

Catalyst

BIOTECHBIKERS TOUR OF TUSCANY

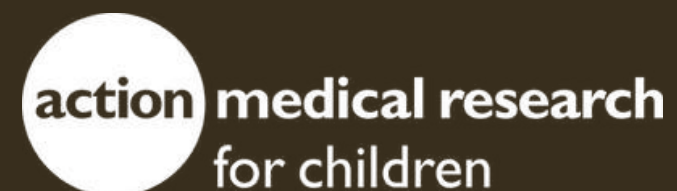
THE BIOSCIENCE INDUSTRY BIKE RIDE

25–29 September 2024

Partnership proposal

#NetworkingdoneDifferently

#PedalwithaPurpose



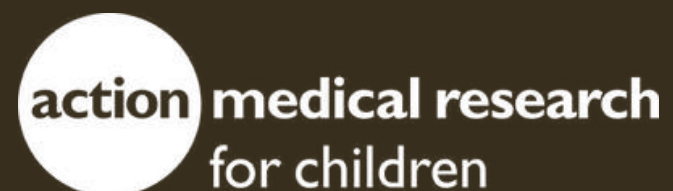
BIOTECHBIKERS + Catalyst

BiotechBikers is the global community that brings together professionals from across the bioscience industry – biopharma, biotech, academia, healthcare, investment and service sectors – who share a passion for cycling. We are dedicated to fostering new relationships, building collaborative networks and promoting inclusion, diversity and a healthy and active lifestyle.

Catalyst is a premier multi-day BiotechBikers event supporting Action Medical Research – a children's medical research charity.

The 2024 inaugural Catalyst offers BiotechBikers an unforgettable challenge and experience in the stunning Tuscany countryside, enhanced by “getting shoulder-to-shoulder” with bioscience industry friends and colleagues while supporting an important and relevant cause.

We invite you to join us as a Catalyst Partner



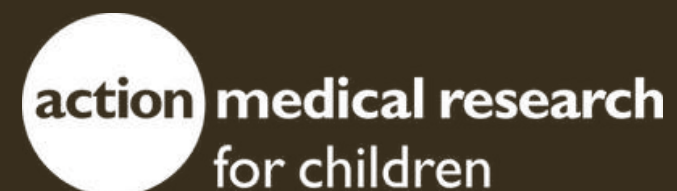
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#JointheRide
#MakeTheConnection
#Catalyst24

ACTION MEDICAL RESEARCH

- We have been saving and changing children's lives since 1952
- We are funding over 55 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



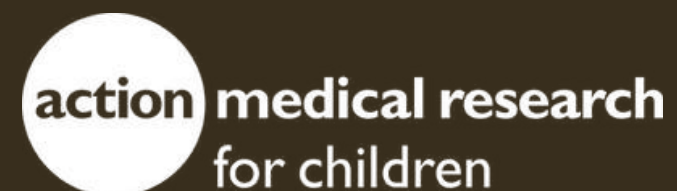
Catalyst + THE CONCEPT

An exclusive, four-day multi-stage road cycling ride for senior leaders from the bioscience industry providing a unique and engaging experience and creating a platform for meaningful interactions and idea-sharing.

A relaxed and comfortable setting promoting creative thinking and fostering new connections.

An opportunity for bioscience industry leaders to publicly support a children's medical research charity that has a track record of innovation and success.

Collaborate and network with Catalyst and make a positive impact on children's health at the intersection of bioscience, corporate social responsibility and philanthropy.



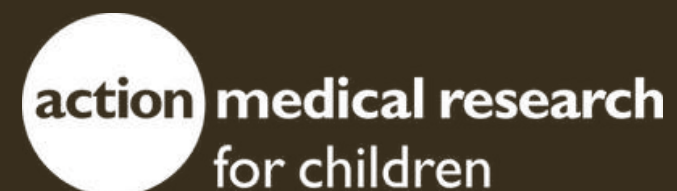
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WHY BE A Catalyst PARTNER

We will deliver an unforgettable experience that resonates with our shared audiences. Your company's involvement can significantly enhance the value and impact of the event.

