

The Brighton & Hove Property Consortium present
The Brighton2Brussels Charity Cycle Ride

3rd – 6th May 2018

In aid of The Mayor's Charities



Albion in the
Community

The Clock Tower
Sanctuary



Martlets
life-changing hospice care

Rise
From Abuse
and Violence
Supporting and Empowering Women



SPONSORSHIP OPPORTUNITIES



Chris Oakley, Oakley Property Testimonial:

"2018 will be our third year as sponsor of the Brighton & Hove Property Consortium's Charity Cycle Ride. From a sponsorship point of view, the event has without doubt raised the profile of our business in the local community and enabled us to network with business contacts we may not have necessarily come across, if I hadn't literally got on my bike and got out there!"

Sponsoring the Brighton2Brussels charity cycle ride provides you with the unique opportunity to connect with the Brighton & Hove property and construction community, to build brand awareness and fulfil your corporate social responsibilities by supporting local charities.

ABOUT THE EVENT

We are a consortium of local property professionals who have created an annual cycling event to raise funds for locally based charities.

Our members and cyclists are successful property professionals who have decided they would like to give something back to the city and raise awareness of organisations who can benefit from our support.

The cycle ride will set off from the British Airways i360 on Brighton's seafront. Cyclists will then make their way to Brussels via Eurostar where upon arrival we will be met at the EU Parliament building by MP Keith Taylor for a tour of the building.

Our second day sees us cycle from Brussels to Bruges via the famous Flemish 'Tour of Flanders' Koppenberg cobbled hill climb, for all those who would welcome a professional cyclist level challenge! Arriving into Bruges in the evening for dinner and entertainment.

On the third day we will complete our final leg of the Belgium tour, cycling south west to stop in Ypres for lunch before finishing in Lille, France for a celebratory food and drink reception in the evening.

We will then cycle back into Brighton on Sunday 6th May to a huge welcoming crowd as an official event as part of the Brighton Fringe Festival. The event will be wrapped up with an after party including live music entertainment, food and drink.

Throughout our journey, we will be meeting with various Mayors and dignitaries of the towns and cities we pass through and promoting cross channel relations with our European counterparts.

MEDIA COVERAGE

The lead up and the event will be publicised by both national and local media, The Latest TV Group who are our media partners and JuiceFM local radio station for our live 'event phone-ins.' A film crew from Latest TV will accompany the cyclists throughout the event documenting their progress and profiling the sponsors involved. The event will also be publicised throughout the Brighton Fringe Festival.

Lewis & Co Planning South East Limited Testimonial:

"We have thoroughly enjoyed taking part in the Mayor's Charities cycle rides for the last two years. The various charities that have benefitted from the bike rides are close to our hearts, and it is great to see how much money can be generated when many companies work hard together.

On a professional note, the cycle rides have been a great way to make new contacts within the property industry, and to reinforce existing contacts. Spending two or three days in everyone's company, and helping each other out, is a very positive experience. On a personal note, the cycle ride has inspired new levels of fitness within Lewis and Co Planning. We can't vouch for any productivity improvements, but our waistlines have benefitted!"

The following information outlines details of what a partner organisation can expect to receive as official sponsors of this exciting charity cycle event.

Headline Gold Sponsor – UNAVAILABLE, ALREADY SECURED

Benefits:

- Branded into the title of the event i.e. *“The Brighton2Brussels Charity Cycle Ride 2018 sponsored by ‘The Main Sponsor’”*
- Dedicated commercial advertising and sponsor recognition to be played at regular intervals on a 20m2 screen at strategic locations within Brighton on 3rd May 2018 (including festival firework display in the evening)
- Company profiling on JuiceFM
- Featured within the event docufilm and a specialist slot
- Prominent support vehicle branding
- Advertising on Brighton Buses
- Launch event branding
- Cyclists t-shirt main sponsor branding
- Prominent sponsor recognition on all event-related marketing and promotional material
- Brighton arrival event branding on Sunday 6th May

Silver sponsor

Benefits:

- One side of support vehicle branding (either side or rear)
- Dedicated commercial advertisement and sponsor recognition to be played at regular intervals on a 20m2 screen at strategic locations within Brighton on 3rd May 2018 (including festival firework display in the evening)
- Advertising on Brighton Buses
- Cyclists t-shirt logo branding
- Feature within the event docufilm.
- Sponsor recognition on event website

Bronze sponsor (cyclist level)

Benefits:

- Cyclists t-shirt logo branding
- Sponsor recognition on event website
- Feature within the event docufilm

Each cyclist is also required to raise a minimum of £750 in sponsorship to take part.

Additional sponsor options:

Koppenberg Hill Climb – UNAVAILABLE, ALREADY SECURED - sponsored by Mike Oliver Associates

Benefits:

- Cyclist medal for completion of the Koppenberg hill climb engraved and sponsored by “(sponsor)”

We are also happy to create individual packages to suit your company's needs. Please contact us to discuss specific requirements.

Simon Pilbeam, Pilbeam Construction Testimonial:

"The Brighton & Hove Property Consortium's charity cycle events of the past two years has provided a wonderful opportunity for the business and our staff on so many fronts. Firstly, and most importantly, it has given the Company and our staff a great opportunity to contribute to a number of very worthwhile charities, providing help towards making the lives of those who are less fortunate than ourselves a little better and, hopefully, raising their profile at the same time. However, all participants have benefited from an amazing camaraderie between all those involved in the ride. It really has been a wonderful experience meeting those that we know from within the industry on a different level, as well as meeting new colleagues and gaining new connections. On top of that, we have met some truly generous and interesting people who commit a huge amount of their time and energy to good causes.

All those reasons above, together with the enjoyment of participating, seeing some lovely towns and countryside and a great sense of personal achievement have made Brighton2Brussels an event not to be missed."

For more information please contact:

Colin Brace - Lead Organiser of the Brighton2Brussels Charity Cycle Ride

Colinbrace1964@yahoo.co.uk

Tel: 01273 567237

Force Majeure

Except where otherwise expressly stated in these terms and conditions, the event organisers regret they cannot accept liability or pay any compensation where the performance or prompt performance of our obligations under contract with you is prevented or affected by you otherwise suffer any damage or loss. In these terms and conditions "Force Majeure" means any event which the event organisers or the supplier of the service(s) in question could not even with all due care foresee or avoid. Such events are likely to include (whether actual or threatened) war, riot, civil strife, terrorist activity, industrial dispute, natural or nuclear disaster, adverse weather conditions, fire and all similar events outside our control.

The Brighton & Hove Property Consortium is the trading name of The Brighton and Hove Property Consortium Ltd. Registered office address: The Paddock, London Road, Hassocks, West Sussex, BN6 9NA. Incorporated in England & Wales. Company Registration No 11068210. The Brighton and Hove Property Company Ltd is a not for profit making organisation limited by guarantee