



London to Paris Cycle Challenge

26 - 28 September 2024

Corporate Partnership Pack





About the Challenge

The 2024 London to Paris Cycling Challenge Event is Switch the Play Foundation's first event of this kind to raise funds to support the charity's ambitious plans to enable more athletes to be supported with person-centered wellbeing and transition services.

Up to 40 riders will take on the route starting at the Olympic Park in London and finishing at the iconic Eiffel Tower in the heart of Paris, just a few days after the Olympics and Paralympic Games are held in the City. The riders will cover over 400km including some steep climbs in a challenging three days of cycling which is not for the faint hearted. They will take in beautiful French countryside trails and make unique friendships and memories to last a lifetime. There will also be a number of high-profile sporting personalities joining along the way!



The event will kick off with a motivational briefing and fuel loading dinner on the evening before being given a rousing send off early on the first morning of the challenge. Once riders have triumphantly reached the finish line in central Paris and had chance to soak up the atmosphere, they will be treated to a well-earned Celebration dinner and prize giving.



Opportunities for corporates

We are now actively seeking to work together with corporates to support the event in a range of different ways. However you get involved, we will work with you to provide a tailored package of commercial benefits in recognition of your support for Switch the Play Foundation.

In order to ensure the maximum income generated by our intrepid riders goes directly to supporting athletes through our services we are keen to work with companies in a number of ways to maximise the fundraising opportunity. We would welcome a conversation with you regarding the following types of partnership:

- **Event Sponsorship** - see our suggested sponsorship packages over the next few pages. If none of these look exactly right for you, we are happy to discuss a bespoke package that works for you.
- **Media Partner** - can you support us in amplifying the reach and impact of this event to enable further support for the charity?
- **Affiliate Partnership** - do you want to increase sales of your product or service which is relevant to our audience of sports people and/or cycling participants? We could work together on a cause-marketing promotion.
- **Gift in Kind** - whether you can offer equipment or materials to support with the event, or you can offer something as an auction prize from which we can generate income we would love to speak to you.
- **Volunteering** - from photographers to bag carriers, this event has a number of volunteering opportunities for your employees.



Sponsorship Packages

Gold Sponsor - 1 available

£10,000

Benefits: Your name and logo in a prominent Gold sponsor position, above all others in all pre, during and post event marketing materials and promotion, including:

- Dedicated event page on the Switch the Play Foundation website
- Social media announcement of partnership and campaign across all Switch the Play Foundation channels
- Event recruitment e-newsletter to Switch the Play Foundation's supporter database
- Event registration materials and participant pack
- Regular update communications, including pre-event online briefing to participants
- Participant cycle shirts, drinks bottles and back packs
- Event support vehicle siding as it travels from the Olympic Park to Paris
- Event banners at start and finish line
- Banners at launch and post event celebration dinners
- Post event video, shared via all channels plus via high profile athletes involved in the event

Additional Opportunities:

- 2 Places and opportunity to speak at launch dinner at the Olympic Park
- Opportunity to work with our team on other ideas to maximise the benefits to you through this event

Sponsorship Packages

Silver Sponsor - 2 available

£8,000

Benefits: Your name and logo in Silver sponsor position, above all others except Gold sponsor in pre, during and post event marketing materials and promotion, including:

- Dedicated event page on Switch the Play Foundation website
- Social media campaign across all Switch the Play Foundation channels
- Event recruitment e-newsletter to Switch the Play Foundation's supporter database
- Event registration materials and participant pack
- Regular update communications
- Participant cycle shirts, drinks bottles and back packs
- Event support vehicle siding as it travels from the Olympic Park to Paris

Bronze Sponsor - 3 available

£5,000

Benefits: Your name and logo in Bronze sponsor position, below silver sponsor in pre, during and post event marketing materials and promotion, as listed above under Silver Sponsor.

Sponsorship Packages

Nutrition Sponsor - 2 available

£4,000 (or £2,000 + GIK on event energy drinks/snacks)

Benefits: Your name and logo in an event partner position on the following pre, during and post event collateral:

- Dedicated event page on the Switch the Play Foundation website
- Inclusion in event social media campaign
- Event recruitment e-newsletter to Switch the Play Foundation's supporter database
- Event registration and participant pack
- Participant cycle shirts and back packs
- Provision of your branded energy drinks and nutrition for 30 participants (if taking GIK option)

Kit Sponsor - 2 available

£4,000 (or £2,000 + GIK on event shirts, drinks bottles and kit)

Benefits: Your name and logo in an event partner position on the pre, during and post event collateral as above (Nutrition Sponsor) with the exception of branded energy drinks and nutrition. In addition to Nutrition Sponsor benefits, the kit sponsor will have name and branding on event shirts, drinks bottles, back packs and puncture repair kits.

