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SPONSORSHIP
PROPOSAL

INSURANCE INDUSTRY BIKE RIDE

LONDON TO PARIS

14 - 18 JULY 2021

SUPPORTED BY OUR
FOUNDING PARTNER

BRIT

WELCOME

RAPTÖR IS OUR NEW TOUR RIDE DESIGNED SPECIALLY FOR THE INSURANCE SECTOR. 2020 WILL SEE OUR FIRST OUTING FOR THIS ANNUAL CYCLING ADVENTURE FOR FOLK WORKING IN OR CONNECTED TO THE INSURANCE AND REINSURANCE SECTORS WHO SHARE A PASSION FOR CYCLING, AND MAY NOT BE ADVERSE TO DOING A BIT OF NETWORKING FROM THE SADDLE.

THE INAUGURAL FOUR DAY RIDE WILL BE IN JULY 2021 WITH A JAUNT TO PARIS FROM LONDON AND WE ARE LOOKING FOR PARTNERS TO SUPPORT THIS 75 STRONG RIDE.

DESIGNED AND DELIVERED BY THE HIGHLY EXPERIENCED ACTION MEDICAL RESEARCH EVENTS TEAM, THIS RIDE WILL CREATE THE PERFECT ENVIRONMENT TO CONNECT WITH INDUSTRY CYCLISTS ON WHAT WILL BE A MOST MEMORABLE RIDE.



HISTORY

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ACTION MEDICAL RESEARCH HAS HAD A PASSION FOR CYCLING AND THE CYCLIST FOR OVER 20 YEARS. WE LIKE TO THINK WE WERE THE ORIGINAL CORPORATE RIDE ORGANISER. FROM BEING THE FIRST TO SEND RIDERS DOWN THE CHAMPS ELYSEES FROM LONDON TO PARIS, IN TIME FOR THE TOUR DE FRANCE FINALE IN 2000, TO BEING THE CHARITY THAT DELIVERED OVER 10,000 RIDERS A YEAR ACROSS ITS 100-MILE UK SPORTIVE PROGRAMME AND A GROWING PORTFOLIO OF BESPOKE INDUSTRY AND CLIENT RIDES. AND OF COURSE OUR UNRIVALLED ANNUAL CYCLING CELEBRATION THE CHAMPIONS OF CYCLESPORT DINNER – WE KNOW ABOUT CYCLING AND WE KNOW ABOUT CYCLISTS.

THE RAPTÖR INSURANCE RIDE HAS BEEN DESIGNED TO CONNECT WITH, AND ATTRACT CYCLISTS FROM THE INSURANCE AND REINSURANCE SECTORS. AN INDUSTRY WITH A STRONG PASSION FOR CYCLING. WITH SO MANY CONNECTIONS AND CONTACTS IN THE SECTOR WE THOUGHT IT WAS HIGH TIME WE DEVELOPED A RIDE WHERE INSURERS, CLIENTS AND SUPPLY CHAIN OPERATORS COULD INDULGE THEIR PASSION AND NETWORK, AS WELL AS TICKING THOSE CHARITABLE AND CSR BOXES.

IN 2017 WE LAUNCHED ZIGGURAT, A SIMILAR MODEL FOR THE BUILT ENVIRONMENT SECTOR. IT'S GONE FROM STRENGTH TO STRENGTH DELIVERING ALMOST £300K TO DATE.

WE NEED PARTNERS TO JOIN US ON THIS JOURNEY.



ROUTE

DAY 1: LONDON – DOVER – CALAIS – APPROX. 85 MILES

FROM THE OUTSKIRTS OF LONDON WE PASS INTO THE ROLLING FIELDS AND VILLAGES OF RURAL KENT, CROSSING THE HILLS OF THE NORTH DOWNS TO DOVER. TAKING THE FERRY TO CALAIS, WE HAVE DINNER ON BOARD AND CYCLE THE SHORT DISTANCE TO OUR HOTEL.

DAY 2: CALAIS – ABBEVILLE – APPROX. 71 MILES

WE HEAD SOUTH THROUGH BEAUTIFUL RURAL LANDSCAPES PEDALLING QUIET WINDING ROADS RUNNING PARALLEL TO THE COAST. THEN ONTO THE VALLEYS OF THE CANCHE RIVER AND FURTHER SOUTH TOWARDS CRÉCY-EN-PONTHIEU – SITE OF THE 14TH-CENTURY BATTLE OF CRÉCY. OUR FINAL LEG BRINGS US TO ABBEVILLE, ON THE RIVER SOMME.

