Promotional Dos and Don’ts for your business for the Yorkshire Grand Départ

The Tour de France Grand Départ will be coming to Yorkshire in July 2014. It is an exciting time for the businesses and residents of the region.

The Tour de France is a free to watch event which is funded by sponsors. Sponsors have exclusive rights to use the Tour de France brand to promote their business and the Tour de France and associated brands are protected by trademark law.

These guidelines will assist organisations who are not sponsors of the Tour de France in communicating over the coming months. The guidance below covers both promotional and editorial content.

What is the difference between promotional and editorial content?

Promotional content is created to assist your business or organisation. It can include a website, brochure, press release, poster, banner etc. It may be persuasive and may include a ‘call to action’. You should generally avoid making Tour de France Grand Départ references within promotional content.

Editorial content is factual and informative and the primary purpose is not to persuade anyone to take action.
Promotion around the Tour de France Grand Départ.
You need to abide by legal restrictions around the Tour de France brands when preparing any promotional material.

**DO** use online banner available for Welcome to Yorkshire members to promote the Tour, linking back from here to letouryorkshire.com

**DO** use “Yorkshire Loves Le Tour” logo on your organisation’s website if you are a Welcome to Yorkshire member

**DO** create your own logo. This could include jersey colours, bicycles, French and UK flags but must not resemble the Tour de France or Grand Départ logos

**DO** use your own cycling photographs with consent from the photographer and people in the photo

**DO** email with any further brand queries or if you’d like to check proposed wording before going to print, to manderson@yorkshire.com

**DON’T** use the phrase “Tour de France”, ie www.sheffieldtourdefrancehotel.com

**DON’T** use the phrase “Le Tour” ie “Come and stay with us for Le Tour”

**DON’T** use the phrase “TdF” ie “A great place to watch the TdF”

**DON’T** use the phrase “Grand Départ” “There’s no better place to be for the Grand Départ”

**DON’T** use the Tour de France or Grand Départ logo or any elements of these

**DON’T** use the “Yorkshire Loves Le Tour” logo in print (can be used on websites by Welcome to Yorkshire members) without written consent from Welcome to Yorkshire

**DON’T** reproduce, copy or use images from Welcome to Yorkshire’s cycling image library unless you have permission from Welcome to Yorkshire

**DON’T** use wording from Welcome to Yorkshire’s brochures or literature unless you have permission from Welcome to Yorkshire

**DON’T** use the Yorkshire Grand Départ route map images to promote your business

**DON’T** suggest a link between your business and the Tour de France unless you are an official sponsor ie “We offer accommodation packages for the Tour de France”

**DON’T** sell products which feature the words ‘Grand Départ’ or ‘Tour de France’ or the logos unless you have a licence to do so from the ASO / Welcome to Yorkshire

Please note: this is not an exhaustive list.

Produced by Welcome to Yorkshire yorkshire.com
Providing editorial / factual information about the Tour de France Grand Départ.

If you produce a newspaper, a community newsletter etc you may wish to provide information on the Tour de France Grand Départ. It is also acceptable to have a separate page on your business’s website which gives factual information regarding the Grand Départ.

**DO** use sample wording produced by Welcome to Yorkshire to tell people about the event, wording available from yorkshire.com/tdfresources

**DO** use Grand Départ route map images to inform people about the event if it is relevant to do so

**DO** use Welcome to Yorkshire’s image library to accompany editorial copy, with image credit given to Welcome to Yorkshire

**DO** keep any references to the Tour de France proportionate.

**DO** use the Tour de France / Grand Départ logo only if it is relevant and proportionate to do so

### WTY MEMBER BENEFITS

**MEMBER** access to online exclusive Grand Départ banner

**MEMBER** access to “Yorkshire Loves Le Tour” logo to use on website

**MEMBER** items can be downloaded from www.yorkshire.com/tdfresources

**MEMBER** Welcome to Yorkshire sample wording for Grand Départ information

**PROMOTE** yourself on yorkshire.com with 13 million page views a year

**BE PART OF** Welcome to Yorkshire’s promotional campaigns

**NETWORKING** and training opportunities

Go to industry.yorkshire.com for more information

Call +44 (0)113 322 3500

Email info@yorkshire.com

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