

# CHAMPIONS OF CYCLESPORT

POWERING  
VITAL  
RESEARCH

## SPONSORSHIP PACKAGES

Thursday 24 November 2022  
Evolution London, Battersea

**GARMIN**<sup>TM</sup>



Supported by



# THE CONCEPT

This unique end of season corporate dinner, The Champions of CycleSport, sponsored by Garmin, is attended each year by some of the greatest riders on earth! From Chris Boardman to Graeme Obree, Danny MacAskill to Dan Martin, Mark Cavendish to Geraint Thomas and Dani Rowe to Laura Kenny. They have all been and keep coming back.

700 corporate guests enjoy drinks, dinner, live entertainment, auctions and games with the stunning backdrop of the Battersea Evolution London.

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

Your brand could be part of this exclusive sell-out occasion that celebrates cycling in style.



GERAINT THOMAS OBE



MARK CAVENDISH MBE



# PREVIOUS SPONSORS AND PARTNERS

GARMIN<sup>™</sup>

JBDO

SHIFT  
ACTIVE MEDIA

Rouleur

wiggle

MASERATI

THOMAS  
MILLER

TEAM | sky

EISBERG

halfords

HIGH5  
SPORTS NUTRITION

PUREGYM

QUILTER  
CHEVIOT  
INVESTMENT MANAGEMENT

BROADSTONE

FROG  
bikes

# SPONSORSHIP

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



## LEAD PARTNER £30,000

- 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 £15,000

- 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 (provided by sponsor)
- Opportunity to donate items to the auctions to further promote your brand



# SPONSORSHIP

## DRINKS RECEPTION

- Logos on all printed materials, and media wall
- Acknowledgement on stage in welcome and speeches
- Silver table of 10
- VIP reception with our Champions
- Logos on the large screens
- Pull up banners around the drinks area (provided by sponsor)
- 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

- Ticker tape branding on the screens for the duration of the Champions 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



YANTO BARKER

ALEX DOWSETT

DANI ROWE MBE



NICO ROCHE

DAN MARTIN



# SPONSORSHIP

## CAR SPONSOR

- Exclusive car brand associated with the event
- Up to four cars on site with spotlighting
- Logos on all printed materials, and media wall
- Acknowledgement on stage in welcome and speeches
- Silver table of 10
- VIP reception with our Champions
- Logos on screens
- 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

## HIT AND MISS

- Your brand will own the opening sequence Ice Breaker at the start of the event
- Logos on all printed materials, 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



**MATT BARBET**  
Journalist, cyclist,  
optimist



**ROCHELE 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 RARE DISEASES

Across the UK, thousands of families are dealing with the devastating fact that their child has a rare disease for which there is no cure.

Action Medical Research funds ground-breaking medical research that offers hope to these families. Hope for a new treatment. Hope for a cure. Hope that in the future no other family will have to go through the heart-breaking journey they have been through.

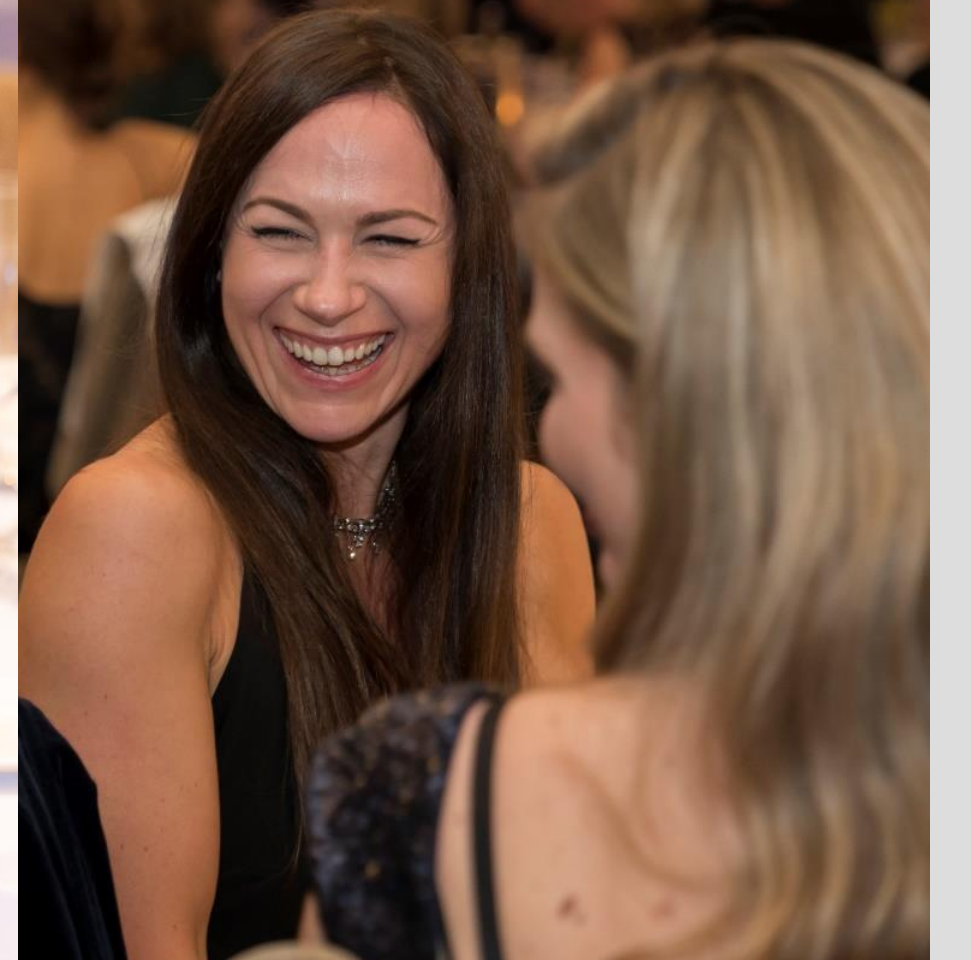
At Action Medical Research we fight for answers for some of the toughest fights our children face.

Help support our vital research to help sick and vulnerable children.





# ALWAYS A TOUCH OF CLASS





# A ROOM FULL OF SPORTING TALENT





# A ROOM FULL OF SPORTING TALENT





# THE FAMOUS CHAMPIONS OF CYCLESPO AUCTIONS





# PRO FILM CREW – OPPORTUNITIES FOR YOUR BRAND





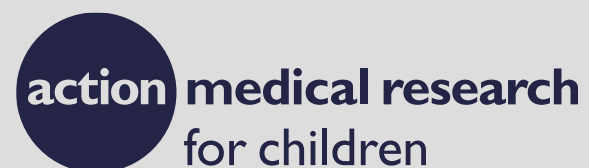
# CHAMPIONS OF CYCLESPO RT

POWERING  
VITAL  
RESEARCH

**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](mailto:sstevenson@action.org.uk)  
01273 735788



[action.org.uk/champions-cyclesport](https://action.org.uk/champions-cyclesport)