

Catalyst

THE BIOTECHBIKERS TOUR
LONDON TO BRUGES

Partnership proposal

THE BIOSCIENCE INDUSTRY BIKE RIDE

8-10 MAY 2025

#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.

Catalyst offers BiotechBikers an unforgettable challenge and experience with bioscience industry friends and colleagues while supporting an important and relevant cause.

We invite you to join us as a Catalyst Partner



LONDON TO BRUGES

In 2025, Catalyst will take on a point-to-point ride from London to Bruges, across three days of riding. The route takes us through Kent, Northern France in towards Bruges via Ypres. The route will mix a traditional battlefield tour with roads familiar to fans of the Spring Flanders Classics.

Every detail of your journey is meticulously planned, allowing you to focus solely on the joy of cycling and forming lasting connections with your fellow riders. Our experienced ride leaders will expertly guide you along scenic routes, ensuring a seamless and worry-free experience. Along the way, you'll enjoy thoughtfully prepared snack and lunch stops, providing the perfect fuel for your adventure. Each evening, you'll unwind in luxurious four-star hotels, where a delicious dinner awaits. And your luggage will be waiting for you in your room, so you can relax and savour every moment of the trip.



DAY 1

Down to Dover

Starting on the edge of London the ride will head down to Dover. The first days riding takes riders through Kent along some lovely lanes before the climbs up and into Dover.

Rather than making an evening ferry crossing to France we will be staying in Dover on night 1. This allows for a more relaxed first day and takes the pressure off slower riders making the ferry in time. It also opens up the option for single UK day riders to join the event on day 1.



DAY 2

Dunkirk to Ypres

We will be getting an early morning ferry from Dover over to Dunkirk. Riders will have breakfast on the ferry and can listen to our Battlefield historian talk through the evacuation of Dunkirk.

Once in Dunkirk, Day 2 offers an easy ride to the Menin Gate in Ypres, taking in canals and quiet lanes. The ride passes through numerous WWII landmarks and battlefields. Several cemeteries are included in the route allowing riders time for reflection and contemplation.

The day ends in Ypres home of the Menin gate. This year we have booked an evening meal after the ceremony allowing riders plenty of time to shower, change and refresh before going to the Menin Gate at 8pm to hear buglers of the Last Post Association sound the Last Post. The evening meal is in a fantastic local restaurant minutes from The Gate.



DAY 3

Ypres to Bruges

The final day of riding promises an unforgettable journey as we head east toward the enchanting city of Bruges.

Departing from the historic town of Ypres, our route takes us through the breathtaking landscape, with a poignant visit to the magnificent Tyne Cot Cemetery in the morning, and pause for a moment of reflection.

Then on to the roads of Flanders, iconic among cycling enthusiasts for their role in the thrilling spring classics. We then turn north towards the charming city of Bruges and the finish line.

Upon arrival, you can capture this triumphant moment with photographs to commemorate the journey. Followed by a well-deserved evening celebration, marking the perfect end to an extraordinary adventure.



DAY 4

Post event

On the Sunday, riders will have the opportunity to return to the UK direct by coach or for those staying on in Bruges for the BioEquity conference, you may wish to join the pre-conference Biotech Bikers ride.

The coach will return them to the start venue in Kent where they will be able to collect their bikes and make their way home.

Details of the Biotech Bikers ride are still TBC but will possibly involve transport to Oudenaarde to take on more of the famous Flanders climbs and roads.



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.



WHAT'S INCLUDED

- expertly guided route
- breakfast in hotels
- snack and fluid stops
- great lunch stops
- medical staff support vehicles
- event photographer to capture the memories
- massage therapists
- talented bike mechanics available
- maps and GPX files available
- training support and advice
- celebration 3-course gala dinner on final night
- accommodation – 4* twin share (single supplement available)
- bespoke event jersey



GUIDED RIDE

Our approach

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

The guided ride approach gives a more personal touch to the event and provides a more premium experience for riders.



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 £8,000 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 , and invite up to 20 riders.

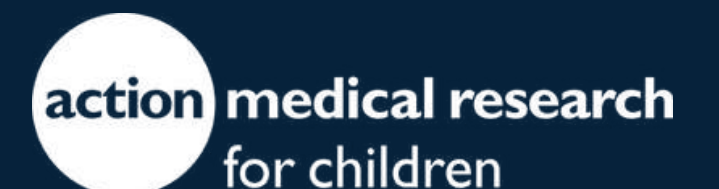
SILVER

Become the Ride supporting partner for the event, paying £5,000 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 £3,000 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 £2,250 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.



PARTNERSHIP BENEFITS

Partnership package – £8,000

- name in support of the event
- unlimited rider places for your customers clients and staff (with a fundraising target each of £2,250)
- logo inclusion on all promotional materials
- 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
- opportunity to speak / play video at gala dinner
- built environment networking opportunities
- branding on screens at gala dinner
- venue branding
- feed stop branding



PARTNERSHIP BENEFITS

Support sponsors – £5,000

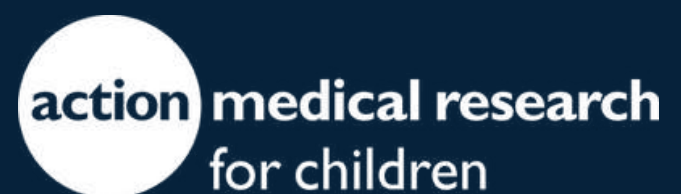
- own an element of the event from the start line, the feed stations, the route signs, finish line, the drinks reception or the gala dinner
- 10 social bespoke media posts
- logo placement on event jersey
- logo placement as support sponsor on event website
- branding on screens at gala dinner
- logo on event materials
- PR press and social media announcement
- targeted event branding



PARTNERSHIP BENEFITS

Jersey sponsors – £3,000

- logo on event jersey
- branding on screens at gala dinner
- 6 bespoke social media posts
- logo on website as supporter



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



TESTIMONIALS

What our existing partners said...

“In cycling together we have made many new friends, built trust, respect and knowledge and together developed a great number of commercial opportunities and solved a good number of problems too!” - **Bill Brett, Brett Group**

“Brit and Ki are very proud to be the founding partners of Raptör a great industry networking event and we can't wait to see it grow” - **Mark Allan, Ki Insurance**

“As a passionate cyclist working in the built environment sector, Ziggurat has delivered on all levels personally and professionally’ - **Bridget Leary, KHL Group**

What a fantastic trip - looking forward to next year already” - **John Neal - Lloyd's of London**



CONTACT US

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

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