



**CHARITY PACKAGES 2019**

# EVENT DETAILS

The UK's largest multi-charity London to Brighton cycle ride provides solo first-time riders and velo enthusiastic teams with a picturesque route through the English countryside followed by a thigh busting climb up Ditchling Beacon before they glide down to the Brighton Seafront.

**Date:** September 15th 2019

**Who is it for?** Anyone (over 16)

**Location:** Clapham Common/Brighton Seafront

**\*Great for individuals and corporate groups**

**\*Over 4,000 cyclists and £1 million + raised in previous years!**

**\*Refunds on all places filled**



# AUDIENCE PROFILE



## GENDER

58% Male  
42% Female



## LOCATION

London: 45%  
Brighton & Hove: 5%



## AGE

25 - 34: 31%  
35 - 44: 25%  
45 - 54: 20%



## INTERESTS

Travel  
Value Shoppers  
Health & Fitness  
Business Professionals  
Green Living



## AVG SPONSORSHIP

£400



# CHANNEL STATS



AVG. MTHLY VISITORS

10,000



EMAIL SUBSCRIBERS

20,000+



13.1k



1.2k



4.7k



<http://www.londonbrightoncycle.co.uk/>

# GRAND TOUR PACKAGE



## 200 PLACE PACKAGE

### All benefits from the Century Package (100 places) plus:

- Home page and charity page banner advert on the London to Brighton website
- Listed as a charity partner in the Info Pack
- Branding on two finish line gantries (charity logo)
- 4 dual branded flags
- Branded barrier blankets along the finish line
- Gazebo at lunch stop
- Full social media package, including posts on Twitter, Instagram and specific paid Facebook ads
- Branding on event video
- 6 months of advertising with our partners at 'Do it for Charity' on their brand new advertising site (Launching September 2018)
- 2 two week windows for your supporters to have a £10 discount applied to their registration fee.

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### COSTS

£12,000

*\*£7,000 refunded post event based on*

*200 places filled*

*\*Potential Sponsorship £84,000*

*\*Maximum of three charities*

# CENTURY PACKAGE

## 100 PLACE PACKAGE

All the benefits from the Peloton Package (50 places) plus:

- Advert on two pages of the event website
- E-mails to past participants
- Professional photographer available on the day
- Priority charity area at the 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
- Branding on one finish line gantry (logo)
- Free 4 month slot with our partners at 'Do It For Charity' on their brand new advertising website (Launching September 2018)
- Additional Discount - £10 off the registration fee for your supporters. 2 week timeframe of your choice



**COSTS**

**£7,000**

**\*Maximum of six charities**

**\*£4,000 refunded post event based on 100 places filled**

**\*Potential Sponsorship £44,000**



# PELOTON PACKAGE

## 50 PLACE PACKAGE

All the benefits from the Clydesdale Package (25 places) plus:

- Logo and description on the 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 2 month slot with our partners at 'Do It For Charity' on their the brand new advertising website (Launching September 2018)

### COSTS

**£3,500**

***\*£2,000 refunded based on 50 places filled***

***\*Potential Sponsorship £22,400***



# CLYDESDALE PACKAGE

## 25 PLACE PACKAGE

**All the benefits for the Athena Package (15 places) plus:**

- Priority Area allocated at the finish line
- Total of 6 free places for charity ambassadors or supporters
- Logo features on the info pack
- Logo features on event website
- One month slot in the skyline newsletter
- Paid Facebook ads linking to COTY partners

### **COSTS**

**£1,800**

***\*£1,050 refunded post event based on 25  
places filled***

***\*Potential sponsorship £12,400***







# ATHENA PACKAGE

## 15 PLACE PACKAGE

- 4 free places for charity ambassadors or supporters
- Bespoke booking link
- 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 (any discount applied for your supporters will not affect refunds)

### **COSTS**

**£995**

***\*£645 refunded post event based on 15  
places filled***

***\*Potential Sponsorship £7,600***

# Partner With Us!

Thank you for taking the time to review our **London to Brighton Bike Ride** proposal taking place Sunday 15<sup>th</sup> September 2019 from Clapham Common, London to Brighton Seafront.

We will work with you to select the right package that fulfills your needs and ensure your brand is present every step of the way from the start to finish line.

