

SPONSOR

PACK



We're building a movement that inspires active lifestyles, sparks conversation, and leaves a lasting impact wherever we go.

Jay, Founder - GBHQ

TAKING FITNESS, EDUCATION, AND **COMMUNITY** ON THE ROAD ACROSS THE UK.

2025/26

THE
GBHQ
TOUR™



BUILT FOR ATHLETES // MADE FOR EVERYONE

2025/26



IT'S TIME TO MAKE AN IMPACT NATIONALLY

The GBHQ Tour was built from a journey — one that started with a simple idea: to bring people together through fitness, resilience, and community.

Over the past six years, GBHQ has evolved into one of the UK's most authentic fitness communities. We've hosted sold-out Lifting Clubs, national fitness festivals, and Heartbeat charity events, all designed to make movement accessible, fun, and empowering for everyone.

We've been recognised nationally, winning Theo Paphitis' Small Business Sunday award, Winner of the British Fitness Awards 2025, and featured in press and radio for the impact we've made in fitness culture and community engagement.

MORE THAN JUST A BRAND

From building Southampton's first Fitness Festival and The GBHQ X Games, to partnering with schools, universities, and gyms, we've seen first-hand the power of movement to change lives — not just physically, but mentally and emotionally.

Now, we're taking that energy on the road.

The GBHQ Tour is our next chapter — a nationwide journey bringing fitness, education, and community impact directly to schools, gyms, and families across the UK.

This isn't just a tour.

It's about building stronger, healthier, and more connected communities — one stop at a time.



THEGBHQTOUR

THE MISSION

2025/26



THE MISSION .

**INSPIRING THE NEXT GENERATION
- ONE TRIP AT A TIME
#THEGBHQTOUR**

At its core, the GBHQ Tour is about getting the UK moving again — inspiring a healthier, stronger, and more connected nation through fitness, education, and community.

We travel to schools, universities, and local communities across the country, delivering free, high-energy events that make fitness fun, accessible, and meaningful for everyone. Each stop is designed to educate, motivate, and empower people of all ages — helping to build lifelong habits of movement and wellbeing.



FITNESS CHALLENGES & FESTIVALS

2025/26

THE
GBHQ
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We bring the energy of GBHQ to every location with engaging workouts and challenges designed for all ages and abilities.

Key Highlights:

- Fun, inclusive fitness sessions for students, families, and community members
- Team challenges that build confidence and teamwork
- Interactive games and competitions to make movement enjoyable
- Designed to encourage lifelong healthy habits



EDUCATION & INSPIRATION

2025/26

THE
GBHQ
TOUR™

We host talks and workshops that go beyond physical activity — focusing on mindset, resilience, and self-belief.

Key Highlights:

- Motivational talks by the GBHQ team and special guests
- Discussions on fitness, wellbeing, and healthy lifestyles
- Q&A sessions to engage students and families directly
- Inspiring young people to take control of their health and confidence



COMMUNITY SUPPORT & IMPACT

2025/26

THE
GBHQ
TOUR™

Each stop leaves a lasting impact, helping families and schools continue their fitness journey long after the event.

Key Highlights:

- Resources to encourage continued movement and participation
- Support for PE classes and extracurricular fitness programs
- Empowering communities to build stronger, active lifestyles



THE GBHQ TRAINING APP (FREE)

2025/26

THE
GBHQ
TOUR™

Our free training app provides ongoing support with structured plans for all ages.

Key Highlights:

- Free access for kids, adults, and families nationwide
- Simple, structured workout plans led by our Head Coach
- Encourages consistency and progress outside of the events
- Keeps communities connected to the GBHQ Tour mission



We capture and share every stop to celebrate the community and provide sponsor exposure.

