



**2026 GRAVEL
WORLD CHAMPIONSHIPS**



**NANNUP
WESTERN AUSTRALIA**

PARTNERSHIP OPPORTUNITY

**AUSTRALIA'S SOUTH WEST
OCTOBER 8-11, 2026**

The 2026 UCI Gravel World Championships

Nannup, Western Australia

October 8-11

Supported by Tourism Western Australia, this will be the first UCI Gravel World Championships to ever be held in Australia. It will be the pinnacle event of the 2026 UCI Gravel World Series.

With the 2027, 2028 and 2029 Championships hosts already confirmed in Europe and the Middle East, the opportunity to partner for a UCI-sanctioned gravel cycling event of this level of prestige in Australia with local, national and international reach may not be available again for many years.

There are two racing categories – Elite and Age Group. Elite riders gather Championship points through race performance throughout the season. And, by finishing in the top 25% of their age group, non-professional participants can enter the UCI Gravel World Championships, where the champions in each division are awarded the coveted UCI rainbow jersey.

The UCI Gravel World Series and Championships are the only events where age-group riders participate in the same race, on the same course at the same time, as the best professional cyclists in the world.

The 2026 challenge in Nannup will be a gravel race like no other:

- 85% pure, uninterrupted gravel terrain.
- 3,300 vertical metres of climbing.
- Held on an existing UCI Gravel World Series course, with options for riders to train and sponsors to activate ahead of the event.
- Broadcast free-to-air in Australia, and to over 120 countries and online.
- Supported by a week-long beachside entertainment hub in Busselton, the Events Capital of Western Australia.

World class racing in Western Australia

The gravel roads of Western Australia, centred around the South West highlands cycling town of Nannup, are unlike anywhere in the world.

Sheltered by ancient forests, plantations and farmlands, it is not uncommon to see kangaroos and emus crossing the steep, verdant valleys and hills. The surface quality is some of the best in the world.

The 2026 World Championships course offers the highest percentage of true gravel racing of any UCI World Championships race to date. Climbing through magnificent forests and farms, the route is one of the world's most spectacular and undiscovered gravel challenges.

Direct non-stop flights to Perth from multiple cities across Asia and Europe (London, Paris, Rome), linked with the local Busselton regional airport just a 35-minute drive from Nannup, mean this hidden paradise is closer than many realise.





SEVEN Gravel Race

The Event Organisers have organised the SEVEN Gravel Race in Nannup each May since 2018. SEVEN has been part of the UCI Gravel World Series since 2022.

The 2026 race saw over 2000 competitors participate. Surveyed riders express near universal satisfaction (99%) with the race.

The scenically beautiful riding experience, course challenge and event organisation are mentioned as particular highlights by 2026 racers. 89% of participants intend to return to SEVEN in 2027 and event advocacy is extremely high (+75 NPS).

Expected market and exposure

The UCI Gravel World Championships is an international event. In 2025, competitors from 45 countries participated.

The inclusion of both elite and age-group racers encourages a wide target audience of both men and women aged from 19-75 years. All are outdoors and adventure enthusiasts, most with medium to high disposable income.

The race will be televised via free-to-air TV in Australia and by international broadcast to over 120 countries as well as available as a livestream on YouTube.

Expected audience:

- Competitors (2,000+): Elite and amateur gravel racers, domestic and international.
- Mass participants and spectators (10,000+): Gravel cycling enthusiasts, domestic and international, over the course of the G7 Gravel Adventure week preceding the race.
- Cycling Industry: Brands, merchants, promoters, event organisers, tour operators, and media.
- Viewers: Cycling enthusiasts tuning in to the live broadcast and global social media.





