



BEAST UNLEASHED

Two Titans, One Herculean Task....



Welcome

The Beast Unleashed is the evolution of the Yorkshire Beast, a challenging endurance event. What began as a grueling 460-mile perimeter ride around Yorkshire in 2024 has transformed into an audacious cross-European adventure for 2025.

This transition from a regional challenge to a transcontinental odyssey marks a new era in endurance events, pushing the boundaries of human capability and technological innovation.





Spoke Vs. Spark

On June 17, 2025, at dawn, two adventurers will set off from Leeds Bradford Airport.

Martin Mansell, a seasoned cyclist, will tackle a challenging 1,080 miles across diverse terrains, including the Alps, to reach Nice. Meanwhile, Steve Dennis will navigate an electric vehicle through 20 countries, covering 3,300 miles. Their journey concludes at Nice Airport on the French south coast.

The Beast Unleashed is more than a race; it's a contest of human endurance versus technology.

Team Mansell will confront fatigue, whilst Team Dennis faces strategic challenges in planning charging stops, languages and navigating varying regulations across borders.



Our Charities



The Beast Unleashed proudly supports two vital charities. The Alzheimer's Society, a leading dementia charity in the UK, provides crucial support and pushes for breakthroughs in care, cure, and prevention of Alzheimer's disease.



Alongside this, we support Candlelighters, a Yorkshire-based charity dedicated to fighting children's cancer. Candlelighters offers essential support to families affected by childhood cancer, funding research, and providing care throughout the journey from diagnosis to beyond treatment.

CORPORATE SPONSORSHIP PACKAGES





	Headline sponsor (Maximum of 2) £20,000	Gold £10,000	Silver £5000	Bronze £2,500	Appreciated sponsor £1000
Lead branding as part of the overall challenge theme	✓				
Coverage within our charities outreach*	✓				
Exclusive branding on the support vehicles	✓				
Features and mentions on our video and social media promotional material	✓				
Speaking opportunity at launch event	✓				
Company representative to flag off the start line (in UK and France)	✓				
Logo prominently displayed on all materials	✓	✓			
VIP access to launch event and table	✓	✓			
Opportunity to create branded content thoroughout the journey	✓	✓			

*where possible



	Headline sponsor £20,000	Gold £10,000	Silver £5000	Bronze £2,500	Appreciated sponsor £1000
Mentions and logos where possible throughout the lead up to and during the event	✓	✓			
Logo prominently on cycling gear	✓	✓	✓		
Branded leg of the journey + checkpoint, also featured in video & social content	✓	✓	✓	✓	
Attend the finish line, join for the finish event (meal in Nice Old Town)	✓	✓	✓	✓	✓
Opportunity to cycle part (or all) of the journey	✓	✓	✓	✓	✓
Invitation to launch event	✓	✓	✓	✓	✓
Logo on the YB website sponsors page, Linkedpage, other social media.	✓	✓	✓	✓	✓
Small logo on cycling gear (eg. lower/sleeve or shorts)			✓	✓	✓

*tailored sponsorship packs are available, please contact us to discuss - call Siobhan Mckenny: 07539 277847 or email us info@yorkshirebeast.com



Launch Event

The Beast Unleashed will kick off with a star-studded launch event.

Attendees (in the pipeline) may include an ex-Hollyoaks star, Olympic gold medalist, a celebrity jungle runner-up, an MMA fighter, and a well-known British sports personality.

The evening will feature entertainment and an auction, providing an excellent opportunity for networking and supporting our cause.





Media Coverage

Given the scale and uniqueness of the Beast Unleashed, we anticipate significant media coverage across various platforms.

Our previous events have garnered attention from national press, sports media, and social platforms, and we expect even greater reach with this pan-European challenge.





Yorkshire Beast 2024

The Yorkshire Beast Challenge raised over £16,000 for the Alzheimer's Society in 2024, showcasing the incredible support from our community.

Building on this success, the upcoming challenge, "Beast Unleashed," aims to significantly increase our target to £50,000. With this ambitious goal, we are excited to rally even more participants and supporters to help us achieve this milestone.





We invite you to be part of this groundbreaking event that's set to make history. Join us in supporting our charities, pushing the boundaries of human endurance, and witnessing a true 21st-century showdown between man and machine.



THANK YOU!

GET INVOLVED!

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**YORKSHIRE
BEAST
UNLEASHED**