DAY 3: ABBEVILLE – BEAUVAIS – APPROX. 65 MILES

WE FOLLOW THE RIVER SOMME EAST TOWARDS AMIENS AND THEN SOUTH RIDING SHADY LARGELY FLAT, TYPICALLY FRENCH BEECH-TREE-LINED AVENUES, INTO MEANDERING VALLEYS AND TRADITIONAL FARMING HAMLETS. THESE LANDS ARE RENOWNED FOR THE TERRIBLE BATTLES OF THE FIRST WORLD WAR AND ARE SCATTERED WITH CEMETERIES AND OTHER POIGNANT REMINDERS OF THE THOUSANDS OF MEN WHO DIED HERE. OUR DAY ENDS AT BEAUVAIS.



ROUTE - CONT'D

DAY 4: BEAUVAIS – PARIS – APPROX. 50 MILES

OUR FINAL DAY'S CYCLING TAKES US OVER THE RIVER THÉRAM AND TOWARDS THE GREAT CAPITAL CITY. FOLLOWING SMALL COUNTRY ROADS, THROUGH BEAUTIFUL COUNTRYSIDE UNTIL WE REACH THE SUBURB OF ST. DENIS AND THE RIVER SEINE. WE FINISH BENEATH THE LOFTY ARCHES OF THE EIFFEL TOWER. WE CHECK INTO OUR HOTEL AND ENJOY A GREAT CELEBRATION TO MARK OUR ACHIEVEMENTS.

DAY 5 : PARIS – LONDON

AFTER BREAKFAST YOU ARE FREE TO EXPLORE THE FAMOUS SIGHTS OF PARIS. LATER YOU CAN ENJOY THE HUGE SPECTACLE THAT IS THE TOUR DE FRANCE! THE 71M-WIDE CHAMPS-ÉLYSÉES IS BY FAR THE BEST PLACE TO WATCH THE LAPS BEFORE THE FINAL SPRINT; HEAD OVER WITH YOUR NEW CYCLING BUDDIES, PICK A SPOT AND ENJOY THE INCREDIBLE ATMOSPHERE. THE EUROSTAR BACK TO LONDON LEAVES FROM GARE DU NORD IN THE EVENING.



WHAT'S INCLUDED

- EXPERTLY SIGNED ROUTE
- BREAKFAST IN HOTELS
- SNACK AND FLUID STOPS
- GREAT LUNCH STOPS
- MEDICAL STAFF SUPPORT VEHICLES
- BAGGAGE TRANSPORT
- TALENTED BIKE MECHANICS AVAILABLE
- MAPS AND GPX FILES AVAILABLE
- FERRY AND EUROSTAR TRANSPORT
- TRAINING SUPPORT AND ADVICE
- CELEBRATION 3 COURSE GALA DINNER IN PARIS
- ACCOMMODATION - 3-4* TWIN SHARE (SINGLE SUPPLEMENT AVAILABLE)
- BESPOKE RAPTOR JERSEY



COMPANIES



WE WOULD LIKE TO THANK BRIT FOR BEING A FOUNDING PARTNER FOR THIS EVENT AND THE OTHER COMPANIES WHO ARE ENTERING RIDERS.

EACH YEAR WE AIM TO HAVE BETWEEN 60-70 RIDERS OF ALL ABILITIES TAKE PART IN THIS UNIQUE EVENT, HELPING TO RAISE SIGNIFICANT SUMS FOR ACTION MEDICAL RESEARCH'S VITAL WORK.

WE EXPECT AROUND 85% OF THE GROUP TO BE MALE, AND THE MAJORITY WILL HOLD SENIOR POSITIONS.

THE RIDE CULTURE IS VERY MUCH ABOUT ENJOYING THE NETWORKING AND MAKING THE MOST OF THE CHANCE TO RIDE ABROAD, ENJOYING COFFEE STOPS WHILST HAVING A FULL SUPPORT TEAM LOOKING AFTER YOU.