Why you should consider being a Catalyst partner:

- Medical research for children: Align with the UK's leading children's charity investing in medical research, particularly rare diseases
- Significant contribution: Proudly support Catalyst as it delivers a significant six figure sum
- Lead Partner Benefits: Choose your riders, tailor your partnership package, and influence event development
- Collaborative Engagement: We value your input in building the Catalyst ride's success
- Invest with confidence: Action has a track record of delivering successful bespoke rides for industry sectors



Catalyst + PARTNERS

THE THREE LEVELS

Catalyst

GOLD

Become the Catalyst title name for the event, paying £50,000 to secure 1 year of PR activity, full brand ownership, logos on all materials, websites and jersey, a table at Action's Champions of CycleSport Dinner in November 2024, and invite up to 20 riders.

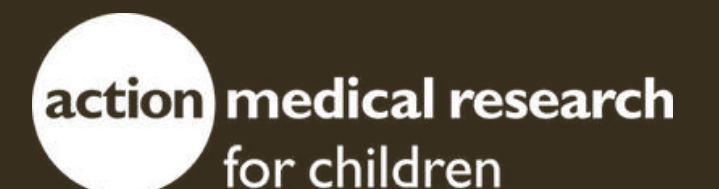
SILVER

Become the Ride supporting partner for the event, paying £20,000 to secure 1 year of PR activity, event support positioning, logos on all materials, websites and jersey, and invite up to 10 riders.

BRONZE

Become a Ride Supporter for the event, paying £10,000 to secure 1 year of PR activity, event support positioning, logos on all materials, websites and jersey, and invite up to 5 riders.

Each rider must raise a minimum of £2,800 per person. This includes the event costs and a fundraising element – this can be paid by the rider themselves or as an additional cost to the Partner inviting them. This is separate from the Partnership fee.



Catalyst + TUSCANY

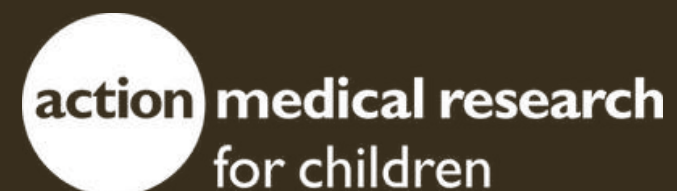
Pisa, Siena, Florence and Lucca

Touring Tuscany, the Catalyst route takes in four of the most iconic cities in the region. From the leaning Tower of Pisa to the Piazza del Campo in Siena and the Duomo in Florence.

Enjoy the lovely Tuscan countryside over the four stages, with hilltop towns and vineyards punctuating the landscape. Each stage is relatively short (110 – 130 km) but contain a few punchy hills to test our riders.

Food stops on the ride will consist of a café stop in the morning and then a restaurant for lunch serving traditional Tuscan food. After a day on the bike, we'll relax together at our hotel* and enjoy dinner and a structured program to ensure that we #MaketheConnection.

minimum of 4 and well located, with the Pisa and Siena hotels being very central.



DAY 1

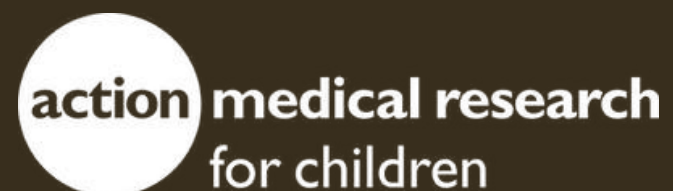
Pisa Shakedown

After meeting at the hotel in Pisa* a short shakedown ride (25–50 km) is planned for riders to fine tune their bikes, wake up their legs after the flight and meet and mix before the 3 main days riding ahead.

The event will be delivered using ride guides rather than route signage. Guides are based on a minimum of 1 guide per 10 riders.

All the guides we use are experienced cyclists who are excellent at encouraging and motivating participants.

*Riders need to arrange own transport (return flights) to Pisa.



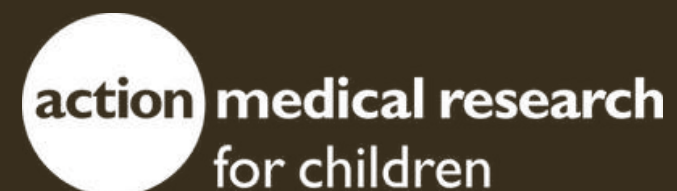
DAY 2

Pisa to Siena

After leaving Pisa the route heads south-east and into the rolling Tuscan countryside.

The picturesque Hilltop town of San Gimignano and its many towers is the highlight of the day. Riders are encouraged to stop off at Gelateria Dondoli widely regarded as the best ice cream shop in the world!

