



CHARITY PARTNERSHIPS 2021

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 12th 2021

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

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AVG. MTHLY VISITORS

10,000



EMAIL SUBSCRIBERS

20,000+



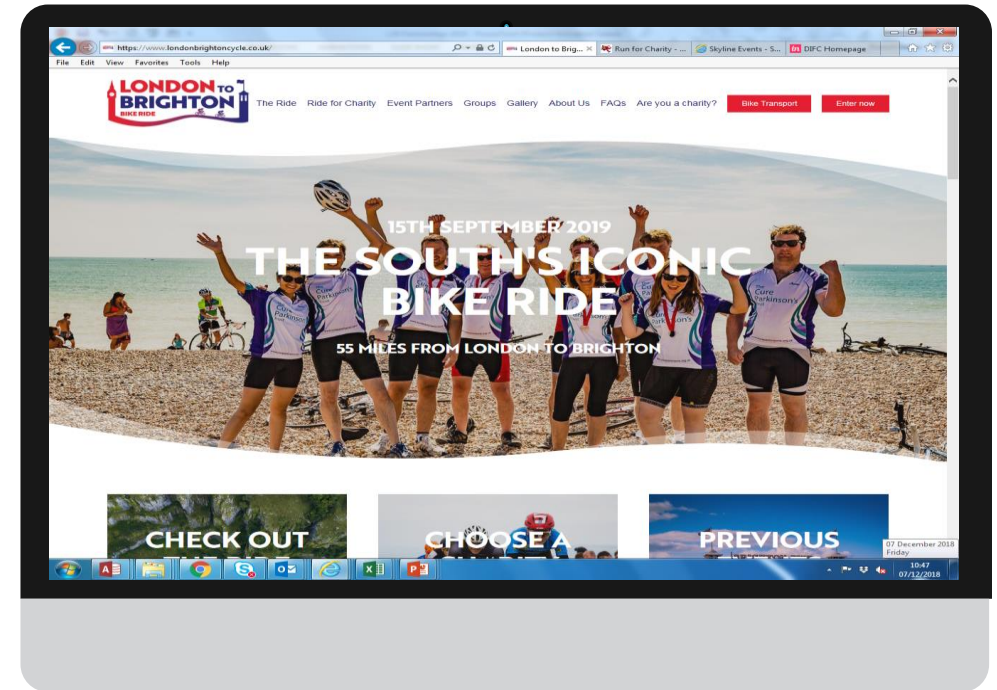
13.1k



1.2k



4.7k



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

GRAND TOUR PACKAGE



200 PLACE PACKAGE

***Maximum of three charities**

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 (EXCLUSIVE FOR HEADLINE PARTNERS)
- 2 two week windows for your supporters to have a £10 discount applied to their registration fee (date of your choice)

COSTS

£12,000

****£7,000 refunded post event based on 200 places filled***

****Potential Sponsorship £84,000***

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)
- Additional Discount - £10 off the registration fee for your supporters. 2 week timeframe (date of your choice).



COSTS

£7,500

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

****Potential Sponsorship £44,000***

***Maximum of six charities**

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

COSTS

£3,700

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

****Potential Sponsorship £22,400***

PELOTON PACKAGE



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 event website
- One month slot in the skyline newsletter
- Paid Facebook ads linking to COTY partners between January and June 2021



COSTS

£1,900

****£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 Cycle Ride** proposal taking place Sunday 12th September 2021 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

Siobhan Dillon today to discuss your involvement.



+44 020 7424 5535



siobhandillon@skylineevents.co.uk

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



KATE (FUNDRAISER),
GREAT ORMOND STREET HOSPITAL CHARITY

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'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

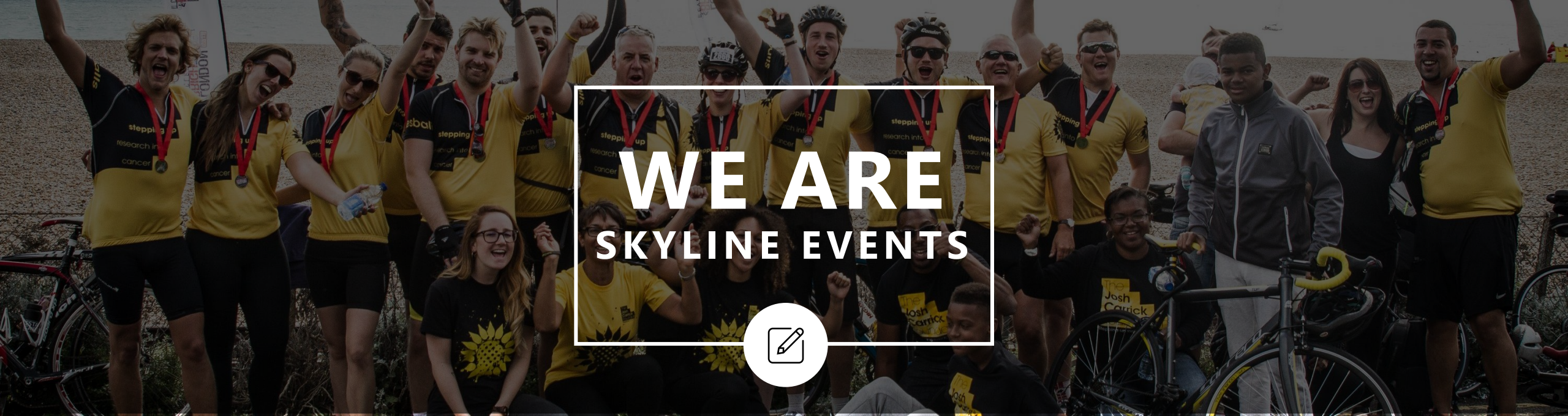
'Many thanks to Skyline on behalf of our Strongbones team. Organisation, marshalling and general atmosphere were all ace, plus we certainly appreciated the lunch. Not sure how you organised the sunshine which greeted us at the top of Ditchling Beacon, but it was great and lasted the rest of the afternoon; 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 Cycle 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 28 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 and London's largest Santa Run!

