



PRO CYCLING SPONSORSHIP

OVERVIEW 2026

What this overview shows



A clear snapshot of sponsorship in professional road cycling, focusing on the most visible and comparable sponsorship positions.

INCLUDED

Title sponsors
(team naming)

Official team names

Team partners listed
by the teams

NOT INCLUDED

Sponsorship values

Contract tiers

Activation spend

Media value

Based on UCI WorldTour and Women's WorldTour teams (2026).

WorldTour 2026

*Title sponsor
changes*



MEN'S WORLDTOUR

TEAM RENAMES

Alpecin–Premier Tech

New co-title partner

Decathlon–CMA CGM

New co-title partner

NSN Cycling Team

Renamed from Israel–Premier Tech

Groupama–FDJ United

Updated team name

WORLDTOUR PROMOTIONS

Uno-X Mobility

EXITS

Arkéa–B&B Hotels

RELEGATIONS TO PROTOUR

Cofidis

MERGERS

Lotto–Intermarché

WTT

WOMEN'S WORLDTOUR

TEAM RENAMES

Fenix–Premier Tech

New co-title partner

FDJ United-Suez

Updated team name

WORLDTOUR PROMOTIONS

EF Education-Oatly

EXISTS

Roland Le Dévoluy
Ceratizit Pro Cycling

WTT

Title sponsors by industry

*Number of
title sponsor
organisations*

