

TRILOGY RACE EUROPE



PARTNERSHIP PACK

WHAT IS THE YORKSHIRE BEAST?



2024

WHAT STARTED IN 2024 AS THE YORKSHIRE BEAST — A BRUTAL 460-MILE RIDE AROUND THE PERIMETER OF YORKSHIRE WITH 29,000 FT OF CLIMBING (THE HEIGHT OF EVEREST), COMPLETED IN JUST FOUR DAYS BY MARTIN MANSELL. QUICKLY EVOLVED INTO SOMETHING FAR BIGGER. SUPPORTED BY ENJOY TRAVEL, EUROPCAR, WHEELBASE, CLARION SOLICITORS AND MORE, THE PROJECT SPARKED A MOMENTUM NO ONE EXPECTED.

2025

IN 2025, THE YORKSHIRE BEAST UNLEASHED TOOK THINGS INTERNATIONAL: A HEAD-TO-HEAD RACE FROM LEEDS BRADFORD TO NICE. MARTIN TACKLED A 1,100-MILE ALPINE CYCLING ROUTE, WHILE STEVE DENNIS RACED A 3,300-MILE, 20-COUNTRY EV ROUTE ACROSS EUROPE. HUMAN VS MACHINE. GRIT VS BATTERY. THE CHALLENGE RAISED OVER £54,000 FOR ALZHEIMER'S SOCIETY AND CANDLELIGHTERS.

2026

NOW THE JOURNEY CONTINUES WITH RACE EUROPE — THE TOUGHEST CHALLENGE YET



TRILOGY RACE EUROPE



FROM: NORDKAPP, NORWAY



TO: TARIFA, SPAIN

From the Arctic tip of Europe to its southernmost edge, race europe covers roughly 5,400 km (3,375 miles) of some of the continent's toughest terrain. The team will ride through eight countries, battling sub-zero Arctic headwinds, remote wilderness roads, Scandinavian forests, Alpine passes, and the scorching heat of mainland Europe. With over 152,000 ft of climbing and a target time of under 16 days, this is a full world-record attempt, a test of endurance, strategy and resilience across every landscape Europe can throw at them.



THE TEAM



MARK BEAUMONT

Record-breaking round-the-world cyclist and Africa record holder with 20 years of global expeditions, BBC/GCN documentaries and bestselling books.



JENNY GRAHAM

Guinness World Record breaker for the fastest woman to cycle around the world, known for her grit, humour, and absolutely unstoppable spirit.



MARTIN MANSELL

Yorkshire adventurer, fundraiser and amateur endurance athlete taking on his toughest challenge yet, fuelled by passion and purpose.



HAMISH GRAHAM

Experienced racing cyclist pushing the boundaries of endurance and calm head of the team, bringing strength, strategy and endless positivity to the road ahead.

OUR PARTNERS

WE ARE SEEKING THE FOLLOWING PARTNERS TO
SUPPORT OUR BEAST'S EPIC CHALLENGE IN 2026

GENERAL SPONSORS & DONORS

Backing the mission with financial support and resources that make every stage of the journey possible