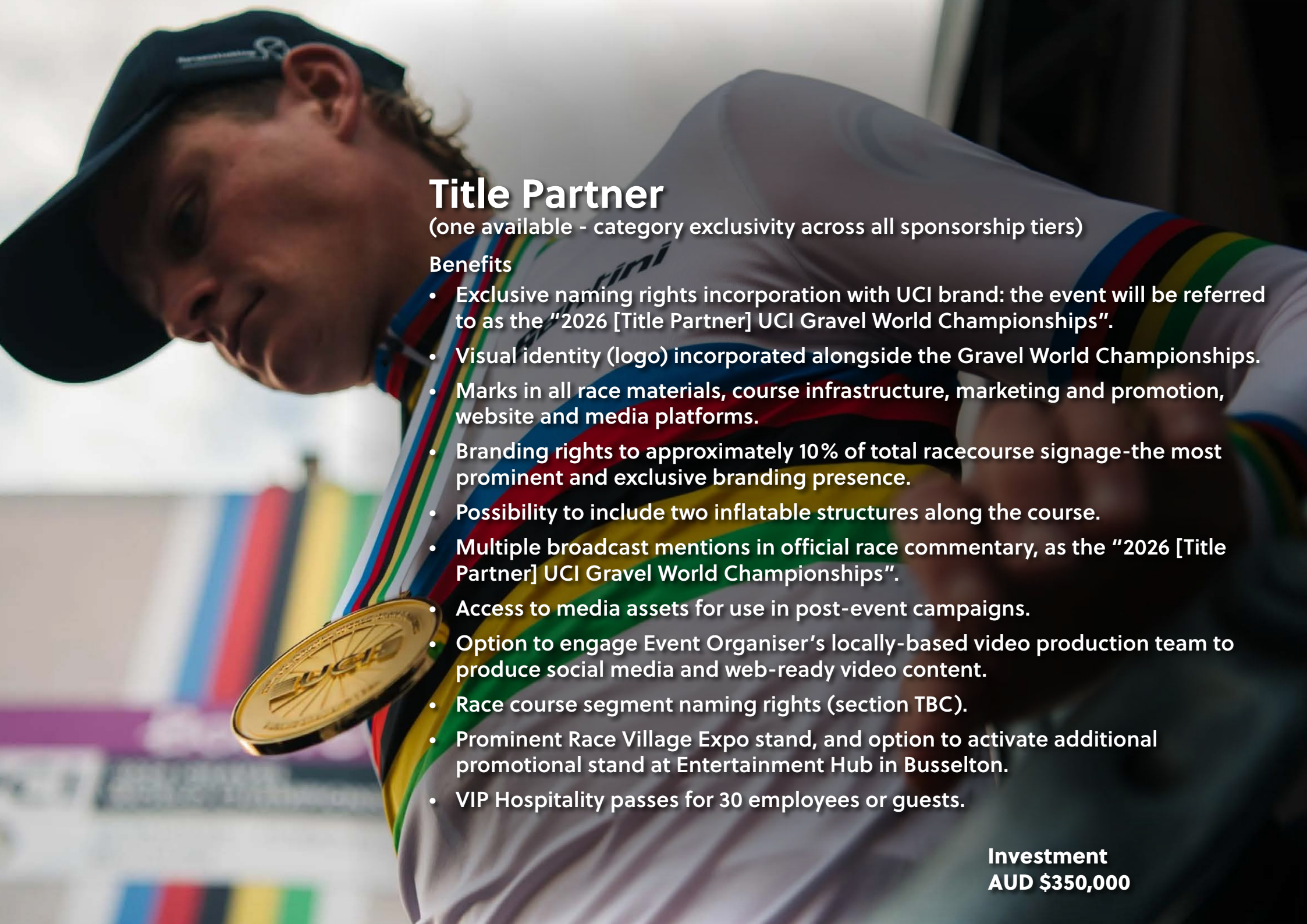
Capture the attention of elite racers and lifestyle riders

2024 broadcast

- 2,100,000 cumulative audience
- 2,570,000 hours viewed
- 5,340,000 reach

2024 social media

- 135 direct posts
- 15,823,681 impressions
- 13,645 new followers
- 6,101,939 video views
- 544,007 engagements
- 250,000 email database

A male cyclist is shown from the chest up, wearing a white long-sleeved jersey with rainbow stripes on the sleeves and a gold medal around his neck. He is wearing a dark blue cap and looking down. The background is blurred, showing other cyclists and flags.

Title Partner

(one available - category exclusivity across all sponsorship tiers)

Benefits

- Exclusive naming rights incorporation with UCI brand: the event will be referred to as the "2026 [Title Partner] UCI Gravel World Championships".
- Visual identity (logo) incorporated alongside the Gravel World Championships.
- Marks in all race materials, course infrastructure, marketing and promotion, website and media platforms.
- Branding rights to approximately 10% of total racecourse signage-the most prominent and exclusive branding presence.
- Possibility to include two inflatable structures along the course.
- Multiple broadcast mentions in official race commentary, as the "2026 [Title Partner] UCI Gravel World Championships".
- Access to media assets for use in post-event campaigns.
- Option to engage Event Organiser's locally-based video production team to produce social media and web-ready video content.
- Race course segment naming rights (section TBC).
- Prominent Race Village Expo stand, and option to activate additional promotional stand at Entertainment Hub in Busselton.
- VIP Hospitality passes for 30 employees or guests.

