

ride the north

2021 RE-INVENTION

CORPORATE SPONSORSHIP OPPORTUNITIES & CORPORATE TEAM PARTICIPATION



RTN 2021: POST CRISIS BOUNCE BACK!

Ride the north is an event run by velodays ltd based in Aberdeen. The event has grown from a small numbers of participants 10 years ago, to be a significant event for north east Scotland with 1,000 places selling out annually. The objective for 2021 will be to come back stronger, with bigger impacts for local businesses, communities and charities.

Ride the north has been a multi-day cycling event from 2011-2019. Cancellation of the event in 2020 brought a rethink of the format for 2021. The revised event will take place over a single day (date to be confirmed) and will have 3 distance options. The registration cap of 1,000 riders applied in recent years will be lifted with the objective of attracting 2,500.

The aim will be greater economic impacts and a higher level of charity fundraising than in the past, while also seeking to engage local communities and to tap into the boom. The future aspiration will be a flagship event for Scotland that can grow further. An event featuring castles, whisky country, the foothills of the Cairngorms and Scottish hospitality that will seek to attract visitors from outside of the region.

COMMUNITY FESTIVAL & CHARITY IMPACTS

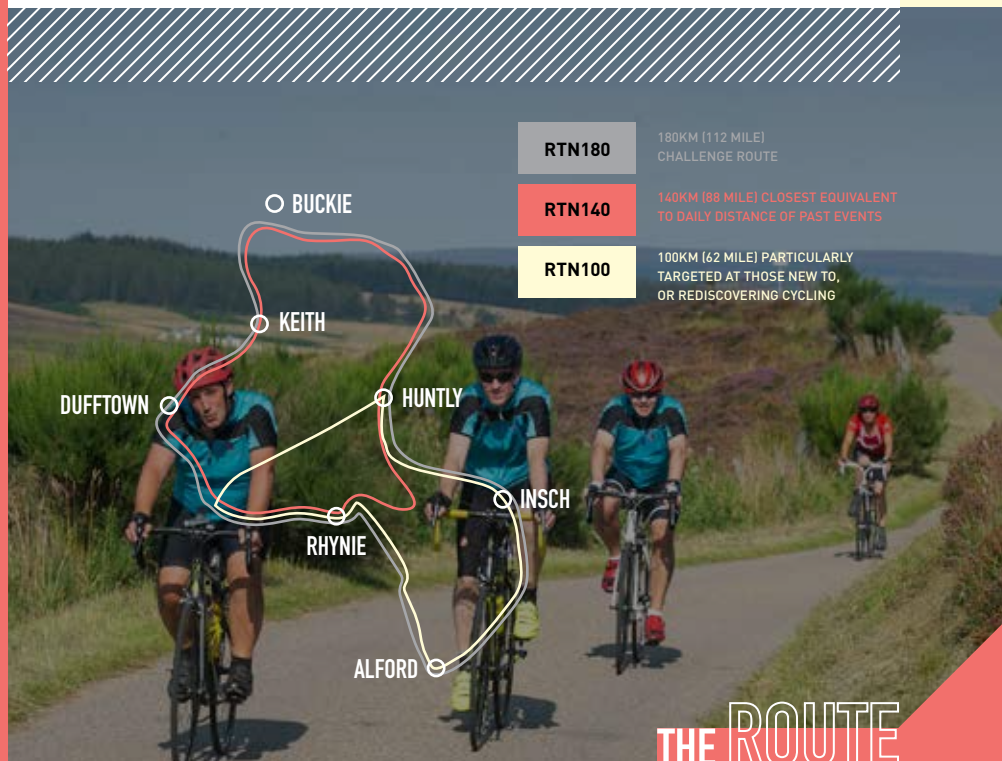
Going forward ride the north will place the emphasis upon the sense of festival in each of the participating towns and villages. The event will be non-competitive with check points and refreshments in local towns and villages. Engagement with local communities will encourage spectators and fundraising for local initiatives.

The event will work with 25 charities, all of which will be providing valuable support to individuals and families in the region. Charity partners will have priority places and more favourable terms and conditions than other riders. We expect to be working with partners such as Guide Dogs, Chest Heart Stroke Scotland, Friends of Anchor, Maggie's Centres, Scotland's Charity Air Ambulance, Charlie House, Alzheimer Scotland, Sandpiper Trust and several more. To date, the event has typically generated £250,000 annual fundraising. The aim for 2021 will be a fundraising total of £500,000.



SPONSORSHIP

The support of industry sponsors has been pivotal to the success of the event over the years and has facilitated fundraising totaling £2.1m. The event has been proud to work closely with Walkers Shortbread as a main sponsor for 5 years. This arrangement was due to come to an end at the 2020 event and the relaunched event for 2021 will seek a new principal sponsor. There will opportunities for supporting sponsorship also.



PRINCIPAL SPONSOR

Benefits will include primary event jersey logos, event website primary logo, various branded materials including finish line.

There will be an agreed press and PR plan to implemented in partnership with the principal sponsor.

The sponsorship rate for 2021 require further discussion to establish an agreed approach to event development and presentation.

The rate is expected to be in the region of £30,000.

SUPPORTING SPONSOR (X4)

Event jersey sleeve logo, event website supporting logo, sponsorship and logo presentation on event materials.

The sponsorship rate for supporting sponsors is expected to be around £6,000.

Contact: Neil Innes, Event Director Email: neil@velodays.com Tel: 07810 410084



CORPORATE TEAM PARTICIPATION

The event has been an opportunity for team building, networking and fundraising for many local employers. Since 2015, ride the north places have been allocated by ballot and there have been restrictions upon team registrations. For 2021, a fixed number of event places will be allocated to participating employers.

A maximum of **750 rider places** will be allocated to corporate teams.

Advance team registration can be accessed via the event:

www.ride-the-north.co.uk/corporate-teams-2021/

ride the north

CONTACT

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www.ride-the-north.co.uk