

# LONDON TO BRIGHTON CYCLE RIDE



Charity Partnership Opportunities

11th September 2022



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# The Event







Welcome to the UK's largest multi charity London to Brighton cycle ride. It 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 gliding down to Brighton Seafront to meet you in your allocated area in our event village.

Whether your supporters are riding alone, with friends or colleagues they will have an incredible day surrounded by over 4000 other participants who in years past have raised over £1 million for causes close to their heart.

## What do your supporters receive?

- Free water stops
- Mechanical support along the route
- Free lunch
- Fully signed route with marshals
- Pre-event support from us
- Finisher's medal
- Make friends & lifelong memories





# Charity Partnership Packages

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EVENTS



# The Opportunity

Become a Charity Partner & be  
at the heart of this popular  
event



Ideal for corporate  
partners

Promotion and  
awareness for your  
charity



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A once in a  
lifetime experience  
to offer your most  
valued supporters

Attend the event & meet  
your fundraisers from  
your own designated area  
in our exciting event  
village



Thousands of pounds in  
valuable funds raised



# 15 PLACE PACKAGE

- 2 x free places for charity ambassadors or supporters
- Bespoke booking link
- Promotional materials to help you advertise the event
- Listing on the charity page of the event website
- Benefit from our marketing of the event, including activity specifically pointing to the charity page encouraging people to ride for one of our partners
- Share 1 x case study/story on our social media channels

**COSTS - £1325**

\*£825 refunded post event based on 15 places filled

**Potential Sponsorship**

**£7,800**





CLYDESDALE

## 25 PLACE PACKAGE

- 2 x free places for charity ambassadors or supporters
- Bespoke booking link
- Priority area allocated at the finish line
- Listing and logo features on the charity page of the event's website
- 1 x Paid Facebook advert
- 1 x Post on our London to Brighton Facebook event
- 2 x Tweets

**COSTS** - £2,375  
\*£1,375 refunded  
post event based on  
25 places filled  
**Potential sponsorship**  
**£13,000**



# 50 PLACE PACKAGE

- 4 x free places for charity ambassadors or supporters
- Bespoke booking link
- Logo & description about your cause on the charity page on the event's website
- Medium sized space in the charity area within the Finish Line Village
- 1 x Dual branded flag
- 2 x Paid social media adverts
- 1 x Organic post on our Facebook & Instagram pages
- 4 x Tweets
- 1 x Post on our London to Brighton Facebook event

**COSTS - £5,000**

\*£2,500 refunded  
based on 50  
places filled

**Potential Sponsorship**

**£26,000**







CENTURY

\*MAX 6 CHARITIES

## 100 PLACE PACKAGE

- 6 x Free places for charity ambassadors or supporters
- Bespoke booking link
- 2 x Dual branded flags
- Logo on 1 finish line gantry
- Medium sized space in the charity area within the Finish Line Village
- Extended feature on Charity Partner's page on event website
- 1 x Feature in Skyline Events monthly newsletter (50,000 subscribers)
- 1 x Feature in participant comms. Email encouraging own place fundraising
- 4 x Paid social media adverts (2 on Facebook, 2 on Instagram)
- 1 x Organic post on our Facebook & Instagram pages
- 1 x Post on our London to Brighton Facebook event
- 4 x Tweets
- 1 x Case study shared across our channels

**COSTS - £9,000**

\*£4,500 refunded post  
event based on 100  
places filled

**Potential Sponsorship  
£52,000**



# 200 PLACE PACKAGE

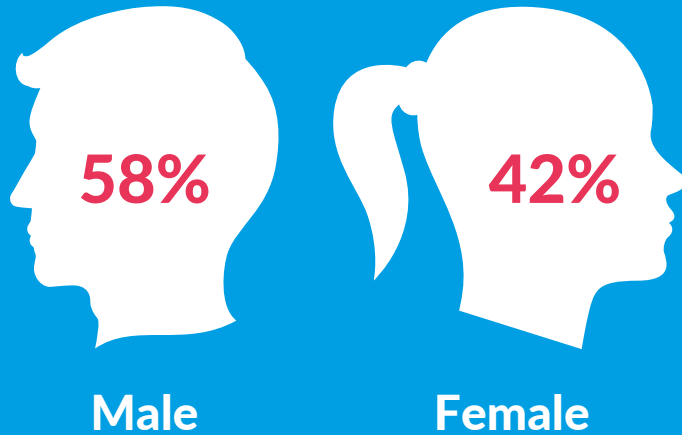
- 10 x free places for charity ambassadors or supporters
- Bespoke booking link
- 4 x Dual branded flags
- Charity Logo on 2 finish line gantries
- Large sized space in the charity area within the Finish Line Village, gazebo provided
- Feature on the homepage and at the very top of the charity page on the event website
- Branded barrier blankets along the finish line
- Additional discount - £10 off the registration fee for supporters. 2 week time frame of your choice
- 1 x Feature in Skyline Events monthly newsletter (50,000 subscribers)
- 1 x Feature in past participant recruitment email
- 1 x Feature in participant comms. Email encouraging Own Place Fundraising
- 6 x Paid social media adverts (3 on Facebook, 3 on Instagram)
- 1 x Organic post on our Facebook & Instagram pages
- 2 x Posts on our London to Brighton Facebook event
- 6 x Tweets
- 2 x Case Studies shared across our channels

**COSTS - £14,000**  
\*£8,000 refunded  
post event based  
on 200 places filled  
**Potential Sponsorship**  
**£104,000**



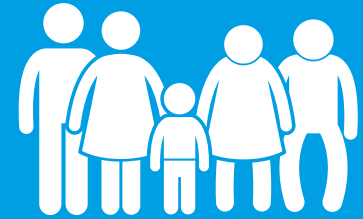
# GRAND TOUR





**4-5k**

Participants  
take part each  
year



Age range

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

**£520**

Average  
sponsorship



14,300 Likes



1,700 Followers



4,700 Followers

## INTERESTS

Travel  
Value Shoppers  
Health & Fitness  
Business Professionals  
Green Living





## Testimonials



'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.' **(Kate, Fundraiser at GOSH)**

'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!' **(Brian, Trustee at Strongbones Children's Charitable Trust)**

'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!' **(Will, Fundraiser at Alzheimer's Society)**

'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.' **(Lisa, Head of Events at Brake The Road Safety Charity)**





# Powered by Skyline Events

We are the leading full-service fundraising events agency that works behind the scenes to deliver high-profile, high-revenue events for inspiring causes.

With over 28 years' experience, we have emerged as the UK's leading organiser of charity events raising over £130M for more than 3,000 UK charities.

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A group of cyclists are riding on a paved road, wearing bright green and black cycling jerseys and helmets. Several cyclists in the foreground have their arms raised in celebration. The background shows a clear sky and some trees.

# THANK YOU

For more details please contact  
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