After leaving San Gimignano the ride heads to Siena finishing in the town not far from the famous Piazza del Campo.



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DAY 3

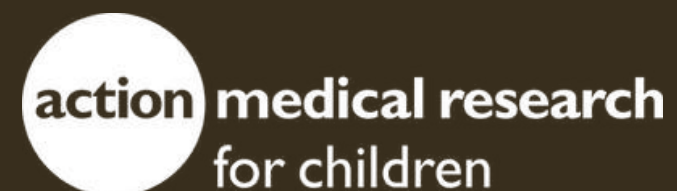
Siena to Florence

The route takes riders through the Chianti region of Tuscany with vineyards a dominant feature on the landscape. A couple of climbs provide a challenging ride before an easy finish alongside the river Arno and the approach to Florence.

The route to the hotel takes riders along both banks of the Arno providing several iconic views of the ancient bridges that span the river.

The Hotel in Florence is just to the West of the City.

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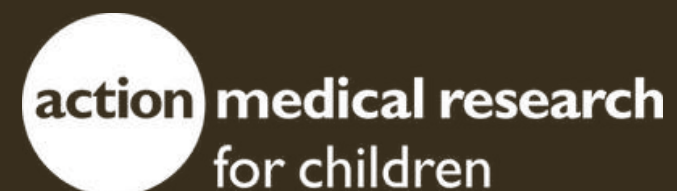


DAY 4

Florence to Lucca

The final days riding passes through more rolling hills towards Lucca. The 7.6km climb up Avaglio provides a testing section before lunch with an easy descent down to Lucca a rewarding way to finish the trip.

The hotel in Lucca is located just outside of the narrowed walled part of the city.

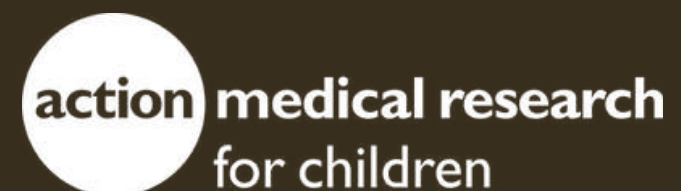


DAY 5

Flights home

A transfer will be arranged to take riders from the hotel in Lucca to the airport in Pisa*.

*Riders need to arrange own transport (return flights) to Pisa



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THE HOTELS

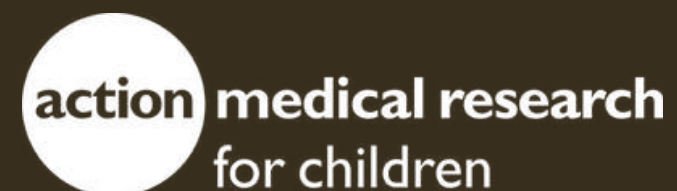
4* Minimum

The proposed hotels for the trip are listed below. All have availability based on the following trip dates:

25th – 29th September

Night 1 – Pisa –	Grand Hotel Duomo
Night 2 – Siena –	NH Hotel
Night 3 – Florence –	Hilton Metropole
Night 4 – Lucca –	Grand Hotel Guinigi

A single room upgrade is available for an additional cost at the point of registration.

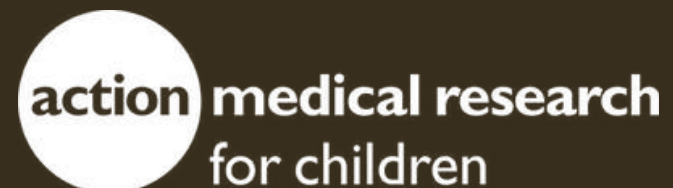


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WHAT'S INCLUDED

- expertly guided 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
- training support and advice
- 3-course celebration dinner in Lucca
- accommodation – 4* twin share (single supplement available)
- bespoke Catalyst jersey



CONTACT US

To chat about a becoming a Catalyst partner and supporting Action Medical Research please contact:

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Sarah Stevenson

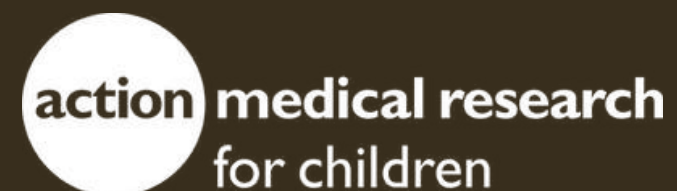
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