

FOUNDING PARTNER PROGRAMME

Reach the people who drive for the love of it.

The Stradale is the guide for people who plan their year around the drive: Europe's great roads, the hotels worth stopping at, and the UK events, venues and specialists that keep the cars ready. **We're inviting ten businesses to join us as founding partners.**

66 great driving roads and passes	60+ road-trip hotels with secure parking	21 ready-made European routes	40 UK car and bike events	40+ venues and storage specialists
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WHO YOU'LL REACH

Owners with the car, the bike and the **appetite to use them.**

Our readers aren't browsing. They're planning: the summer run to the Alps, next month's meet, where the car lives over winter, who looks after the paint. They come to The Stradale to decide, and they want recommendations they can trust.



FAIRMONT MONTE CARLO · STAYED BY THE STRADALE

Sports, classic and supercar owners

Porsche, Ferrari, Lamborghini, Alfa and the classics, driven, not garaged.

Touring motorcyclists

Ducati, BMW GS and Triumph riders planning multi-country trips.

European road-trippers

Booking hotels, ferries and routes months ahead, and spending accordingly.

The UK scene

Regulars at meets, track days and venues across the country.

WHERE PARTNERS APPEAR



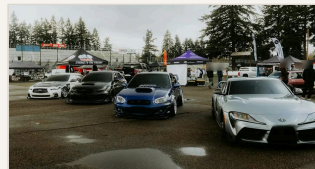
Roads & routes

66 great roads and 21 routes, each with where to stay nearby.



Hotels

60+ hotels chosen for the drive in and secure parking.



Events & venues

UK meets, supercar days and the places enthusiasts gather.



Specialists

Storage, detailing, PPF and transport, in one directory.



BUILT TO BE SHARED

Tools that bring people back, and bring their friends.

Roads driven lets every visitor tick off the great roads they've done and share a personal map card: "How many have you done?" **StradaleChat** plans a full trip, roads and hotels included, in a conversation. Members keep a **buying watch list** of cars they're after, with price and auction alerts.

Six months of featured exposure. **No fee.** One simple commitment.

What you get

- 01** **Featured placement** at the top of your section, with a Founding Partner badge.
- 02** **An editorial feature** on your business, written by us, with your photography.
- 03** **Sponsored posts** featuring you across The Stradale's Facebook and Instagram.
- 04** **Links to your website** from every page you appear on.
- 05** **A monthly report** showing how many people viewed you and clicked through.

What we ask

- 01** **A launch post** on your socials announcing you as a Stradale Founding Partner.
- 02** **One post a month** sharing The Stradale with your followers.
- 03** **We do the work.** Every post is written and designed for you, ready to publish.
- 04** **Your best photography** and a few lines about what makes you different.

£0

for the first six months

£100 +VAT

a month afterwards, if you choose to stay

Rolling

no contract after month six, cancel any time

10

founding places, a few per category

WEEK 1

Your listing goes live with the Founding Partner badge. Launch posts go out on both sides.

MONTH 1

Your editorial feature is published and shared.

EVERY MONTH

A new post each way, plus your report of views and clicks.

MONTH 6

We review the numbers together. Stay on at the partner rate, or part as friends.

Founding places are open to: road-trip hotels · car and bike storage · detailing and paint protection · vehicle transport · venues and cafés · event organisers · specialist garages and dealers.

Partner placements, features and posts are clearly labelled as sponsored or paid partnership, in line with the CAP Code and ASA guidance, and partner links are marked as sponsored. Posts on your channels about The Stradale should be labelled the same way; we'll supply them ready-labelled. Places are offered at The Stradale's discretion.

Claim one of the ten **founding places.**

Reply to the email this came with, or get in touch directly. We'll have you live within a week.

Steve O'Neill, Founder

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