FOUNDING PARTNER



PARTNERSHIP BENEFITS

PARTNERSHIP PACKAGE - £7,000

- NAME IN SUPPORT OF THE EVENT
- UNLIMITED RIDER PLACES FOR YOUR CUSTOMERS CLIENTS AND STAFF (WITH A FUNDRAISING TARGET EACH OF £1,850)
- LOGO INCLUSION ON ALL PROMOTIONAL MATERIALS / MANUALS
- PROMINENT LOGO PLACEMENT ON RIDE JERSEY
- PROMINENT LOGO PLACEMENT ON RIDE WEBPAGE
- PACKAGE OF SOCIAL MEDIA POSTS FOR 6 MONTHS
- INCLUSION IN PRESS AND PR AS KEY SPONSOR
- INCLUSION ON RIDER PRE-EVENT COMMUNICATION
- VERBAL CREDITS THROUGHOUT EVENT
- SPECIAL PLACE IN GALA DINNER TO SPEAK / PLAY PROMO VIDEO
- BUILT ENVIRONMENT NETWORKING OPPORTUNITIES
- VENUE BRANDING *
- FEED STOP BRANDING*

*PARTNER TO SUPPLY BRANDING MATERIALS



PARTNERSHIP BENEFITS

SUPPORT SPONSORS - £3,000-£4,000

- OWN AN ELEMENT OF THE EVENT FROM THE START LINE, THE FEED STATIONS, THE FINISH LINE, THE ROUTE SIGNS, THE DRINKS RECEPTION OR THE GALA DINNER
- 15 SOCIAL BESPOKE MEDIA POSTS
- LOGO PLACEMENT ON EVENT JERSEY
- LOGO PLACEMENT AS SUPPORT SPONSOR ON EVENT WEBSITE
- LOGO ON EVENT MATERIALS PR PRESS AND SOCIAL MEDIA ANNOUNCEMENT
- VENUE BRANDING*

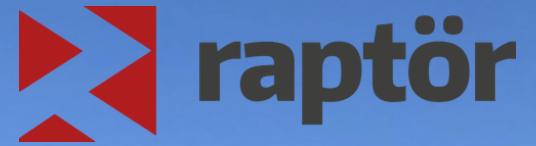
JERSEY SPONSOR - £1,000 - £2,000

- LOGO ON EVENT JERSEY
- 6 BESPOKE SOCIAL MEDIA POSTS
- LOGO ON WEBSITE AS SUPPORTER

*PARTNER TO SUPPLY BRANDING MATERIALS



OUR INDUSTRY AMBASSADORS



Brit is very proud to be the founding partner of this great networking event and we can't wait to see it grow!



MARK ALLAN, GROUP CHIEF FINANCIAL OFFICER, BRIT INSURANCE

AON have been working with Action for many years and we love what they do on the back of a bike!



JEREMY LEE, DIRECTOR, AON



- WE HAVE BEEN SAVING AND CHANGING CHILDREN'S LIVES SINCE 1952
- WE ARE FUNDING OVER 60 PROJECTS IN HOSPITALS, SPECIALIST UNITS AND UNIVERSITIES ACROSS THE UK
- WE ARE FIGHTING BACK AGAINST RARE DISEASES THAT DEVASTATE FAMILIES
- WE ARE IMPROVING LIVES FOR CHILDREN LIVING WITH DISABILITY AND DISABLING CONDITIONS
- WE ARE TACKLING HEAD-ON THE HIGH RATE OF PREMATURE BIRTH THAT THREATENS TO TAKE BABIES' LIVES BEFORE THEY'VE EVEN BEGUN

BORN TOO SOON

ALONGSIDE ALL THAT WE ARE DOING FOR BABIES AND CHILDREN WE ARE ALSO RUNNING OUR THREE YEAR BORN TOO SOON CAMPAIGN TO HIGHLIGHT THE ISSUES OF PREMATURE BIRTH.

- GLOBALLY PREMATURE BIRTH IS THE BIGGEST KILLER OF CHILDREN UNDER 5
- 60,000 BABIES ARE BORN PREMATURELY EACH YEAR IN THE UK
- OVER 1,000 BABIES DIE EACH YEAR IN THE UK DUE TO PREMATURE BIRTH
- CHILDREN WHO SURVIVE CAN EXPERIENCE LIFELONG DISABILITIES SUCH AS CEREBRAL PALSY, LEARNING DIFFICULTIES, BLINDNESS AND HEARING LOSS.

MEDICAL RESEARCH CAN STOP THE DEVASTATION CAUSED BY PREMATURE BIRTH





SARAH STEVENSON
SENIOR PARTNERSHIP
DEVELOPMENT MANAGER



FIZ LOUDEN
HEAD OF EVENTS



TOBY TENNANT
RELATIONSHIP MANAGER

TEAM

ACTION

ACTION MEDICAL RESEARCH

To chat through a becoming a RAPTÖR partner and supporting Action Medical Research please contact:

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