

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

The
Purpose
Peloton



Our Purpose

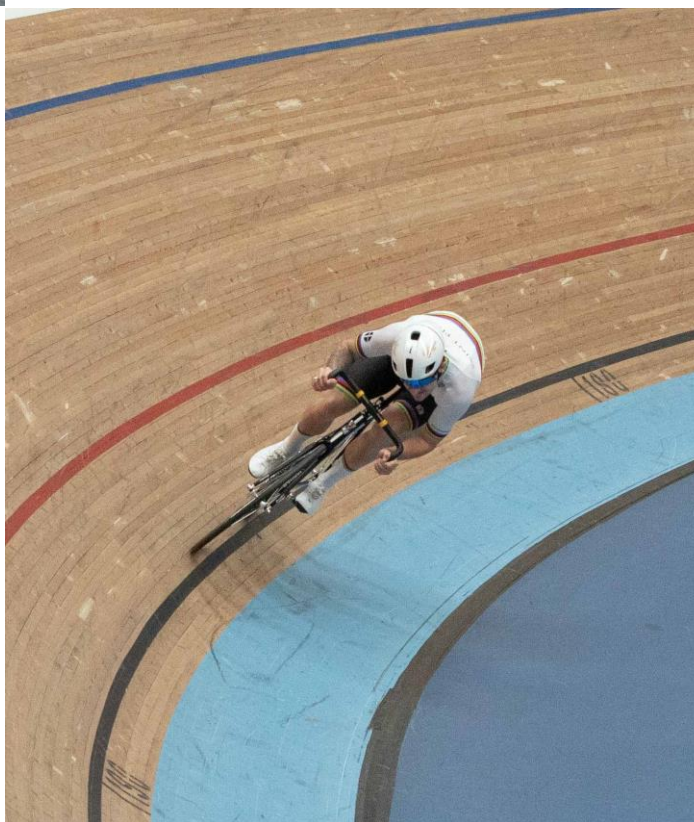
After 10 years of **GB Athletes fundraising £669K** at various Velodromes and sporting venues , we wish to reimagine how we deliver this innovative purpose project, to this end we want to bring cycling business professionals together as an elite team to form **The Purpose Peloton** .



YOUR VIP EXPERIENCE

Purpose Peloton members will have access to a place on a **fun GB Medallist hosted VIP cycling experience** April 19th or 3rd June 2026

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.



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.



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.

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).
- Three places to utilise on three networking evenings (Feb / Jun / October).
- 20% off VIP Cycling days cost for extra cyclists off other GB Athlete Experience Days for individual and corporate use.
- Discounts on third party coaching and events.





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



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.



NETWORKING EVENINGS

- **Off the saddle, you are invited to attend any or all of the three London based evening networking events (Feb / June / October) where cycling personalities and athletes from other sports will host informative talks on life as an ex athlete, you have a total of three places on these days as part of the package.**

How You Can Help

- **BECOME A MEMBER**

MEMBERSHIP : £450 + 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

Contact

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THE PURPOSE PELTON

CYCLISTS FOR GOOD