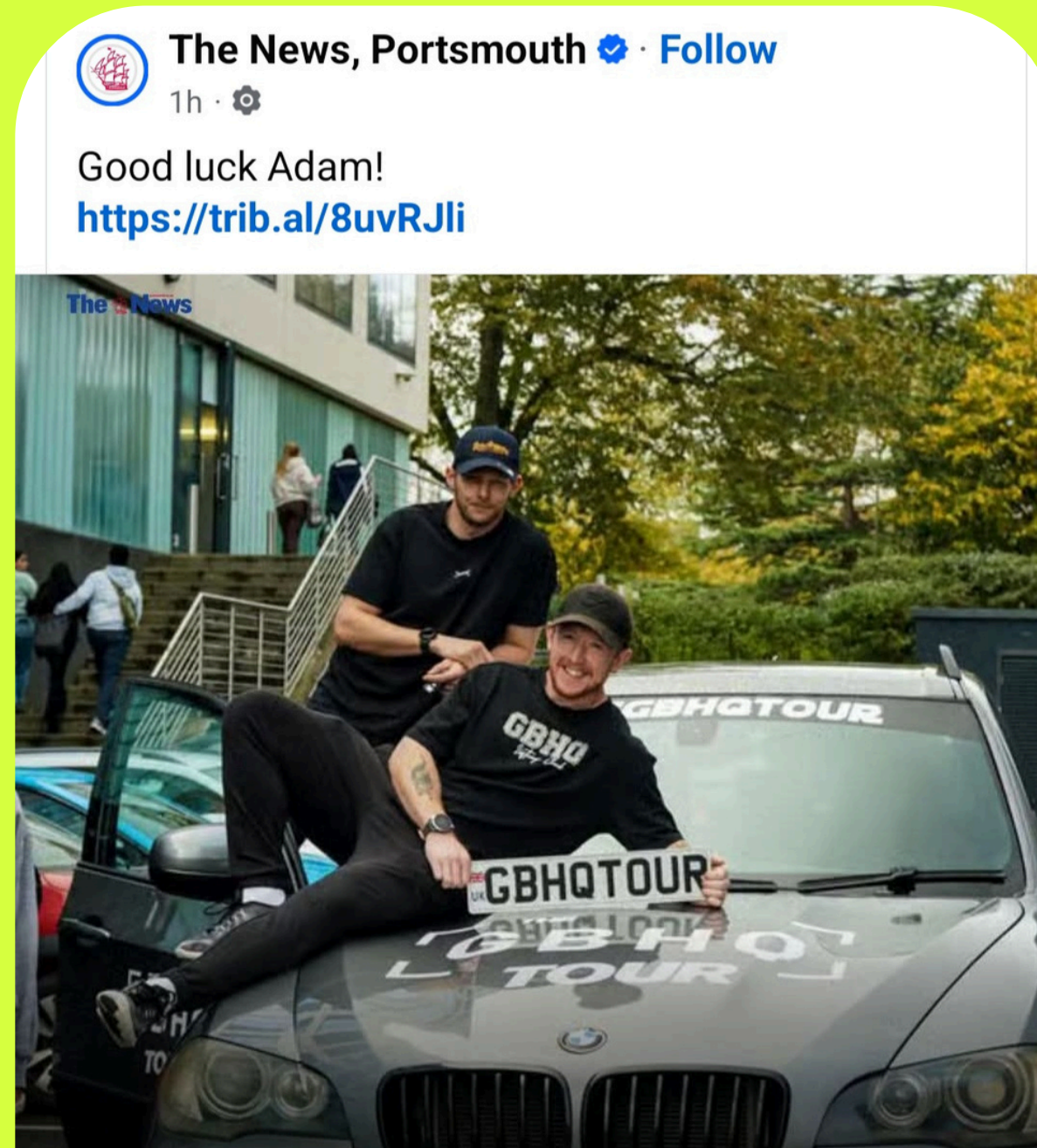
2025/26

THE
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TOUR

Key Highlights:

- Features on the GBHQ Podcast with event guests
- Social media content showcasing schools, universities, and families
- Highlight reels and recap videos for sponsors and participants
- Amplifies the impact of each stop nationwide

