



Thank you very much for looking at our website, we hope you found everything you need!

This example explores the potential sponsorship ideas which can provide the basis for further discussion.

Firstly we'd like to give you a quick overview of Skyline. We are the largest organiser of charity challenges in the UK working with over 3,000 charities. Each of these charities promote our events extending our reach to potential participants beyond our own marketing.

One of our flagship events is the London to Paris cycle ride where over 1,000 people take part raising over £1.5m each and every year (across 10 events). The events run from April through to September and last 5 days. An excellent participation event this is extremely popular with individuals, small teams and large corporate groups.

We have identified the following areas for potential marketing and sponsorship opportunities and we have broken these possibilities into three groups: pre-event, on the event and post event.

#### **Pre-event ideas are:**

##### Branding on our websites

We have multiple customer facing websites that sell and promote our events in the UK. I have outlined our key sites below and given an idea of the reach they have.

[www.londontoparisbikeride.co.uk](http://www.londontoparisbikeride.co.uk) – released at the beginning of 2009 and with over 45,000 unique visitors in 2010 this site has over 195,000 page views and is currently ranked #1 in Google for London to Paris based search terms. From £5,000 per year

[www.skylineoverseas.co.uk](http://www.skylineoverseas.co.uk) – with over 5 years in the market place our multi event overseas website is a hub for all of our charity based trips receiving over 60,000 unique visitors in 2010 and well over 200,000 page views. From £5,000 per year

[www.doitforcharity.com](http://www.doitforcharity.com) – released at the end of 2006 this site has quickly become the largest portal for charity events in the UK. This site is unique, offering charities the opportunity to market their events in a flexible and immediate way. Over 150,000 unique visitors hit the site last year with just under 1 million page views. From £3,000 per year

[www.skylineparachuting.co.uk](http://www.skylineparachuting.co.uk) – aimed at the adventurous fundraiser this website appeals to a large market aged between 16 – 35 (and also our oldest jumper who was 94!). This site had over 220,000 unique visitors and over 700,000 page views in 2010. From £2,000 per year

##### Branded kit lists

We send out kit lists to every participant on our overseas trips including all London to Paris cyclists. This is also available online to them in our online confirmation. From £1,500 per year



### Branding on all confirmation details

Each participant receives confirmation documentation that can contain links and branding for products or websites. From £1,500 per year

### Incentives

With every enquiry or visitor to the website comes a new lead so incentives such as vouchers could be offered for all new participants. From £1,000 per year

### **On the event:**

#### Your branding

Participant t-shirts – Every London to Paris cyclist is given a free t-shirt and on our final push as we cycle towards the Eiffel Tower. Paris is awash with blue as 150 cyclists per event finish their amazing trip. This is an ideal opportunity for your logo and branding to be seen in prime position. From £3,000 per year

Participant water bottles – With 8 trips and cycling 500km it's thirsty work for our participants. From £500 per year

Participant day packs – These carry the participants essentials throughout the days on all of our trips and are used heavily in the UK and overseas. From £500 per year

Crew t-shirts – Every crew member has uniform to wear throughout our trips in both the UK and overseas. From £500 per year

Vehicle Signage – All of our vehicles carry branding with plenty of space for more. From £5,000 per year

### **Post event:**

#### Top fundraiser incentives

Our cyclists and participants are all raising money for a cause close to their heart but everyone needs a helping hand. Top fundraiser incentives such as vouchers or items would work extremely well. From £500 per year

Potential package price at individual item rate - £29,000

We would welcome any ideas of your own and the opportunity to explore a potential partnership with you for this iconic event and more in our portfolio.

Feel free to contact me on 020 7424 5535.

Kind Regards



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Skyline Events

