



# Cycle 4 Cynthia

Get on your bike  
for charity



## Sponsorship Opportunities

Sponsorship is a great way to support Cynthia Spencer Hospice and Macmillan Cancer Support and if you are looking to increase brand awareness and benefit from positive association with a popular event in its 10th year and with trusted local and national charities, then we can help.

Our "Cycle 4 Cynthia" event annually achieves a great deal of air time and press coverage with local media channels producing a perfect sponsorship and marketing opportunity for any organisation.

## Benefits

Getting involved can provide substantial advantages for organisations from blue chip multi-nationals right through to SMEs and independents.

## Community Relations

Cynthia Spencer Hospice and Macmillan Cancer Support are extremely visible mediums for branding and sponsorship, Both charities are known and supported by every section of society. Both are organisations that unite society irrespective of race, religion or political opinion. In terms of community relations, there are few better options. Also sponsor advertising may be treated as allowable business expenses when working out your profits for tax purposes.

There are a number of levels of involvement -

Please note that the graphics used to illustrate these packages are for guidance only and are by no means final designs.

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

Registered Charity 261017

friends of  
**Cynthia  
Spencer  
Hospice**

Registered Charity 1002926

# Cycle 4 Cynthia 10th Anniversary Commemorative Cycle Jersey

Benefits of Jersey Sponsorship:

- Your company logo will appear as detailed on the jersey.
- A targeted social media campaign to vote on the final design of the jersey, from a choice of three designs which will all feature sponsors' logos.
- One free Jersey for you to frame for boardroom display.
- Inclusion in a targeted media campaign, starting with a launch of the sponsorship and further press releases distributed locally.
- Links from the News bulletins and Events sections of the Hospice website to your website.
- Links from Cycle4Cynthia and jersey-sales micro-site to your website.
- Free pitch to erect a sponsors marquee at the event site in order to promote your organization.
- Display promotional banners at the event site.
- 25, 15 and 10 complimentary places for employees in the event (Dependent on sponsorship level)

## Main Sponsor: Logo on Front Chest plate - £2,500

Your company logo will appear in the most prominent position of the chest plate of the cycle jersey.  
The only company logo on the front of the jersey. (See graphic below)



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## Pocket Sponsor: Logo on rear food pocket - £1,500

Your company logo will appear on the pocket at the rear of the cycle jersey. This is prominent on the rear of the jersey, due to the cyclists' use of the pockets for food and drinks. (See graphic below)



## Back plate sponsor: Logo on back plate below event logo – 2 x £1,000 or single logo for £2,000

Your company logo will appear on the back plate of the jersey along with another back plate sponsor, unless you decide to have exclusivity.



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## Medal Sponsorship: logo appears alternately on ribbon with Cycle 4 Cynthia Logo - £1,500

Your company logo will appear on the pocket at the rear of the cycle jersey. This is prominent on the rear of the jersey, due to the cyclists' use of the pockets for food and drinks. (See graphic below)



### Benefits of Medal Sponsorship:

- Your company logo will appear alternately with the event logo along the length of the commemorative medal
- A team of your staff can form the medal party at the event, using company branding to give maximum exposure to your brand.
- Inclusion in a targeted media campaign, starting with a launch of the sponsorship and further press releases distributed locally.
- Links from the News bulletins and Events sections of the Hospice website to your website.
- Social media campaign
- Free pitch to erect a sponsors marquee at the event site in order to promote your organization.
- Display promotional banners at the event site.
- 15 complimentary places for employees in the event.

## **Cyclists Number Sponsor: Logo on detachable number 4x £250 or single logo for £1,000**

Your company logo will appear on the detachable A5 cyclist number along with other sponsors, unless you decide to have exclusivity.



### Benefits of Cycling Number Sponsorship:

- Your company logo will appear with the event logo and other sponsors logo on the cyclists running number, unless exclusivity is desired.
- Acknowledgement in media, website and social media.
- Display promotional banners at the event site.
- 2 complimentary places in the event.

For further details regarding sponsorship or the Cycle 4 Cynthia 10th Anniversary event please call John Helm, Fundraising Manager of Cynthia Spencer Hospice on 01604 678086.