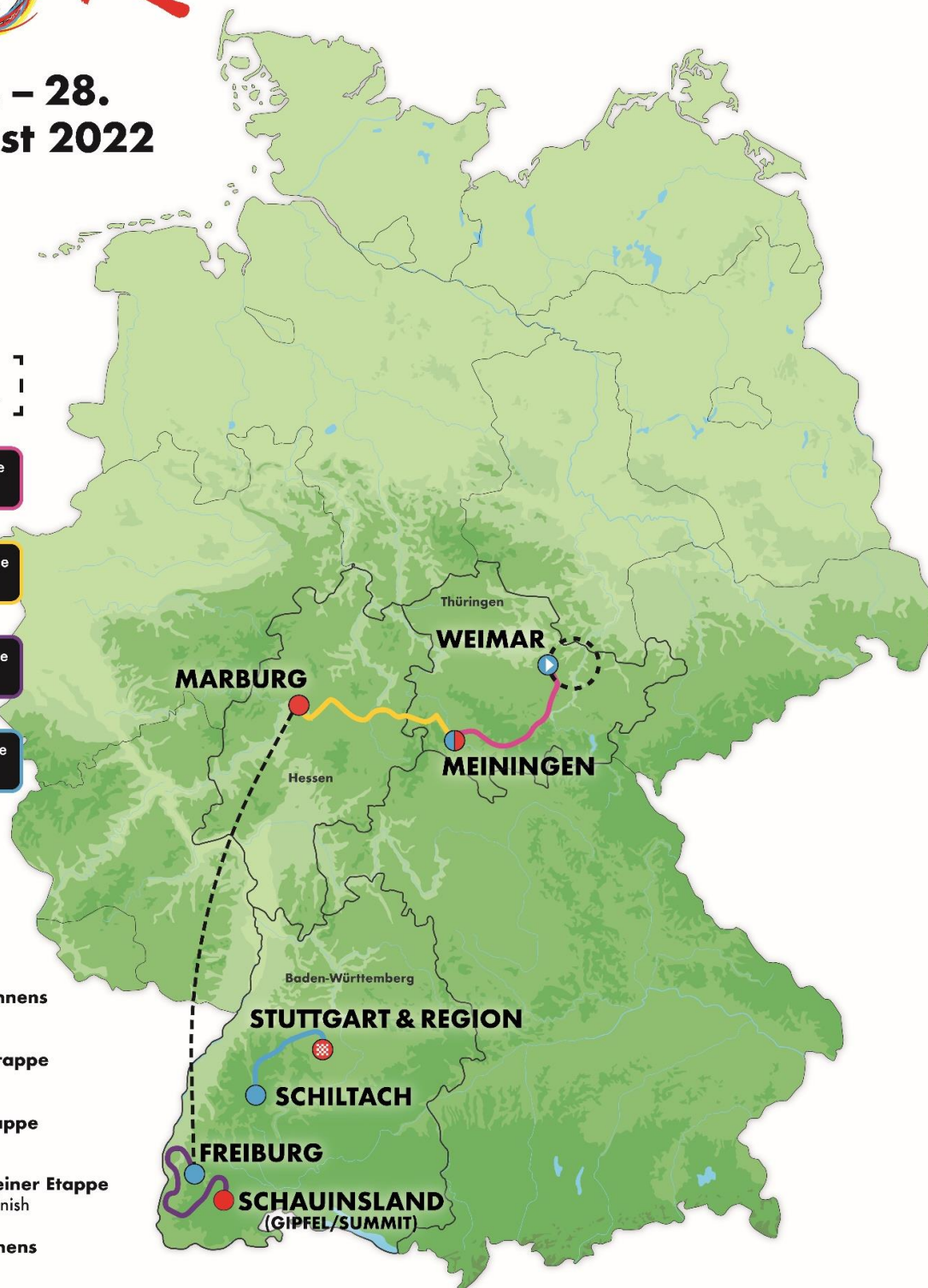
1. Etappe | 1st Stage
Do. | Thu. **25.08.**

2. Etappe | 2nd Stage
Fr. | Fri. **26.08.**

3. Etappe | 3rd Stage
Sa. | Sat. **27.08.**

4. Etappe | 4th Stage
So. | Sun. **28.08.**

-  **Prolog**
Prologue
-  **Start des Rennens**
Race start
-  **Start einer Etappe**
Stage start
-  **Ziel einer Etappe**
Race finish
-  **Start & Ziel einer Etappe**
Stage start & finish
-  **Ziel des Rennens**
Race finish
-  **1. Etappe | 1st Stage**
-  **2. Etappe | 2nd Stage**
-  **3. Etappe | 3rd Stage**
-  **4. Etappe | 4th Stage**
-  **Transfer**



www.deutschland-tour.com

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A FESTIVAL OF CYCLING

The focus is on the joy of moving on two wheels, the enthusiasm for the versatility of the bike and the love of cycling in all its aspects.

The 4th edition of Deutschland Tour

As the only multi-day professional stage race in Germany, the Deutschland Tour is not only the flagship project in German cycling, but also the highlight festival of cycling in Germany.

From 24th to 28th August, the Deutschland Tour 2022 will connect German cities and regions on four challenging and varied stages. Cycling fans will experience the grand finale in Stuttgart.