EQUIPMENT PARTNERS

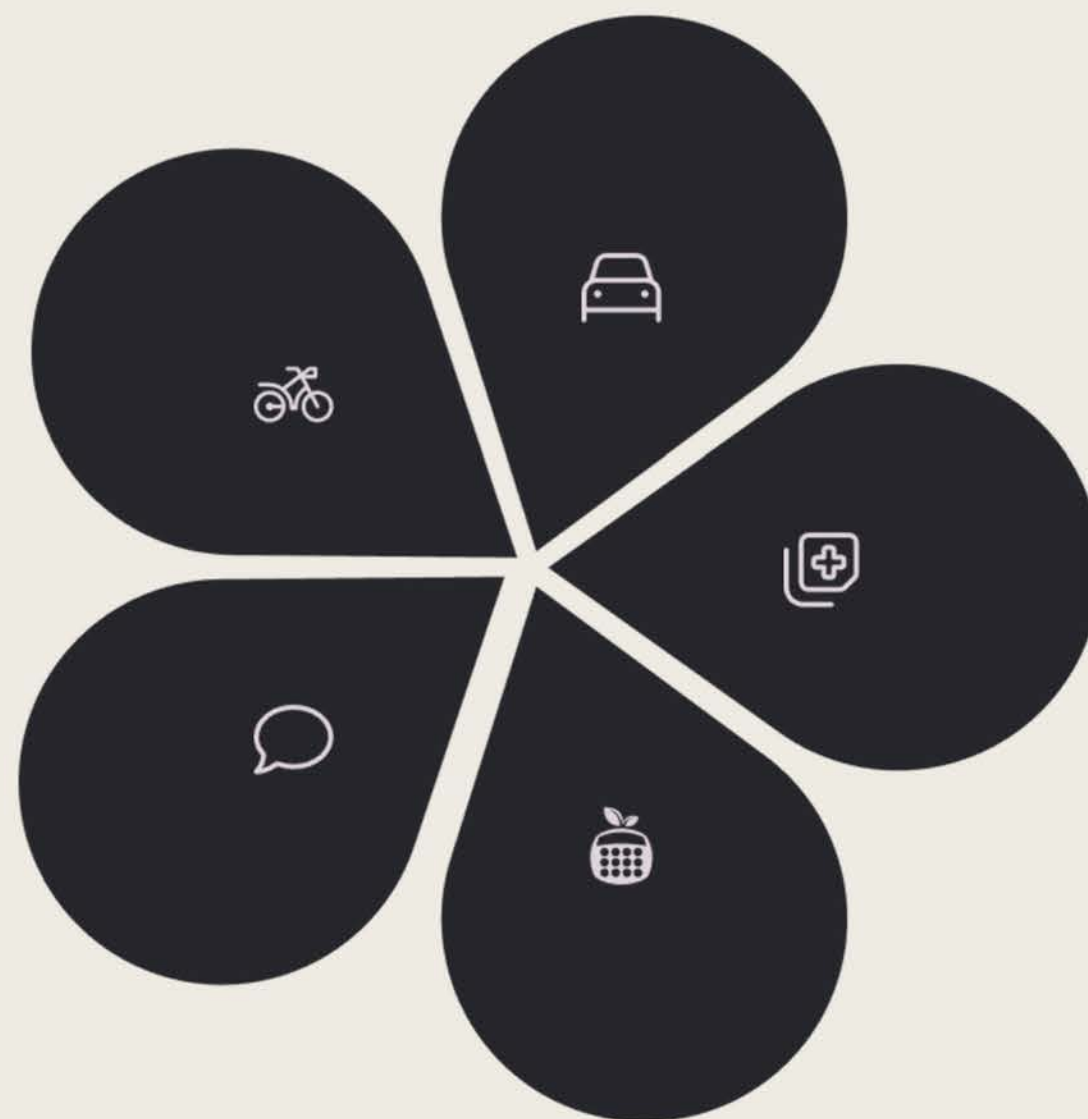
Providing cutting-edge cycling gear and technology to tackle Europe's toughest terrain

TOURISM BOARDS

Promoting regional highlights and supporting local engagement as we pass through key European destinations

ACCOMMODATION

Providing rest stops along the 3,400-mile journey from top to bottom of Europe



AMBASSADORS

Helping share the story, build awareness, and connect new audiences to the challenge and its cause

BIKE MECHANIC SUPPORT

Keeping the ride moving with on-the-ground expertise, repairs, and maintenance across thousands of miles

TRANSPORT PARTNERS

Ensuring our support team can follow the route with reliable vehicles and logistics (campervans, cars, flights)

MEDICAL SUPPORT

Expert teams monitoring rider health and providing recovery assistance

NUTRITION SPONSORS

Fueling our riders with specialized nutrition for optimal performance

SUPPORT VEHICLES

In 2025, our support campervan played a vital role — transporting equipment, carrying supplies, and serving as a mobile base for our team. Given the scale of the 2026 ride, a second vehicle is now essential.