**Contact our Charity Team Manager Russell Davies** today to discuss your involvement.



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<http://www.londonbrightoncycle.co.uk/>

*KATE (FUNDRAISER),*  
**GREAT ORMOND STREET HOSPITAL CHARITY**

‘In 2017, we raised close to 90k through our team of 200 riders, with an average of £450 per head. We received some brilliant feedback from riders about this year’s event and we were really happy to attend and support so many of our brilliant cyclists.’

*BRIAN (TRUSTEE)*  
**STRONGBONES CHILDREN’S CHARITABLE TRUST**

‘Many thanks to Skyline on behalf of our Strongbones team. Organisation, marshalling and general atmosphere were all ace, plus we certainly appreciated the lunch. Not sure how you organised the sunshine which greeted us at the top of Ditchling Beacon, but it was great and lasted the rest of the afternoon; and a pleasant few beers on the front helped our cooling down strategy!’

*WILL (FUNDRAISER)*  
**ALZHEIMER’S’ SOCIETY**

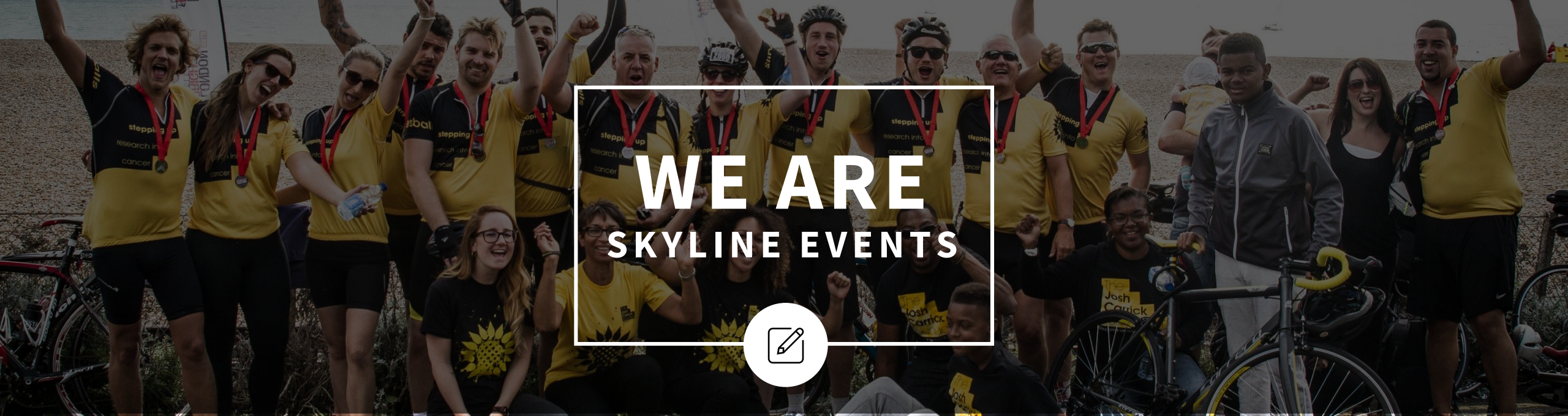
‘London to Brighton is one of our most popular cycle challenges year after year. Accessible to people of all ages and abilities, it’s always a great day!’

*LISA (HEAD OF EVENTS)*  
**BRAKE THE ROAD SAFETY CHARITY**

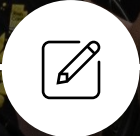
‘Brake the road safety charity is thrilled at the success of our London to Brighton Cycle fundraising, with over £20,000 being raised from our cyclists. The atmosphere on the day was excellent, the organisation of Skyline was superb. We look forward to doing it all again in 2018.’







**WE ARE  
SKYLINE EVENTS**



# SKYLINE

♦ E V E N T S ♦

London to Brighton Bike Ride is organised by Skyline Events – the leading full service fundraising events agency in the UK raising over £115M for more than 3,000 UK charities over the past 26 years! We are the unseen logistics partner behind some of the UK’s highest profile fundraising events including Shelter’s Vertical Rush & Urban Rush series, London’s largest Santa Run and the UK’s largest Superhero Run.

