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Creating an elite  
team of corporate  
cyclists helping GB  
Athletes make a  
social impact

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# The Purpose Peloton

— Team Networkers





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## Our Purpose

After 12 years of **GB Athletes fundraising £655K** at various Velodromes and sporting venues , they wish to reimagine this innovative purpose project, to this end we want to bring cycling business professionals together as an elite networking team to form **The Purpose Peloton**.

There is the chance to upgrade to Experience Day membership to use, gift or donate to good causes.



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## Team Networker Member Benefits

- Free limited edition PURPOSE PELOTON Jersey.
- 20% off VIP Cycling days for Individual, Club or Corporate use.
- 20% off other GB Athlete Experience Days for individual and corporate use.
- Free of charge Networking meetings in London starting with the launch on 21<sup>st</sup> January 2025.







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## SHOWCASING MEMBERS

Objective is to highlight team members own authored examples of fundraising and philanthropy through LinkedIn and Instagram pages.

Expand the networking aims and objectives of this exclusive group to meet the expectations of members, this will include social networking events away from the Velodrome.



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## SUPPORTING GB ATHLETES

Purpose Peloton Networking members will be helping the Legacy 300 project not only support good causes but also support GB Athletes. Your fee goes towards donating free places to good causes to auction off.

This makes you part of their journey as we will use the LinkedIn pages to give you insight into their sporting lives.



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## REWARDING YOUR PURPOSE

- Networking Membership helps fund places in your name for good causes to auction. Its how we have raised £655K.
- Discounts on cycling events and cycling related equipment / apparel which will be posted in the LinkedIn Group and not spammed.

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## How You Can Help

- BECOME A PURPOSE PELOTON NETWORKING MEMBER

MEMBERSHIP : £150 + VAT

MEMBERSHIP IS BY DONATING TO THE GB ATHLETE CROWDFUNDER

[www.crowdfunder.co.uk/gbcharitydays](http://www.crowdfunder.co.uk/gbcharitydays)

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## Contact

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# THE PURPOSE PELOTON

CYCLISTS FOR GOOD