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

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The  
Purpose  
Peloton



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## Our Purpose

After 13 years of **GB Athletes fundraising £683K** at various Velodromes and sporting venues , Corporate Slam is reimagining 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** .

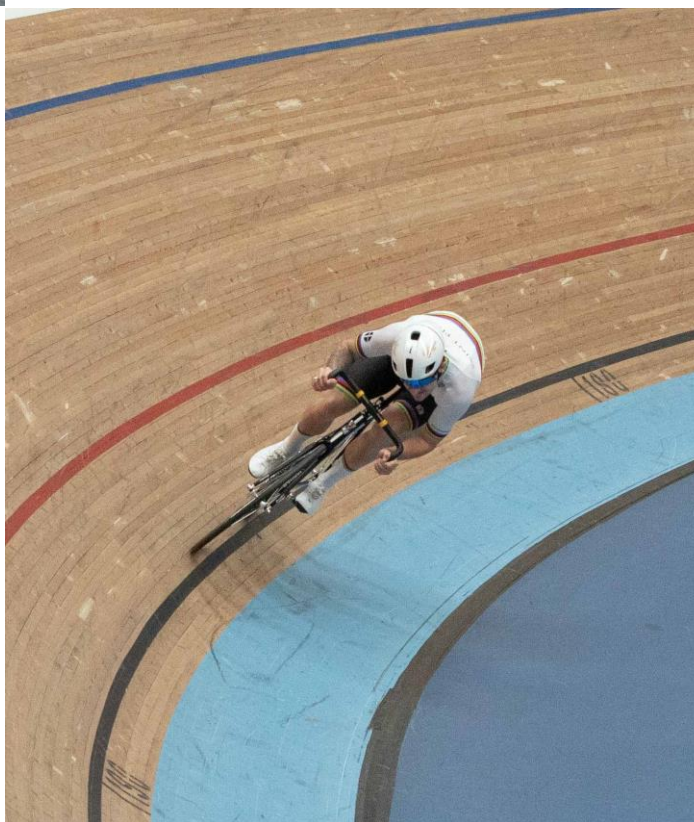


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## YOUR VIP EXPERIENCE

Purpose Peloton members will have access to a place on LCS26's **GB Medallist hosted VIP cycling experience** April 19<sup>th</sup> or 3<sup>rd</sup> June.

Each event is hosted by a GB Medallist. You can choose track or road and go head-to-head in timed challenges against your GB host. If you chose to fundraise, you get time bonuses and a pro rata refund of your entry fee.



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## YOUR DAY ON THE INFIELD

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.



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## THE DAY FOR YOUR GUESTS

Invite non cycling guests and they 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.

## 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.

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## Your Member Benefits

- Choice for your Velo Park Day doing the track or road. (April / June).
- Two places on Networking Rides in the Surrey countryside. (May / October).
- Two team entries to utilise on LCS26 networking evenings throughout 2026.
- 20% off VIP Cycling days cost for extra cyclists GB Athlete Experience Days for individual and corporate use.
- Discounts on third party coaching and events.





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## NETWORKING RIDES

To satisfy that cycling wanderlust, you get to utilise a total of **two places** on midweek daytime Networking Rides in Surrey in May and October, curated and hosted by Olympic Gold Medallist and Discovery + Commentator Dani Rowe and ex professional tour rider Matt Rowe, these will be escorted midweek rides over 30km and 50km with coaching tips and the chance over a post ride drink, get insights into life as a professional road cyclist



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## OTHER MEMBERSHIP BENEFITS

- 20% off additional VIP LCS26 Experience Days for individual and corporate use.
- 20% off Non-Cycling Guests for Meet the Medallist events.
- 10% off on selected Sporting Dinners.
- Other benefits to be added as Peloton grows.



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## LCS26 NETWORKING

- Off the saddle, **TEAMS OF TWO** are invited to attend two selected LCS26 based evening events.
- You can bring two teams to the same events.
- These will be the Social Activity events currently listed on [www.lcs26.com/events](http://www.lcs26.com/events)

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## How You Can Help

- **BECOME A MEMBER**

**MEMBERSHIP : £450 + VAT**

**Via the Corporate Slam Shop**

**[www.bcs26.com/store](http://www.bcs26.com/store)**

**FOLLOW US ON OUR LINKEDIN PAGE**

**[\(Click here\)](#)**

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

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## Contact

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# THE PURPOSE PELTON

CYCLISTS FOR GOOD