MEDIA COVERAGE



2025/26

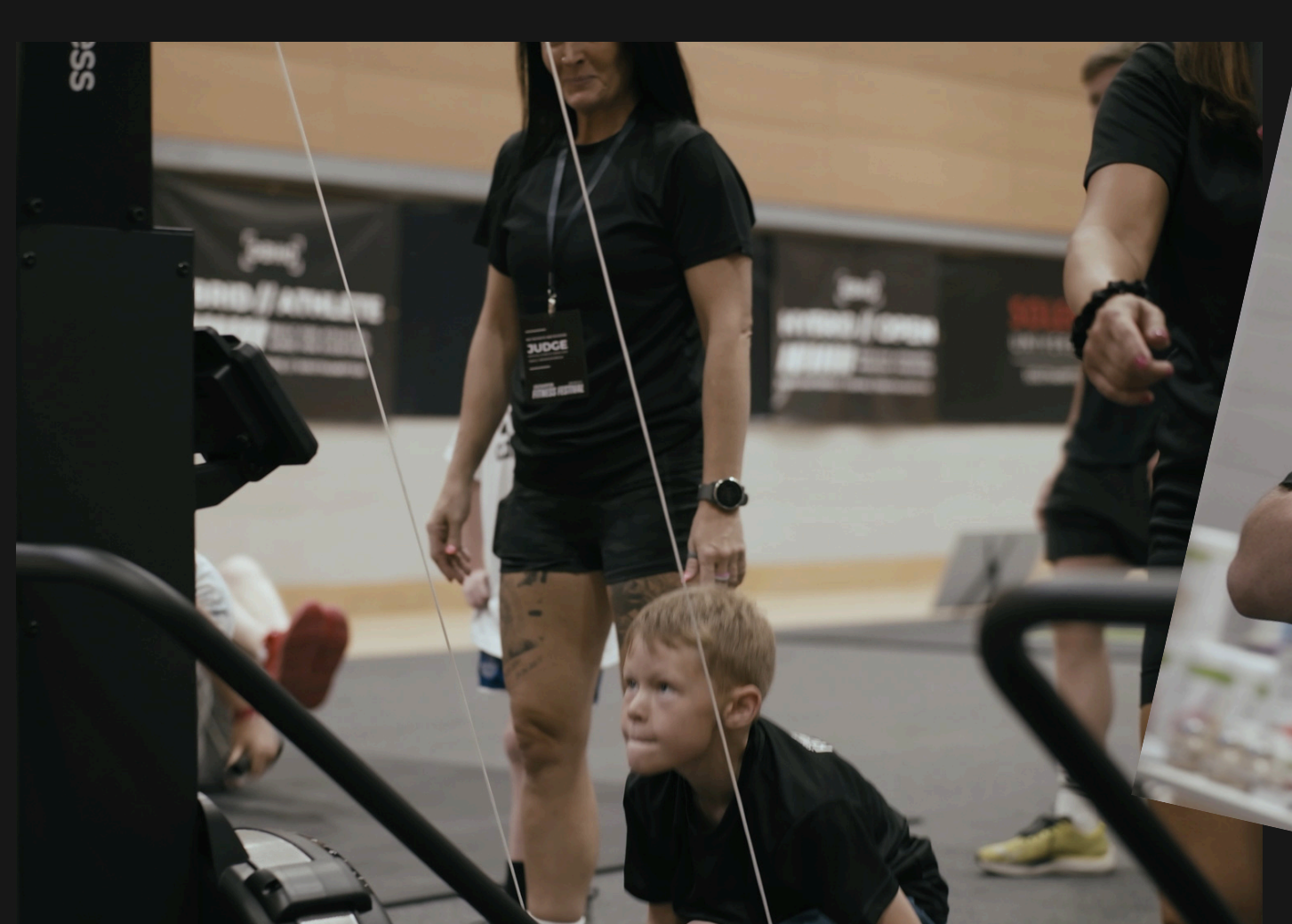
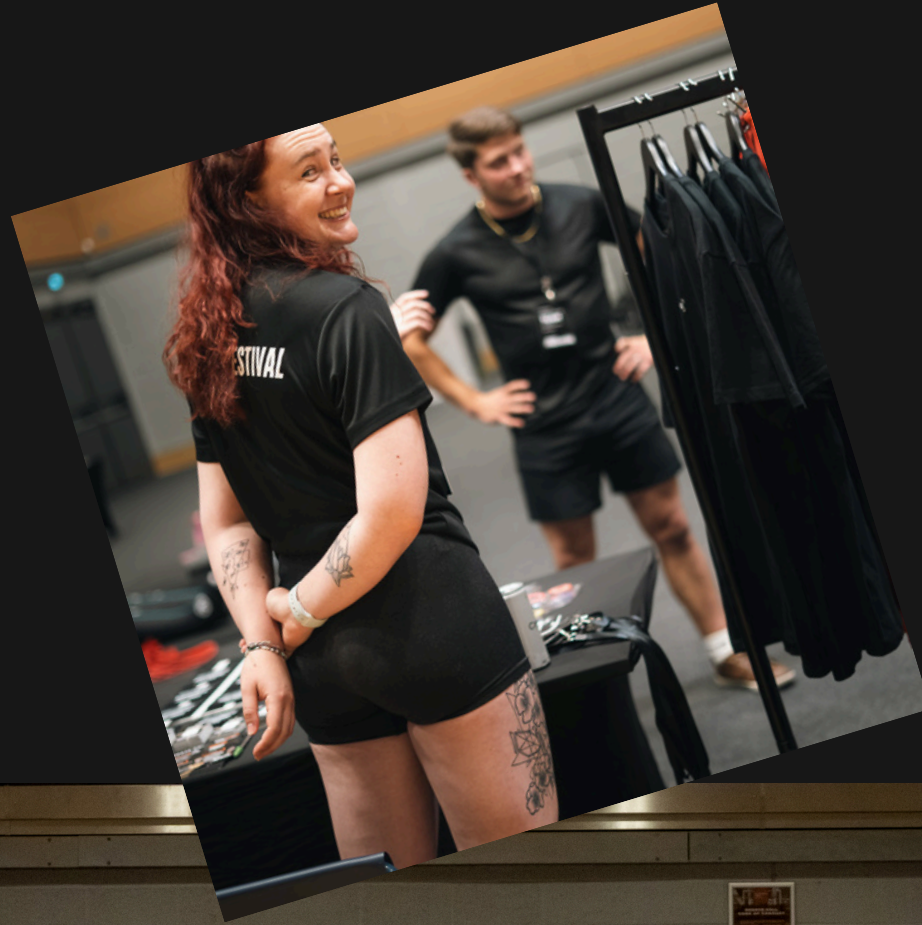
THE
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IMPACT & WHY IT MATTERS