Investment
AUD \$350,000

Main Partner

(two available - category exclusivity across all sponsorship tiers)

Benefits

- Visual identity (logo) incorporated below the Gravel World Championships Marks in all race materials, course infrastructure, marketing and promotion, website and media platforms.
- Share of approximately 20% of total racecourse signage (≈10% per partner).
- Possibility to include two inflatable structures along the course.
- Inclusion in official race commentary notes and information pack.
- Access to media assets for use in post-event campaigns.
- Option to engage Event Organiser's locally-based video production team to produce bespoke sponsor highlights reel.
- Two product content posts on official event social media feeds.
- Naming rights to one of the two main Fan Zones on course.
- Prominent Race Village Expo stand, double standard size.
- Complimentary access to Social Hub venue in Busselton to host bespoke function for riders, clients, customers or general public in week before or on weekend of event.
- VIP Hospitality passes for 15 employees or guests.
- Opportunity to leverage Race Ambassador/s to support activity.

Investment

AUD \$150,000



Official Partner

(twenty available)

Benefits

- Visual identity (logo) incorporated below the Gravel World Championships Marks in all race materials, course infrastructure, marketing and promotion, website and media platforms.
- Share of approximately 50% of total racecourse signage ($\approx 2.5\%$ per partner), with guaranteed broad course coverage. Should sponsors not be secured in higher tiers, this will increase.
- Possibility to include one inflatable structure in the Race Village.
- Inclusion in official race commentary notes and information pack.
- Access to media assets for use in post-event campaigns.
- Option to engage Event Organiser's locally-based video production team to produce social media and web-ready video content.
- Race Village Expo stand.
- Option to activate additional promotional stand or activity at Entertainment Hub in Busselton.
- VIP Hospitality passes for 5 employees or guests.
- Opportunity to leverage Race Ambassador/s to support activity.

Investment
AUD \$40,000

Official Supplier

(twelve available -category exclusive)

Benefits

- Visual identity (logo) incorporated below the Gravel World Championships Marks in all race materials, course infrastructure, marketing and promotion, website and media platforms.
- Naming rights as Official 2026 Gravel World Championships [category] Supplier (external use subject to UCI and Event Organiser approval).
- Share of approximately 20% of total racecourse signage (≈1.5%per partner), with guaranteed broad course coverage. Should sponsors not be secured in higher tiers, this will increase.
- Inclusion in official race commentary notes and information pack.
- Access to media assets for use in post-event campaigns.
- Race Village Trade Expo stand, or bespoke location agreed with Event Organisers and suited to category such as Start/Finish and Bike Storage zones for cleaning and maintenance supplier/s.
- VIP Hospitality passes for 5 employees or guests.
- Complimentary entry for 2 riders in the Adina Farms Shakeout & People's Ride on the Wednesday before race weekend (Oct 7th).
- Potential to leverage Race Ambassador/s to support activity(TBC based on Race Ambassador availability).

Investment

AUD \$20,000



Race Village Gravel Trade Expo

Showcase your brand at the official Race Village Gravel Trade Expo, located adjacent to the Start/Finish chute. The Expo is a guaranteed high footfall area for riders and spectators alike.

Maximise your brand visibility by providing promotional items that will be immediately noticeable in media and digital coverage of the extensively filmed finish chute and Race Village hub.

Benefits

- 6m x 3m or 6m x 3m trade stand space, with electrical supply provided (larger spaces also available).
- Inclusion in official race information packs.
- Access to media and photography assets for use in post-event campaigns.
- VIP Hospitality pass.
- Complimentary entry for 2 riders in the Adina Farms Shakeout & People's Ride on the Wednesday before race weekend (Oct 7th).

Investment

Premium AUD \$3,500 +GST - Standard AUD \$1,250 +GST

Expo stand packages are flexible and scalable to suit your brand's requirements

VIP Hospitality Packages

Host your guests, clients and employees with entrance to the official VIP Hospitality Zone, located along the Start/Finish chute. With unlimited fresh catering, wine, beer and soft drinks, your guests will enjoy a fun and unique day of sport and socialising.

Your guests will keep up to date with live coverage of the race shown throughout the VIP area on large format screens and be in the thick of the action as riders complete their finishing laps of the race.

Benefits

- VIP Hospitality passes for 10 employees or guests.
- VIP parking passes for 2 vehicles.
- Access to photography assets for use in post-event communications.
- Potential to leverage Race Ambassador/s to support activity (TBC based on Race Ambassador availability).

Investment
From AUD \$4,000

Individual passes negotiable on request

Customisation Options

We understand that every sponsor has unique goals and preferences, which is why our sponsorship packages can be tailored to your specific needs within each Tier.

From the size of your branded space to the number of activation zones, we can work with you to create a sponsorship that aligns perfectly with your marketing objectives.

Get ready to be part of an event that offers exceptional exposure, unparalleled engagement, and the perfect environment to elevate your brand.

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