

Sponsorship, Media and Fund Raising

Sponsorship

Establish what benefits are available for a company or individual being involved with On Your Bike; for example:

- a) Company logo can appear on the numbers worn by each rider
- b) Company logo can appear on all event materials (posters, leaflets, adverts)
- c) Company logo can appear on the OYB website, the school website link (via PTA section)
- d) Trade stand and exhibition space at the event
- e) Product sampling
- f) Leafleting participants (subject to there being no mess left)
- g) Banners displayed at the event
- h) Presentation of awards, donation of raffle prizes, Presentation of fund raising cheque by company representative
- i) Direct access to all participants, volunteers, children at school (via promotion leaflets), parents
- j) Media exposure through major regional newspapers, village magazines, school newsletters
- k) Logos to appear in event programme

We have secured local sponsorship at £200 per company from the local estate agent, local garage (Vauxhall dealership), a local furniture shop, local IT company who has supplied the school, a local bike shop.

We also asked local companies to sponsor us for the total number of miles cycled by everyone, at 1p per mile. So 3,500 miles cycled = £35.

Other local companies agreed to provide marshals.

It is important to ensure that you do not incur additional costs through sponsorship so sponsors need to provide their logos in jpeg or pdf format which can easily be used on documents and materials. Also, any banners to appear should be provided by the Committee. We have asked sponsors to provide balloons to be included in the balloon arch which we create for the start/finish line.

It is wise to allocate one person on the committee to look after the sponsors.

Sponsors can also be helpful in sourcing celebrities to attend, running promotions and helping with marketing ideas, as the event grows.

Media Partnership

Through a close partnership with the largest regional newspaper in the area, we have secured excellent coverage (minimum 4 promotional articles, post race 2 page summary with pictures) as well as funding to pay for pre-event fliers, post event stickers and laminated event maps.

It is important to give the media partner as much information as possible, in readily useable formats and to have individuals available to provide quotes for the press. Facts and figures are also very helpful (eg: total number of riders, oldest and youngest, total miles cycled, total funds raised).

Where possible, ask the media to mention the other sponsors. This is often difficult but repeated requests will bear fruit. Also, utilise sponsor branded pictures to promote the event (eg: branded bicycle ridden by someone wearing a sponsor t-shirt etc). This helps to achieve some exposure for the sponsors without whom the ride would not take place.

Meet with the Media partner early on (we usually start in November 5 months before the ride) and agree a general publicity schedule so they know what to expect.

Other funding

Most of the funding we receive comes in the form of goods given instead of cash but this saves a huge cost. For instance:

- Manpower
- Food for refreshments (rolls, meat, fruit)
- Scaffolding for bike racks
- First Aid kits for the marshals
- Goodie bags for the participants
- Printing (fliers and posters)

What we have avoided spending money on

Medals

Certificates

Advertising