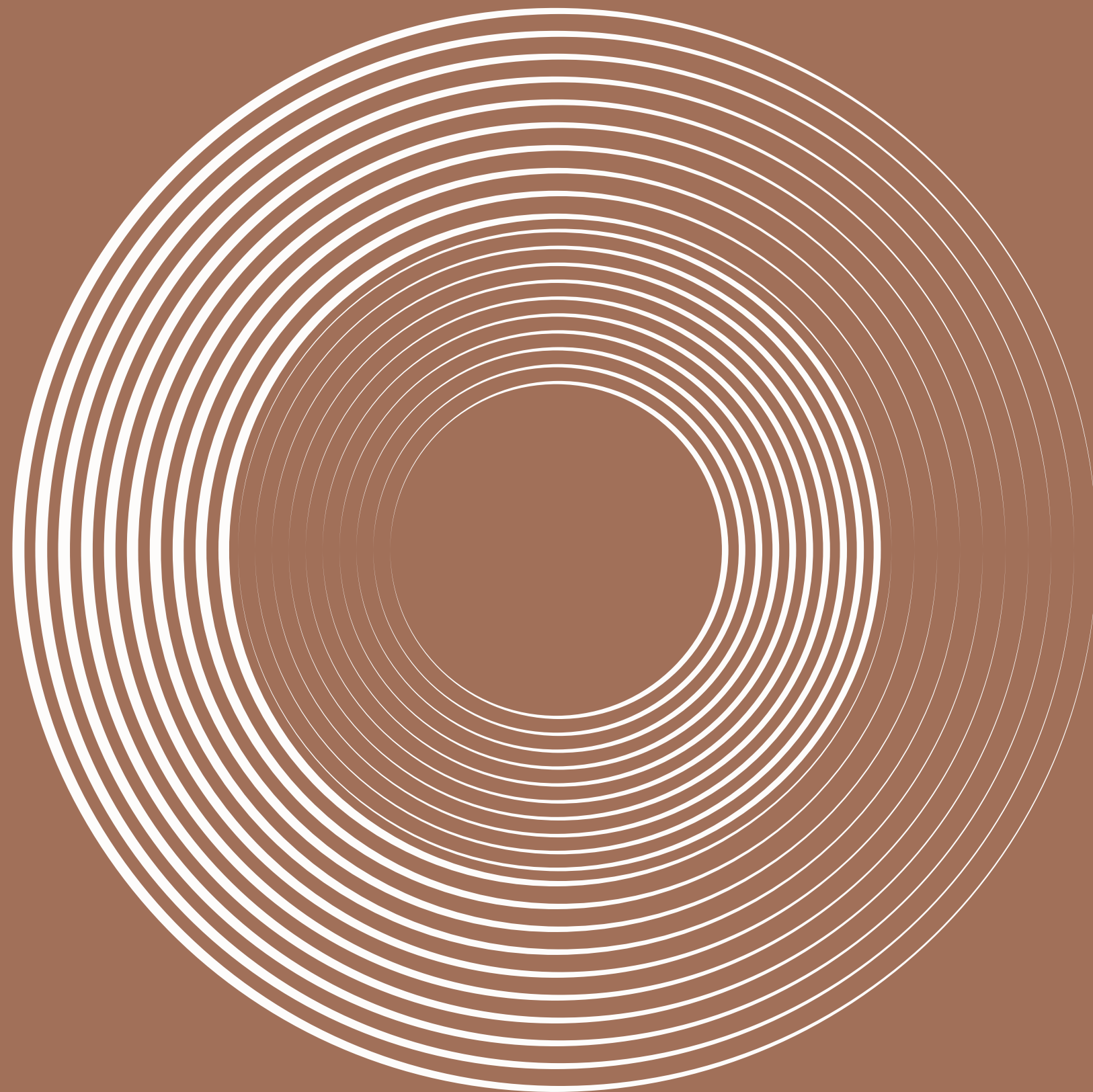


CHAMPIONS OF CYCLESPORT

POWERING
VITAL
RESEARCH

SPONSORSHIP PACKAGES

Thursday 18 November 2021
The Hurlingham Club, London

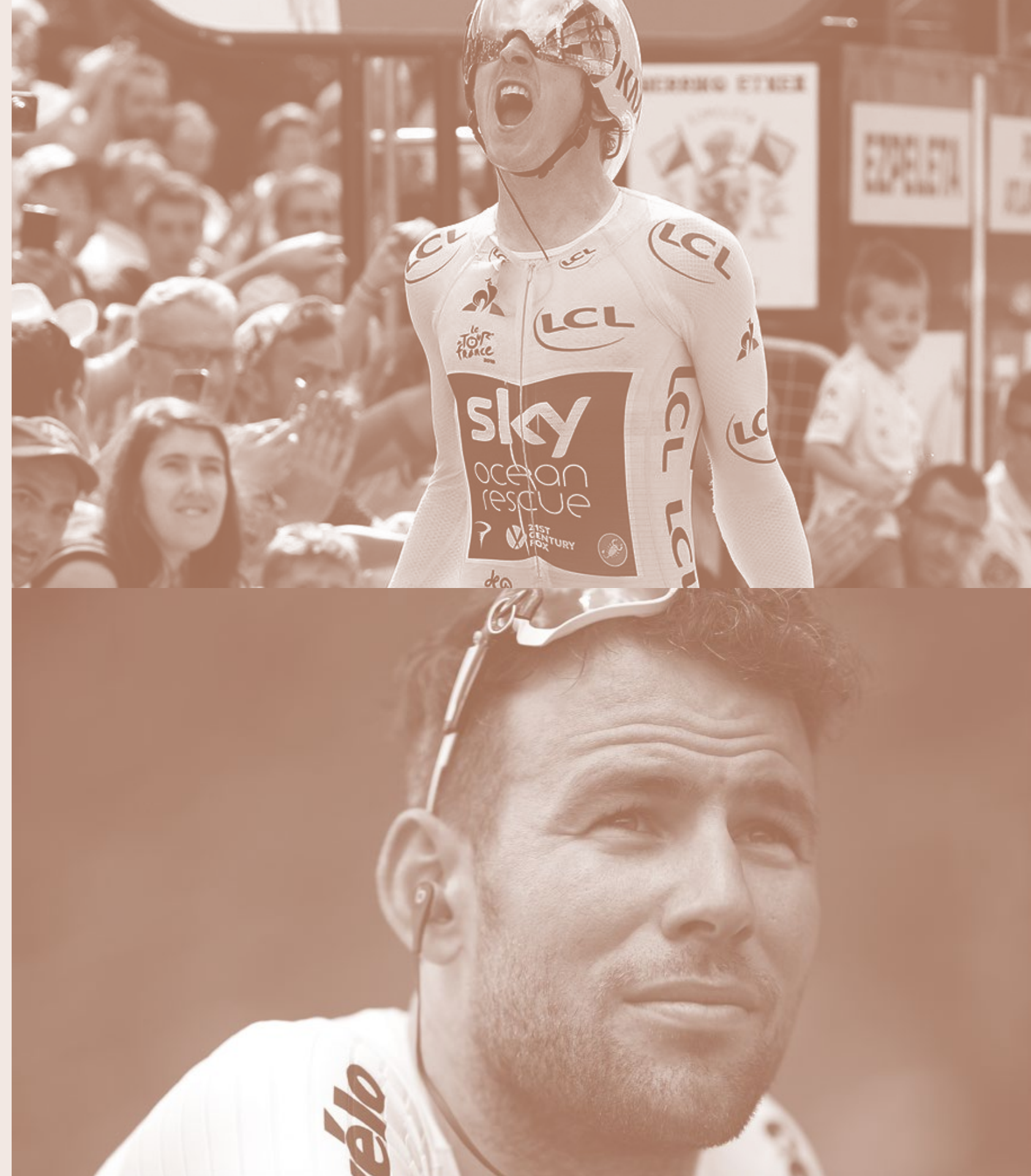


THE CONCEPT

The Champions of CycleSport Dinner is attended each year by World Champion cyclists, from Chris Boardman to Graeme Obree, Nico Roche to Dan Martin, Mark Cavendish to Geraint Thomas and Dani Rowe to Laura Trott.

500 corporate guests enjoy drinks, dinner, live entertainment, auctions and games with the stunning backdrop of the Hurlingham Club.

We attract a high net worth audience, predominantly male, MD level and upwards, from sectors including cycling, finance and wealth management, insurance, construction, retail and law.



