

# 2024 Cycle Sponsorship Packages



## Major Sponsor

£18,000 + VAT

- Branded cycling jersey worn by all cyclists on the event
- 2 free rider entries
- 2 single supplement fees
- Logo on all onsite event promotion
- Logo on website
- Logo in cyclist information pack
- Social media coverage pre-event, onsite and post event
- Personalised sponsor social media asset "Proudly sponsors"



## Lunchtime Sponsor

£1,500 + VAT

- Opportunity to activate your brand at one of our lunchtime stops
- Opportunity for one external guest to network with riders at dinner
- Product placement at lunchtime stop
- Opportunity to distribute promotional materials to riders at lunchtime and in hotel rooms
- Logo on website
- Logo in cyclist information pack
- Social media coverage pre-event, onsite and post event
- Personalised sponsor social media asset – “Proudly Sponsors”

## Refreshment Stop Sponsor

£950 + VAT

- Opportunity to activate your brand at one AM or PM refreshment stop on any day of the event
- Product placement throughout the event
- Engagement and sampling opportunities with riders at the refreshment stop
- Logo on website
- Logo in cyclist information pack
- Social media coverage pre-event, onsite and post event
- Personalised sponsor social media asset – “Proudly Sponsors”

## Jersey Sponsor

£950 + VAT

- Placement of company logo on the back of cycling jersey worn by all cyclists
- Logo on website
- Social media coverage pre-event, onsite and post event
- Logo in cyclist information pack
- Personalised sponsor social media asset – “Proudly Sponsors”





## Drinks Reception Package

£3,000 + VAT

- Official drinks reception sponsor for one of the nights of the event
- On the night recognition in speech
- Logo on website
- Logo in cyclist information pack
- Social media coverage pre-event, onsite and post event
- Personalised sponsor social media asset – “Proudly Sponsors”

## Finish Sponsor

£2,500 + VAT

- Fully branded finish line
- Logo on website
- Logo in cyclist information pack
- Social media coverage pre-event, onsite and post event
- Personalised sponsor social media asset – “Proudly Sponsors”

## Water Bottle Sponsor

£1,500 + VAT

- Fully branded water bottles provided to all riders
- Logo on website
- Logo in cyclist information pack
- Social media coverage pre-event, onsite and post event
- Personalised sponsor social media asset – “Proudly Sponsors”

For any further information on our cycle sponsorship packages or to book, please contact [events@groceryaid.org.uk](mailto:events@groceryaid.org.uk)