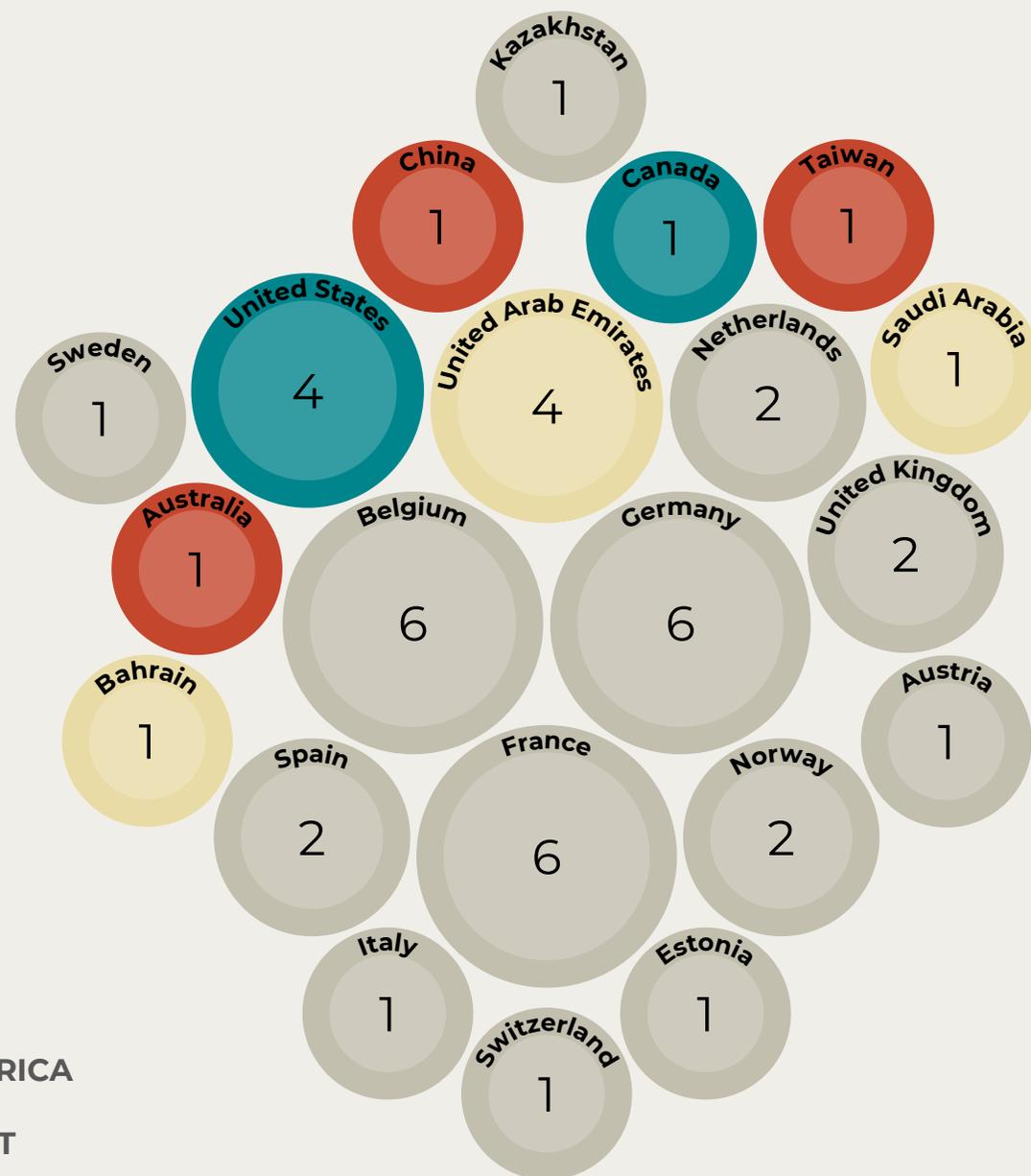


*Based on 46 title sponsors
(UCI WorldTour & Women's
WorldTour). Classification by
Lead Out.*

Bike & Equipment (5)	Canyon · Trek · Liv Cycling · XDS · SRAM
Software, IT, Telecoms (5)	Visma · SD Worx · Protime · EasyPost · Movistar
Energy & Utilities (4)	XRG · Uno-X · Premier Tech · Suez
Finance & Insurance (4)	AG Insurance · Groupama · ADQ · Zondacrypto
Retail (4)	Lidl · Intermarché · Picnic · Decathlon
Home & Building Products (4)	BORA · Hansgrohe · Quick-Step · Fenix
Mobility & Automotive (3)	Jayco · Lease a Bike · Ineos Grenadier
Government & Institutions (3)	UAE · Bahrain · Astana
Healthcare (2)	Alpecin · Human Powered Health
Industrial Materials & Chemicals (2)	INEOS · Soudal
Logistics & Transport (2)	CMA CGM · PostNL
Travel & Tourism (2)	Emirates · AlUla
Lottery (2)	FDJ United · Lotto
Food & Beverage (2)	Red Bull · Oatly
Education (1)	EF Education First
Sports & Entertainment (1)	NSN

Title sponsors by geography

Number by country
and region



Based on 46 title sponsors
(UCI WorldTour & Women's
WorldTour). Classification by
Lead Out.