WHY IT'S CRITICAL

SUPPORT CREW TRANSPORT

Moves our team safely and efficiently across thousands of miles

BIKE & GEAR STORAGE

Carries spare bikes, wheels, tools, and essential mechanical equipment

FOOD & NUTRITION

Holds fuel and hydration supplies to keep our rider in peak condition

RECOVERY & REST

Offers space for rider recovery, injury checks, and overnight rest in remote areas

REAL-TIME LOGISTICS

Acts as an on-the-road command centre to manage timing, media updates, and route adjustments

WHAT WE'RE LOOKING FOR

2 reliable, road-ready campervans (ideally self-contained)

Available for 3–4 weeks

Cars / vans for additional support and transportation

FOR THE 2026 EDITION OF THE YORKSHIRE BEAST, WE ARE SEEKING AN
ADDITIONAL CAMPERVAN PARTNER TO JOIN THE CHALLENGE.



ENJOY TRAVEL'S DIGITAL REACH



Enjoy Travel provides a strong digital platform to promote the Yorkshire Beast campaign and engage new audiences across Europe.

4.2 million

INSTAGRAM
MONTHLY VIEWS

1 million

TIKTOK
MONTHLY VIEWS

164K

YOUTUBE
MONTHLY VIEWS

This reach allows us to promote the Yorkshire Beast through high-impact, targeted content before, during, and after the event

CONTENT SERIES: RACE EUROPE & ENDURANCE

Video Podcast: Endurance (Season 2)

Season 2 of Endurance becomes a full video podcast, co-hosted by Mark Beaumont and Martin Mansell. Each episode is filmed in iconic training locations such as Gran Canaria, Scotland, Yorkshire and other endurance hotspots.

Before recording, they join Mark and Martin for a ride in the destination, giving viewers an honest, behind-the-scenes look at how they train, think and prepare. The following day, the sit-down podcast dives into resilience, world records, and what really drives elite performers.

The new format turns the race europe project into a wider endurance platform — mixing storytelling, adventure and performance to inspire both athletes and everyday challengers.