2025/26

THE
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TOUR™



IMPACT

2025/26



For Kids:

- Inspire a love of movement and activity
- Build confidence, teamwork, and resilience
- Introduce healthy habits early that can last a lifetime

For Adults & Families:

- Encourage parents and guardians to model active lifestyles
- Provide tools and support to make fitness accessible at home
- Strengthen family bonds through shared fitness challenges and experiences

For Communities & Schools:

- Create a sense of belonging through inclusive, high-energy events
- Support schools with resources and fitness accessories to continue activity programs
- Connect local communities through shared experiences, motivation, and inspiration

For the Nation:

- Promote a fitter, healthier UK through movement and education
- Inspire a cultural shift toward active lifestyles and wellbeing
- Leave a lasting legacy of empowerment, confidence, and connected communities

WHY IT MATTERS

2025/26



- **Rising Inactivity:** Many children and young people don't meet recommended activity levels — the GBHQ Tour gets them moving in a fun, engaging way
- **Education & Mindset:** Beyond fitness, we deliver talks and workshops on confidence, and wellbeing, giving young people tools to thrive
- **Accessibility:** By providing free events, resources, and ongoing support via our GBHQ Training App, we remove barriers and make fitness achievable for everyone
- **Community Connection:** The tour creates a shared experience that unites students, families, and local communities, fostering a sense of belonging and support

THE GBHQ TOUR EXPERIENCE

2025/26

THE
GBHQ
TOUR™

Each stop is a full GBHQ experience — packed with energy, positivity, and real impact.

- The iconic GBHQ Tour Car — a symbol of the movement, featuring sponsor branding and media coverage at every location.
- On-site workouts, challenges, and giveaways — fun for kids, families, and gym communities.
- Media & podcast coverage — telling authentic local stories from every stop.
- Professional content creation by our in house team, providing high-quality recap videos for GBHQ and partners.

**IT'S NOT JUST AN EVENT — IT'S AN EXPERIENCE
PEOPLE TALK ABOUT, REMEMBER, AND SHARE.**



PARTNERSHIP OPPORTUNITIES

2025/26

THE
GBHQ
TOUR™

***WE GO FAST ALONE //
BUT FAR TOGETHER***



WE'RE PARTNERING WITH BRANDS & BUSINESSES THAT SHARE OUR VALUES — COMMUNITY, HEALTH, AND SOCIAL IMPACT.

2025/26



Sponsor Benefits:

By supporting the GBHQ Tour, you're helping:

- Deliver free fitness events to schools and communities
- Provide resources and accessories to promote active living, especially for those who might be missing out due to economic conditions.
- Expand the reach of fitness education across the UK

- Logo placement on the GBHQ Tour car, banners, and apparel (Subject to package)
- Featured presence in digital, podcast, and video content
- Social media exposure across a highly engaged UK fitness audience
- Opportunities for co-branded activations and on-site representation

REACH

EST.