PREVIOUS SPONSORS AND PARTNERS



SPONSORSHIP

Associate your brand with one of the UK's leading children's medical research charities. The following opportunities are available –

LEAD SPONSORSHIP

- Name in support of the title
- Gold table of 10 with a Champion guest
- VIP reception with our Champions
- Acknowledgement on stage in welcome and speeches
- Full page colour advert in the event brochure
- Logo on all printed materials, screens and media wall
- Profiling on the Champions website with links to your site
- Full 6-month PR campaign
- Exclusive unlimited pictures to use for promotional purpose
- Branding on site (provided by sponsor)
- Opportunity to donate items to the auctions to further promote your brand
- Demo & sampling opportunities and access to guests

LIVE AND SILENT AUCTION

- Logos on all printed materials, the screens and media wall
- Acknowledgement on stage in welcome and speeches
- Silver table of 10
- VIP reception with our Champions
- Logos and branding on the iPad and screens throughout live auction
- Full page colour advert in the event brochure
- Demo & sampling opportunities and access to guests
- Pull up banner branding around the silent auction displays
- Opportunity to donate items to the auctions to further promote your brand



SPONSORSHIP

DRINKS RECEPTION

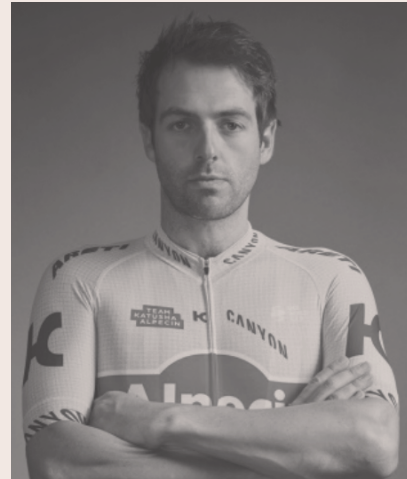
- Logos on all printed materials, screens and media wall
- Acknowledgement on stage in welcome and speeches
- Silver table of 10
- VIP reception with our Champions
- Logos around the circular bar central to the reception
- Pull up banners around the drinks area
- Full page colour advert in the event brochure
- Demo & sampling opportunities and access to guests
- Opportunity to donate items to the auctions to further promote your brand

LIVE INTERVIEWS

- Logos on all printed materials, screens and media wall
- Acknowledgement on stage in welcome and speeches
- Verbal credit at start and end of interviews
- Silver table of 10
- VIP reception with our Champions
- Full page colour advert in the event brochure
- Demo & sampling opportunities and access to guests
- Opportunity to donate items to the auctions to further promote your brand

AMBASSADORS

We are so proud to have the support of the following Ambassadors for the Champions of CycleSport Dinner



ALEX DOWSETT
Hour Record holder
& pro-cyclist



BRUCE SANDELL
CycloPark
Board Trustee



ROCHELLE GILMORE
Former Champion rider
& team owner



MARTYN ASHTON
British & World MTB
Champion



DANI ROWE
Olympic & World Track
Champion



DAN MARTIN
Tour de France stage
winner



HUMPHREY COBBOLD
Pure Gym
Managing Director



JERRY LAWSON
Frog Bikes
Managing Director

FIGHTING TO STOP PREMATURE BIRTH

- 60,000 babies are born prematurely each year in the UK
- Globally premature birth is the biggest killer of children under five. That's more than malaria, more than aids and more than malnutrition.
- Despite these statistics and the enormous impact of premature birth on babies and families, research in this area is still under-funded, limiting efforts to develop treatments that could help prevent preterm birth in the future.
- We know through medical research we can stop the devastation caused by premature birth.
- With your help we are working to raise £1 million to fund ground-breaking medical research that could go on to benefit millions.
- Together we will find the answers. Together we will help STOP babies being born too soon.



**THIS IS A FANTASTIC BRANDING OPPORTUNITY FOR
YOUR COMPANY TO BE ASSOCIATED WITH THE CYCLING
INDUSTRY'S PREMIER NETWORKING EVENT.**

Contact Sarah Stevenson to discuss a package
that fits your budget and goals.

sstevenson@action.org.uk
01273 735788



action.org.uk/champions-cyclesport