



DOS AND DON'TS

Promotional Dos and Don'ts for your business for the Tour de Yorkshire

The Tour de Yorkshire returns on 29 April - 1 May 2016. It is an exciting time for the businesses and residents of the county.

The Tour de Yorkshire is a free to watch event which is funded by sponsors and partners. Sponsors and partners have exclusive rights to use the Tour de Yorkshire brand to promote their business.

These guidelines will assist organisations who are not sponsors of the Tour de Yorkshire 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 Yorkshire references within promotional content.

Editorial content is factual and informative and the primary purpose is not to persuade anyone to take action.

Produced by

**Welcome
to Yorkshire**
yorkshire.com

PROMOTIONAL

Promotion around the Tour de Yorkshire.

You need to abide by legal restrictions around the Tour de Yorkshire brands when preparing any promotional material.

DO use online banners 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 must not resemble the Tour de Yorkshire logos

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

DO use the "Yorkshire Loves Le Tour" logo in print with approval from Welcome to Yorkshire

DON'T call something the official TDY product ie Official Tour de Yorkshire Hotel. But you can say "to celebrate the Tour de Yorkshire we are providing a special..."

DON'T use the phrase "Le Tour" ie "Come and stay with us for Le Tour"

DON'T use the Tour de Yorkshire logo or any elements of it

DON'T reproduce, copy or use images from Welcome to Yorkshire's cycling image library

DON'T use wording from Welcome to Yorkshire's brochures or literature

DON'T use the Tour de Yorkshire route map images to promote your business

DON'T suggest a link between your business and the Tour de Yorkshire unless you are an official sponsor

DON'T sell products which feature the words 'Tour de Yorkshire' or the logos unless you have a licence to do so from the ASO / Welcome to Yorkshire



Minimum sizes
Digital: 150 pixels width
Print: 40mm width

Must only be used as a secondary message



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EDITORIAL

Providing editorial / factual information about the Tour de Yorkshire.

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

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

DO use Tour de Yorkshire 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 Yorkshire proportionate

WTY MEMBER BENEFITS

MEMBER access to online exclusive Tour de Yorkshire banner

MEMBER access to "Yorkshire Loves Le Tour" logo to use on website

MEMBER items can be downloaded from www.yorkshire.com/tdyresources

MEMBER Welcome to Yorkshire sample wording for Tour de Yorkshire 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

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