IN THE SPOTLIGHT

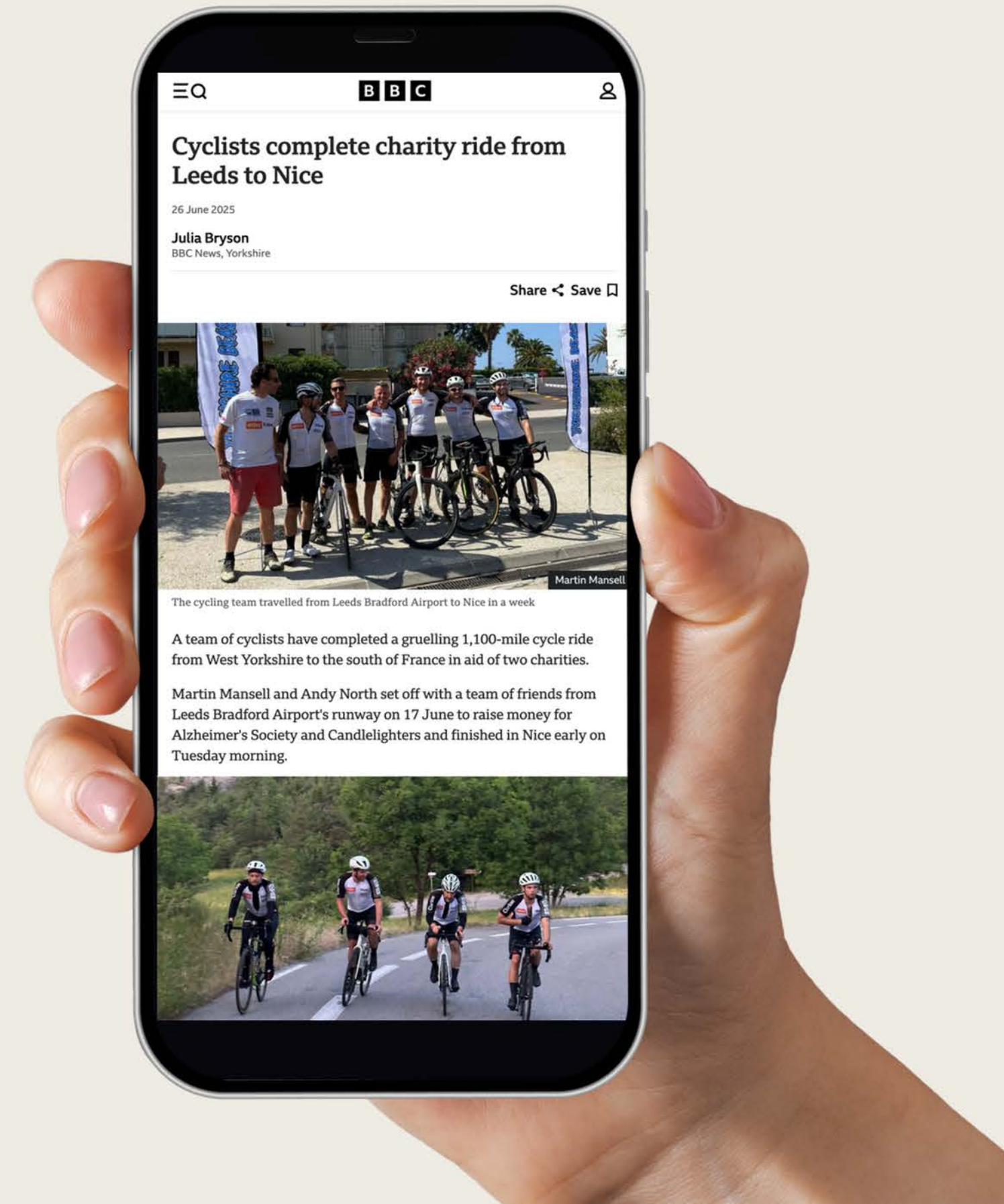
AMPLIFYING THE
YORKSHIRE
BEAST STORY

The Beast Unleashed roared into headlines across the UK and beyond.

The 2025 challenge received strong media attention, with a feature on the BBC and local coverage from the Yorkshire Evening Post and Yorkshire Press. Our own channels saw a major uplift too. The Yorkshire Beast Instagram account reached over 59.6k people during the challenge in June.

We estimate that over **5 million views** were generated online through our outreach, with coverage from the BBC, Yorkshire Post, West and North Yorkshire Chamber of Commerce, Look North, Norfolk Times and several other regional print and digital outlets.

From regional papers to national TV, the Beast made its mark.



WHY WE RIDE

THE YORKSHIRE BEAST WAS NEVER JUST ABOUT DISTANCE OR ELEVATION, IT'S ALWAYS BEEN ABOUT DOING SOMETHING THAT MATTERS.

Each year, the challenge supports charities that are close to our hearts.

In previous years, these have included:

- Alzheimer's Society, helping families facing dementia
- Candlelighters, supporting children with cancer

In 2024, we raised over £16,000

In 2025, we raised over £55,000.

In 2026, we're aiming for £100,000.

This year, we're proud to support two incredible causes:

- My Name's 5 Doddie Foundation, funding research and support for Motor Neurone Disease
- Yorkshire Children's Charity, helping children across Yorkshire access vital equipment, mobility support and opportunities

We ride because we can.

Because too many people are facing challenges they didn't choose.

And because pushing our limits can help support those who don't have a choice.

**MY
NAME'S
DODDIE
FOUNDATION**

 **Yorkshire
Children's
Charity**



JOIN THE JOURNEY, SHAPE THE STORY

OFFICIAL PARTNERSHIP PACK