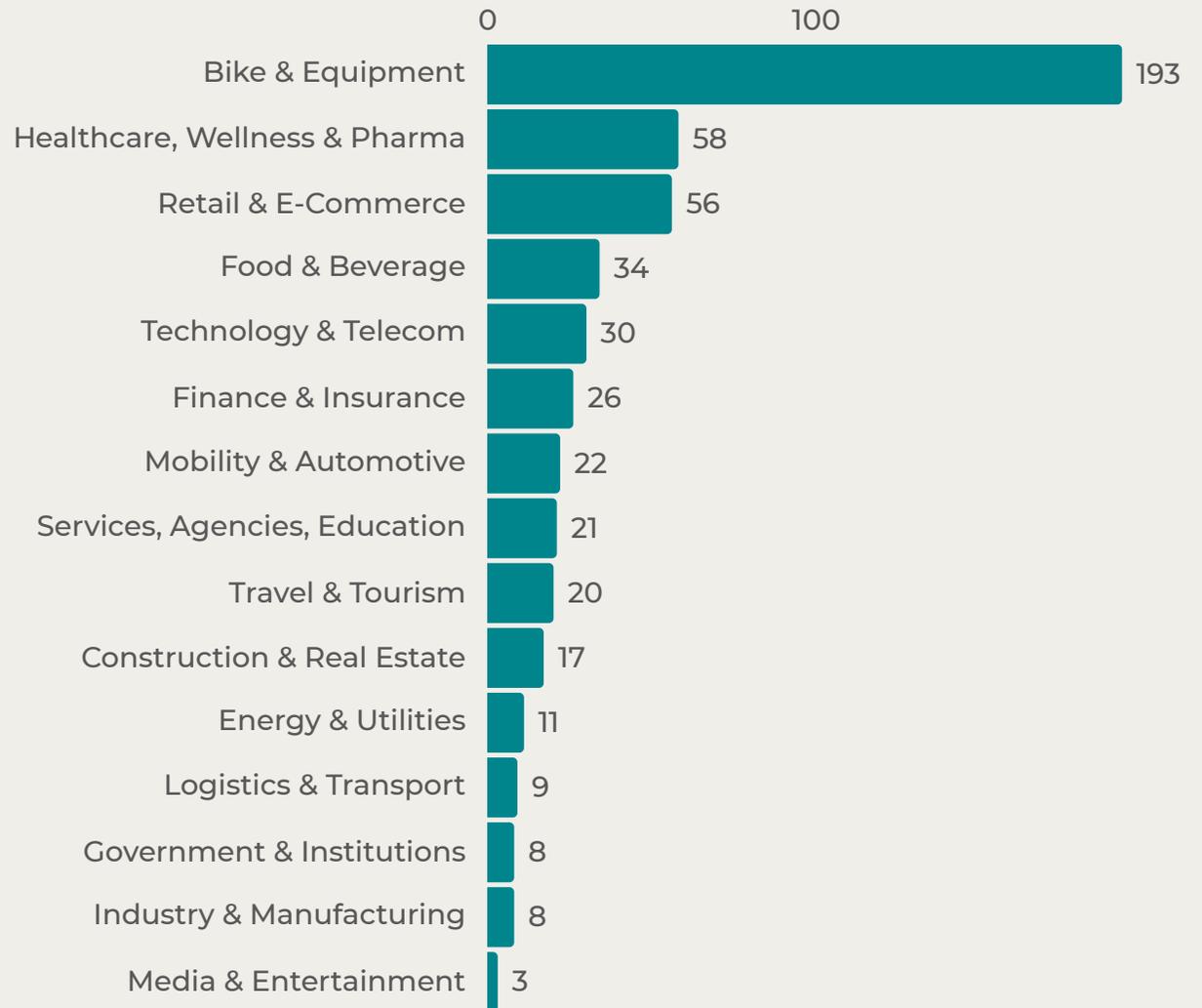
- EUROPE
- NORTH AMERICA
- MIDDLE EAST
- ASIA-PACIFIC

Beyond title sponsors

516 team partners across WorldTour teams (2026)



Based on partner data from UCI WorldTour & Women's WorldTour (2026).
Classification by Lead Out.



