

CHARITY PARTNERSHIP LONDON TO BRIGHTON CYCLE 2018





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THE CYCLE

Over 4,000 riders will make their way through idyllic English countryside, putting their pedals to the test on Ditchling Beacon before gliding down to Brighton to cross the finish line and celebrate their success.

Iconic challenge and route!

8th year of running

Great for individuals and corporate groups

Amateurs and keen cyclists welcome!

4,000 cyclists and £1 million + raised for charity in previous years!

Refund for all places filled

Great for London to Paris Cycle training or reunion!

Sunday September 16th 2018

WHAT'S INCLUDED?

Refund for all places filled

Average of £340 sponsorship per person

Delicious FREE buffet lunch

Water stops en-route

Full mechanical support

Pre-event support

Fully marked route

Hugely popular event Facebook page

Lots of great additions in our L2B event village on the Brighton seafront!

TESTIMONIALS

"To all involved in the organisation of London to Brighton 2016 – my sincerest thanks for putting together such an excellent event today. From the moment I signed up, the professionalism, quality of communication, materials, logistics and care, at every stage, has been absolutely outstanding. The lunch especially exceeded my expectations, it added a lot of value to the experience, as did all that awaited us at the finish line. Hats off to you all, well done!" **Hayley Ball, L2B 2016 Rider.**

"Big thanks to everyone involved in organising a fantastic event. Everyone was so helpful and full of optimism! Great lunch and we met some lovely people. I can't wait to do it next year. Awesome challenge!" **Mark, L2B 2016 Rider.**

"We have seen the London to Brighton bike ride grow in popularity with our supporters over recent years, as has cycling as a whole. Our riders enjoy the varied route and the lunch stop is a great place for us to meet up with them to spur them on for the second half of the ride and the challenge of the mighty Ditchling Beacon, before a beautiful finish on Brighton beachfront. Each year we see the ride raise over £20,000 for the MND Association." **Motor Neurone Disease Association.**



PARTNERSHIP PACKAGES

15 Place Package

4 free places for charity ambassadors or supporters

Bespoke booking link

Event posters

Dedicated Account Manager

Start up pack with promotional material

Area allocated at the finish line

Monitored Facebook event page for participants

Access to Skyline discounts for your supporters

25 Place Package

15 place benefits plus:

Area allocated at the finish line allowing a gazebo

Total of 6 free places for charity ambassadors or supporters

Logo features on the info pack

Logo features on event website

Paid Facebook ads linking to COTY partners

50 Place Package

25 place benefits plus:

Logo and description on event website and info pack

Charity area at lunch stop and finish line – both allowing gazebo's

Total of 8 free places for charity ambassadors or supporters

1 dual branded flag

Free 1 month slot on the brand new Do it for Charity advertising website

100 Place Package

Maximum of six charities

50 place benefits plus:

Advert on two pages of event website

E-mails to past participants

Professional photographer available on the day

Priority charity area at lunch stop

Priority charity area at the finish line – gazebo provided

Total of 10 free places for charity ambassadors or supporters

2 dual branded flags

4 months of advertising on the brand new Do it for Charity advertising site

200 Place Package

Maximum of three charities

100 place benefits plus:

Homepage and charity page banner advert [here](#)

Listed as a key charity partner in Info Pack

4 dual branded flags

Branded barrier blankets along finish line

Gazebo at lunch stop

Full social media package, including posts on Twitter, Instagram and specific paid Facebook ads

Branding on [event video](#)

4 months of advertising on the brand new Do it for Charity advertising site

L2B COSTS & PARTNERSHIP APPLICATION

Only those applying for the 100 and 200 place partnerships will be required to complete the application form. For all other packages please contact your account manager directly.

Package	Total Cost	Refunded Post-Event*	Potential Sponsorship**
200	£9,600	£5,600	£68,000
100	£6,500	£3,000	£34,000
50	£2,750	£1,750	£17,000
25	£1,625	£875	£8,500
15	£775	£525	£5,100
Registered Charity Name		Registered Charity Number	
Event Contact		Phone number	
Position		Email	
Have you previously been an event partner on a DIFC event?			Yes / No
Have you been a charity partner on any other events (excluding bespoke) in the last 2 years? I.E London marathon, Thames path Challenge, Great north run - If yes, please list:			Yes / No
Why would you be an ideal charity partner for the DIFC London to Brighton Cycle?			
What is your marketing budget (if any) for the event?		£	
Please outline a marketing strategy for the event (We will assist you with this when your partnership is confirmed.)			

* Holding fee refunded for every space you fill

** Based on past average sponsorship per person