

Get Cycling for Cancer Research UK

Sponsorship Packages



About Rotary Dorset Bike Ride

The first Rotary Dorset Bike Ride took place in 2012 and attracted 350 riders and raised £20,000. In 2013 the number of riders increased to 450 and raised £25,000.

In 2014 we added a 75 and 100 mile route to the existing 10, 20, 30 and 50 mile routes and increased the number of participants to 650, raising just over £41,000, which was a big increase on previous years. In 2016 the event attracted over 750 riders and raised over £54,000, the best year ever!

In total over the last 7 years the event has now raised over £275,000 for Cancer Research UK and other charities, and this is something we are very proud of.

Funding

Our budget for this year's event is £5,000 and we really need the support of local organisations, companies and individuals to meet our target and make sure we have a great event. The Rotary Dorset Bike ride has already raised over £275,000 for Cancer Research UK in just seven years, with your support we can do more!



Between 500-700 riders now take part annually and this year we are hoping to attract more riders to beat previous totals.

The event is advertised by numerous posters as well handing out 10,000 flyers at other cycle or Cancer Research events. We also have extensive local newspaper and radio coverage. We have designed and are selling a special cyclist jersey with our sponsors name and logo. These are always very popular with cyclists and will be worn at numerous other events.

The event will give your company a great opportunity to be seen, supporting the local Dorset community, as well as a great cause, while providing you with great PR and Marketing exposure.

Sponsorship Opportunities

We have several opportunities available to businesses so you can support this amazing community initiative. These include:

- 200 Road Signs @ £500
- Cycle Jerseys @ £500
- Marquee at Start & Finish @ £500
- 4 Food Stops @ £250 each
- High Vis Vests for Marshalls @ £500
- Entrance to Site Area @£250
- Goodie Bags to give away to Riders @ £750
- End of Ride Massage @ £250
- Bike Repair and Break Down @ £250
- Raynet radio coverage over whole ride @ £250
- Printing & Marketing @ £500

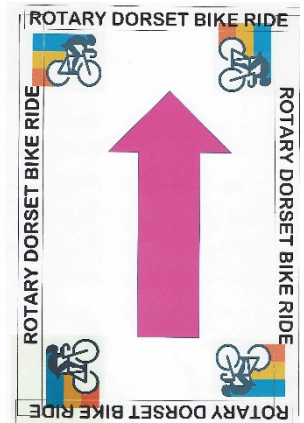
Tailor Made Sponsorship

We are very happy to work with you to create bespoke sponsorship packages to suit your needs and budget. Please call Richard Burnett, Ride Organiser, to discuss further on 07786 566181

Sponsorship Opportunities

Road Signs - £500

- Your logo on all road signs that are placed around the routes in very prominent places on the roadside.
- Inclusion of logo in generic advertising
- Your logo on our website
- Announcements of support via press releases & Facebook
- Benefit of an extensive media campaign
- Certificate of Thanks from CRUK



Cycling Jerseys - £500

- Your logo on Riders cycle jerseys
- Inclusion of logo in generic advertising
- Your logo on our website
- Announcements of support via press releases & Facebook
- Benefit of an extensive media campaign
- Certificate of Thanks from CRUK



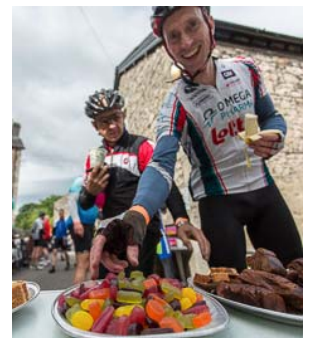
Marquee at Start & Finish - £500

- A space in the marquee to advertise your Company
- Inclusion of logo in generic advertising
- Your logo on our website
- Announcements of support via press releases & Facebook
- Benefit of an extensive media campaign
- Certificate of Thanks from CRUK



4 Food Stops - £250 each

- Opportunity to advertise your Company at the food stops around the route seen by riders and passing public
- Inclusion of logo in generic advertising
- Your logo on our website
- Announcements of support via press releases & Facebook
- Benefit of an extensive media campaign
- Certificate of Thanks from CRUK



High Vis Vests for Marshalls - £500

- Inclusion of logo in generic advertising
- Your logo on our website
- Announcements of support via press releases & Facebook
- Benefit of an extensive media campaign
- Certificate of Thanks from CRUK



Entrance to site for Start & Finish of the Ride - £250

- Position on fencing to site to put up banner advertising company
- Inclusion of logo in generic advertising
- Your logo on our website
- Announcements of support via press releases & Facebook
- Benefit of an extensive media campaign
- Certificate of Thanks from CRUK



Give Away Goody Bags for Riders - £750

- Opportunity to provide small items to be placed in goody bags given away to riders at the end of the Ride
- Inclusion of logo in generic advertising
- Your logo on our website
- Announcements of support via press releases & Facebook
- Benefit of an extensive media campaign
- Certificate of Thanks from CRUK



End of Ride Massage - £250

- Opportunity to advertise your Company at the 6 massage stations set up for riders at the end of the Ride.
- Inclusion of logo in generic advertising
- Your logo on our website
- Announcements of support via press releases & Facebook
- Benefit of an extensive media campaign
- Certificate of Thanks from CRUK



Bike Repair & Breakdown - £250

- Your Company Name in the main marquee where all riders
- Check in at start & finish of Ride
- Inclusion of logo in generic advertising
- Your logo on our website
- Announcements of support via press releases & Facebook
- Benefit of an extensive media campaign
- Certificate of Thanks from CRUK



Raynet Radio Coverage over the Whole Ride - £250

- Opportunity to advertise at all our coms sites with banners etc
- Inclusion of logo in generic advertising
- Your logo on our website
- Announcements of support via press releases & Facebook
- Benefit of an extensive media campaign
- Certificate of Thanks from CRUK



Printing & Marketing - £500

- Your company logo on all our printed material,
- Posters, flyers & signs as sponsors
- Inclusion of logo in generic advertising
- Your logo on our website
- Announcements of support via press releases & Facebook
- Benefit of an extensive media campaign
- Certificate of Thanks from CRUK

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If you would like to discuss sponsorship opportunities please contact Richard Burnett, Ride Organiser, to discuss further on 07786 566181

**THANK
YOU!**