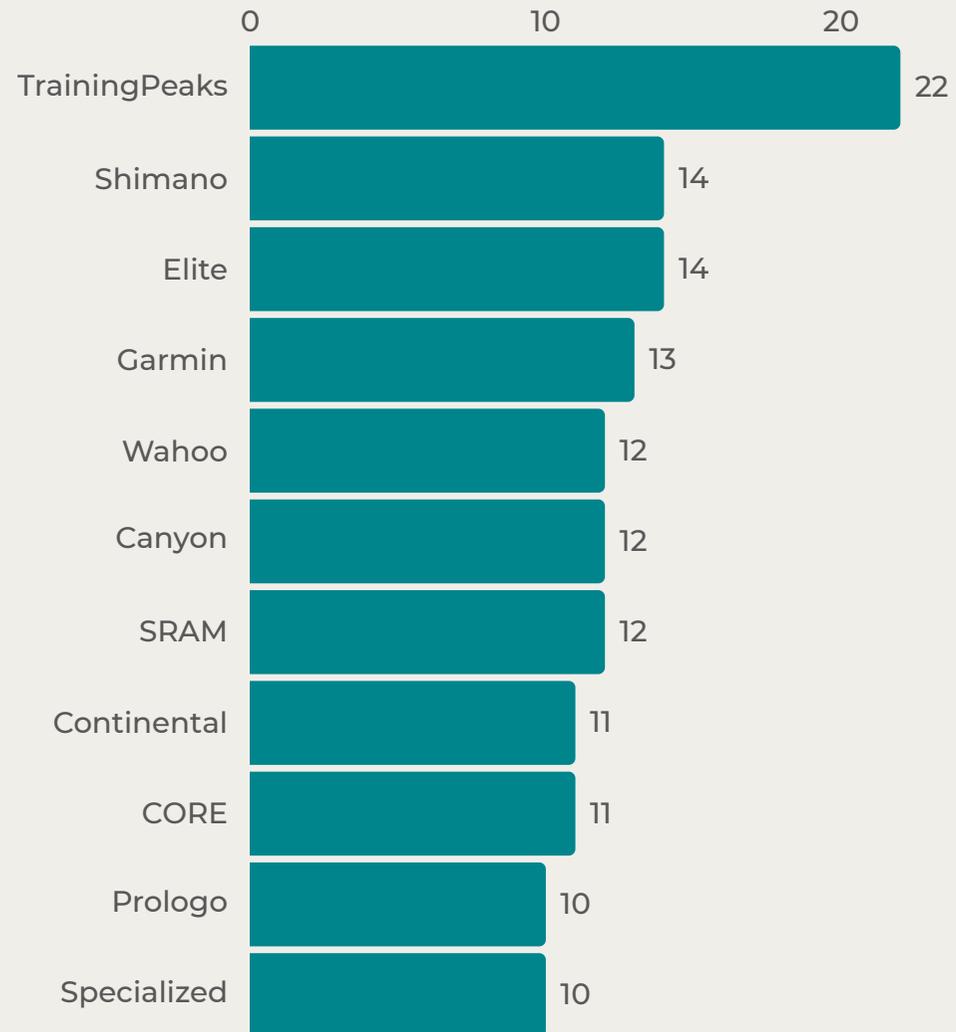
Multi-team partnerships

Top partners by number of teams



Number indicates how many teams are partnered with (out of 32 WorldTour & Women's WorldTour teams).

Out of 32 WorldTour & Women's WorldTour teams
Number of teams partnered with.



What stands out

Observations across teams and partners



1. SPONSORSHIP HAS BECOME SYSTEM-BASED, NOT SINGLE-BRAND DRIVEN

Across teams, partnerships function as integrated systems.

The same partners span multiple teams, categories and genders in complementary roles.

2. BIKE & EQUIPMENT SPONSORSHIP FORMS ITS OWN ECOSYSTEM

No other market shows comparable depth and diversity.

Frames, components, apparel, tyres and accessories form a dense, interconnected sponsorship layer.

3. A SMALL GROUP OF PARTNERS SHAPES A LARGE PART OF THE PELOTON

Multi-team partnerships concentrate influence.

A limited number of partners span a significant share of the 32 teams.

4. SOFTWARE AND DATA PARTNERS RIVAL TRADITIONAL EQUIPMENT BRANDS

Training platforms, performance software and digital services now match hardware brands in scale and relevance.

5. GOVERNMENT-BACKED PROJECTS REMAIN STRUCTURALLY RELEVANT

Teams supported by public institutions or state-linked entities continue to play a stabilising role, often characterised by long-term involvement.

6. WOMEN'S WORLDTOUR STRUCTURES INCREASINGLY MIRROR THE MEN'S PELOTON

Partner portfolios, industries and multi-team overlaps show strong convergence, signalling a rapid alignment of commercial structures across both tours.

Pro cycling sponsorship

2026

*A structural
snapshot*



Professional cycling sponsorship in 2026 is defined less by individual brands and more by how partnerships are embedded within team systems.

What appears fragmented at brand level becomes highly structured when viewed across teams, markets and roles. Title sponsors, partners and service providers increasingly operate within interconnected ecosystems rather than isolated agreements.

Across men's and women's WorldTour teams, these structures continue to converge. Differences remain, but the underlying logic of sponsorship, integration and long-term alignment is becoming more consistent.

This snapshot does not aim to rank or predict.

It highlights how professional cycling sponsorship is organised today - and how structure increasingly matters as much as visibility.

*Based on UCI WorldTour & Women's WorldTour teams (2026).
Classification and interpretation by Lead Out.*



Lead Out is an independent analytical and editorial platform focused on marketing and sponsorship in professional cycling.

Curated sponsorship updates, monthly market insights and pro cycling viewed through a marketing and partnership lens.

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