The goal is to use the most important German race to provide long-term support for cycling in Germany and also to offer its up-and-coming young talents an opportunity. The event will be rounded out with an amateur race, open to everyone, on the course of the final stage the pros will ride, with races for young riders and various participatory actions which the fans have already helped to develop during the planning of the Deutschland Tour, as well as the integration of the newest cycling trends.

1 PROFESSIONAL CYCLING RACE

—

100 OTHER ACTIVITIES



REVIEW: DEUTSCHLAND TOUR 2021

The four-day stage race from Stralsund to Nuremberg in 2021 has shown that the cycling festival can be a complete success even if the Corona protection measures are observed! In addition to the professional race, the many supporting activities have also created a true cycling festival that has generated enthusiasm in the stage towns.

The Deutschland Tour has taken place! After 700 days without an international men's professional race in Germany, that's a highlight for itself. But not only that. We have managed to maintain - and even expand - the concept of the Deutschland Tour during this time. This underlines the leading role of the Deutschland Tour for German cycling.

5

LOCATIONS

More than 20.000

SQUARE METRE EXPO AREA

More than 100

EXHIBITORS AT
THE EXPO TOUR

5.000

PARTICIPANTS AT
JEDERMANN TOUR, RIDE TOUR AND
„KINDER JOY OF MOVING MINI TOUR“

1

FESTIVAL
OF CYCLING



FACTS AND FIGURES

*NUMBERS 2019

 Das Erste

TV-NATIONAL



6H

LIVE TV
BROADCAST

1,5M

VIEWERS
(ARD, PEAK)

5M+

TV VIEWERS
(LIVE)

TV-WORLDWIDE

**530H IN
190 COUNTRIES**

TV BROADCAST

7.2M

WATCHED TV-HOURS
(LIVE)

4.4M

TV VIEWERS
ON EUROSPORT



68M

REACH IN 87 ONLINE NEWS
(TOP 10 ONLINE MEDIA)

2.5M

HOMEPAGE IMPRESSIONEN

33.000

SOCIAL MEDIA FANS

4.4M

REACH VIA SOCIAL MEDIA
(EVENT PERIOD)

6.500

CONTACT VIA NEWSLETTER
(65% OPENING RATE)

500.000

FANS ALONG THE ROUTE
AND IN STAGE TOWNS*

3.000+

REGISTRATION JEDERMANN-
RENNEN

1.000

VIP GUESTS



EXPO TOUR AS PULSATING HEART OF THE FESTIVAL



Opening hours before the pros arrive, the Expo Tour will offer its interesting stands and various attractions to curious visitors, allowing them to try, watch and participate, as well as take in the exciting shows and information.



The Expo Tour takes place as close as possible to the **finish line** of the four stages as well as the prologue on August 24, 2022, is open on the day of the race arrival from approx. 12 noon until 5 p.m. (race arrival approx. 4:30 p.m.) and is of course free of charge to all visitors.



New: The **Innovation Hub** is a possibility for young entrepreneurs to present their ideas of mobility, safety and health to wide public. With a central location at the Expo the Innovation Hub should be a meeting point for people with exciting ideas and projects to interact and create the future together.



The visitors to the Expo are not just sports fans, but also are interested in many other themes and products. The wide variety of not just specific cycling themes but also of a wide variety of offers concerning bikes and mobility as well as special offers for children and families will speak to a wide **target audience**.



Branches: In the focus are the themes cycling and accessories, but also themes like nutrition, nutritional supplements, health, sport clothing, lifestyle, travel, and the various facets of cycling can also be presented to inform and try out.



FURTHER SIDE EVENTS ASSOCIATED WITH THE EXPO TOUR

The Expo will be accompanied by special side events, which will attract many visitors.



Jedermann Tour – just like the pro riders

For the final of the Deutschland Tour, the road belongs not only to the pro riders! Before the riders go onto the fourth and final stage in and around Stuttgart on Sunday, August 28th, the amateur race and special highlight of the Deutschland Tour will take place with approx. 3.500 competitors.

Two athletically challenging and varied courses along the landscape and sporting high points of the region will follow the course the pros will ride, much of it on exactly the same course they will take on – with start and finish in Stuttgart.



Newcomer Tour - Germany's up-and-coming young talents can see how they do

The arrival city of the **penultimate stage** will also see the arrival of the Newcomer Tour. Together with the Bund Deutscher Radfahrer (BDR) we have decided to offer German and international young riders a unique platform to present themselves on the biggest stage.



„Kinder Joy of moving mini tour“ - big fun for little cyclists

The youngsters are a special focus for us. This bike festival concentrates on the littlest ones. Special races for kids on the finish lines of the pro race will be an absolute highlight of the Deutschland Tour. Kids as young as 2 can make their debut on the big stage – with the emphasis being on the fun of exercise.

The kids' races take place directly before the arrival of the pro riders.



MAY THERE BE MORE?



VIP AREA



FIRMENTEAMS
& INCENTIVES



DIGITALES
BRANDING



NAMING PARTNER
SIDE EVENTS



BE PART OF THE RADKLASSIKER
ESCHBORN FRANKFURT AT 01. MAY

We would be happy to discuss the appropriate options and further possibilities with you and provide your company with an individual offer.

Just get in touch with us.

CONTACT

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GESELLSCHAFT
ZUR FÖRDERUNG >>>
DES RADSPORTS MBH