Sponsorship Packages

Celebration Event Sponsor

£4,000

Benefits: Your name and logo on the following event collateral:

- Dedicated event page on the Switch the Play Foundation website
- Inclusion in event social media campaign
- Event registration and participant pack

In addition, the Celebration Event sponsor will have the opportunity to provide branded prizes to participants, branding opportunities and an opportunity to speak and present prizes at the end of event Celebration Dinner in Paris. The package also includes 2 places at the event.



Sponsorship Packages

Customised Sponsorship Package
£Cost depending on package

Want to be involved but not sure about our set sponsorship packages? We are happy to discuss a completely customised sponsorship package that includes the elements you are most interested in to ensure you get the benefits that suit you best.

We would also like to discuss Affiliate Partnerships with organisations who provide products and services which are relevant to our audiences whereby we support you to increase sales in return for a small donation to the charity.



Media Partnership

No cost - I available

We would love to talk to you if you can help us to:

- Drive traffic to our event website to encourage participation and sponsorship
- Publish news articles and athlete stories related to the event and the charity to increase our reach
- Provide advertising space online and offline
- Support with event social media campaign
- Maximise value and benefits for our event sponsors and corporate partners

In return we will work with you to create a bespoke benefits package, which could include:

- Your logo and branding on all event materials online and offline, pre during and post event, as an exclusive media partner
- Social media announcement of you as an exclusive media partner

Gifts in Kind

With any event of this type, there are a number of elements which add cost to the delivery. As a charity we strive to minimise costs where possible to ensure that all the funds raised go directly to supporting our work. As such we would be grateful to organisations who may be able to offer any of the following in support of the event:

- Branded kit for participants - cycling shirts, back packs and water bottles
- Nutrition supplies - energy gels, snacks, water, energy drinks
- Vehicles - we need to hire a range of vehicles from support vans and hire cars
- Medals and prizes
- Marketing materials - banners, event flags and vehicle sidings
- Auction prizes - we'd also be interested in gifts we can raise money through to directly support the event costs

About the organisers



Rob Mauchlen
Event Director

Rob has over 30 years sports event management experience and an impressive track record of delivering charity challenge events. He was part of the team which conceived the celebrity charity cycle event 'Dallaglio Cycle Slam', along with Lawrence Dallaglio in 2009 and has been the Event Director for all 6 events which have taken place since, supporting the cyclists across most of Europe.

We are delighted to have Rob on board to direct this event for Switch the Play Foundation.



Stephen Mitchell
Switch the Play Foundation
Trustee

Mitch has been with Switch the Play since 2014 and moved into a Trustee role when we converted to a charity in 2020. He has experience and networks across the sporting landscape having worked in and around talent pathways and player welfare for over 15 years.

Not only will Mitch be working with us on the event steering group, he will also be participating in the challenge!



Rob Young MBE
Switch the Play Foundation
CEO

Rob has experience across a range of roles in sport including Olympic, Paralympic and Commonwealth Games, work with National Governing Bodies of sport, professional sport, national and local government and further and higher education, making him extremely well connected across the sector. Rob became CEO of Switch the Play Foundation in 2021.

As well as connecting the people and organisations to make this event happen, he may be seen participating in part of the challenge itself!



Claire Heath
Switch the Play Foundation
Head of Partnerships

Claire has worked in the charity sector for over 20 years in a range of fundraising and project management roles. She previously led a team which organised several challenge events including a Great Wall of China trek, the UK Three Peaks Challenge and rowing across Loch Ness. Claire joined Switch the Play Foundation in September 2022.

As well as supporting Rob Mauchlen in the project management of this event, Claire will be supporting participants with their fundraising.



Adam Daniel
Switch the Play Foundation
Team Mate

Adam is a seasoned athlete, fitness entrepreneur, and recent addition to Switch the Play. With accolades in England Athletics, semi professional rugby and as a current GB Age Group Cyclist, competing in the 2023 World Age Group championships he merges sport and business effortlessly. Adam's coaching prowess extends to royalty, business leaders, and professional athletes worldwide. Not only will Adam be supporting us on the event steering group, he will also be riding with us as a ride lead, making sure everyone makes it to the end.

About Switch the Play Foundation

Switch the Play Foundation is the UK's only charity dedicated to supporting all sportspeople to successfully transition into life beyond sport. Many find this transition really tough, and without being prepared, it can lead to poor mental health, financial difficulties and a loss of identity and direction. Switch the Play Foundation is on a mission to change that. We exist to ensure all sportspeople are prepared for life outside sport. We empower sportspeople to be their best through sport by providing practical advice, person-centered training, wellbeing and transition support so that when the time comes to retire from sport they are prepared for what comes next.

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If you are interested in finding out more and getting involved we'd be delighted to talk to you. Please contact Claire Heath, Head of Partnerships.

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