2025/26

THE
GBHQ
TOUR



500,000

AN ESTIMATED 500,000 PEOPLE WILL SEE THE TOUR CAR THROUGHOUT 2026. WITH OVER 100 TOUR DAYS PLANNED.



190,000 / 30 DAYS

CONSISTENT, ORGANIC VISIBILITY THROUGH CINEMATIC, STORY-DRIVEN CONTENT AND BRAND COLLABORATIONS. BASED ON CURRENT DATA



MEDIA COVERAGE

SPONSORS SHOWCASED ACROSS VIDEO CONTENT, EVENT COVERAGE, AND LOCAL MEDIA EXPOSURE.

WE ARE ALREADY ON THE ROAD!

TIMELINE

October 2025

We completed our first stop at Solent University in Southampton - Our first official stop sharing the Tour with first year students.

December 2025

We have a celebration of a gym's first birthday, the GBHQ tour will be joining the team to host a day of fun for all ages, including our renowned GBHQ Games.

April 2026

LEJOG Begins, a 1100 mile trip across the UK with our head coach, cycling end to end and climbing the 3 peaks along the way. Supported by the tour !

November 2025

We have 2 local schools planned in for their GBHQ tour visit, and upcoming newspaper coverage of the tours 2026 Lejog Charity fundraiser!

January 2026

First visit to a school in 2026 was a huge success, leaving students inspired and involved in the fitness industry in a new way.

May 2026

TBC

INTERESTED?

2026

THE
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WHY NOT TRY OUR ENTRY LEVEL SUPPORT

SUPPORTER TIER – £100 ONE OFF PAYMENT (12 MONTHS SPONSORSHIP)

(FOR INDIVIDUALS, CONTENT CREATORS & EVERYDAY SUPPORTERS - NOT AVAILABLE FOR BUSINESSES)
JOIN THE MOVEMENT AND BE PART OF THE GBHQ TOUR OWNERS CLUB. YOUR NAME TRAVELS WITH US ACROSS THE UK.

INCLUDES:

- YOUR INSTAGRAM HANDLE OR NAME FEATURED ON THE OWNERS CLUB WALL INSIDE THE GBHQ TOUR CAR
- EXCLUSIVE GBHQ TOUR PATCH TO SHOW YOUR SUPPORT
- DIGITAL THANK-YOU POST ACROSS GBHQ TOUR SOCIALS
- ENTRY INTO A PRIZE DRAW TO JOIN US FOR ONE OF OUR TRIPS, WHICH INCLUDES AN IN-CAR PODCAST INTERVIEW ON THE TOUR, THE OPPORTUNITY TO ADDRESS ATTENDEES AT OUR STOP LOCATION AND AN IN-STUDIO PODCAST UPON RETURN.

LOOKING FOR MORE?

2026



CHOOSE A PART OF THE CAR TO SPONSOR (EACH PACKAGE INCLUDES BOTH SIDE OF THE CAR)

SIDE PANELS

Placement	Max Width	Visibility	6-Month Rate	12-Month Rate
Small (Supporter Logo)	up to 30 cm	★★★★☆	£500	£700 2 SPACES LEFT
Medium (Feature Sponsor)	up to 60 cm	★★★★★	£650	£1,200 2 SPACES LEFT

PLEASE NOTE: ALL SPONSORSHIPS COME WITH AN ADDITIONAL £70.00 DECAL FEE

2026



REAR BOOT

Placement	Max Width	Visibility	6-Month Rate	12-Month Rate
Small Logo	up to 30 cm	★★★★☆☆	£350	£550
Medium Logo	up to 60 cm	★★★★★☆☆	£575	£850

PLEASE NOTE: ALL SPONSORSHIPS COME WITH AN ADDITIONAL £70.00 DECAL FEE

2026



BONNET

Placement	Max Width	Visibility	6-Month Rate	12-Month Rate
Small Corner Logo	up to 30 cm	★★★★☆	£500	£750
Central Placement (Medium)	up to 60 cm	★★★★☆	£1100 SOLD OUT	£2000 SOLD OUT

2026



REAR SIDE WINDOW OR BUMBER

Placement	Visibility	6-Month Rate	12-Month Rate
Rear Side Window	★★★★☆	£350	£450
Back Bumper Strip	★★★☆☆	£250	£450

ARE YOU READY?

CONTACT US

2026

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Website

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