

SPONSORSHIP PACK

THE BIG EAST LOTHIAN CYCLE

RIDE 4 RESPITE

28th August 2022



Brought to you by: www.leuchiehouse.org.uk

 **leuchie** HOUSE
NATIONAL RESPITE CENTRE

WELCOME TO EAST LOTHIAN'S LATEST CHALLENGE EVENT

We're delighted to be working with True Grit events to deliver this exciting, fun and adventurous cycling event, which will let participants explore the stunning East Lothian coastline and countryside this August and help raise vital funding for Leuchie.

Over 50 miles, participants will take in the iconic sights of Bass Rock, the Law and Hopetoun Monument to name a few. Cyclists will also have the chance to refuel at stops where they can sample local suppliers' delicious food, along the way.

Families will be invited to take part in the celebrations by cheering on their loved ones as they cross the finish line and taking part in a full afternoon of food, music and children's activities at Leuchie House in North Berwick.

CONTACT

Arlene Main on Amain@leuchiehouse.org.uk
Kirsty Baldo on Kbaldo@leuchiehouse.org.uk

**BE A PART OF
LEUCHIE'S FIRST
EVER BIG EAST
LOTHIAN CYCLE
BY JOINING US
AS A SPONSOR.**



**By supporting Leuchie House and
The Big East Lothian Cycle, you will:**

- Raise your company profile across the region
- Meet corporate and social responsibility targets, including promoting health and wellbeing
- Provide opportunities for employee engagement and team building
- Engage with potential customers
- Help Leuchie support people from across Scotland living with a neurological condition

LEUCHIE HOUSE

ABOUT OURSELVES AND THE VITAL SUPPORT WE OFFER

Leuchie House is a national charity dedicated to supporting people living with a neurological condition such as multiple sclerosis, Parkinson's, motor neurone disease and the effects of stroke through individualised short respite breaks and other support services.

We offer more than just a change of caring environment. Our 24-hour nursing and care team enable our guests to enjoy in-house activities, entertainment and outings in our wheelchair accessible vehicles, as well as freshly prepared meals.

Our allied health team of nurses, physiotherapists, occupational therapists and digital skills team offer guests access to many services designed to help maximise their independence at Leuchie and when they return home. They help identify potential health concerns before they become an issue, relieving their carers of some of their many caring responsibilities, lowering risk and reducing the cost of care. So that the impact of a break at Leuchie extends beyond these walls.

We welcomed
300 guests from

28

of Scotland's
32
local
authorities
last year

OUR EVENT PARTNER

True Grit Events have over ten years' experience in delivering some of the UK's biggest and best endurance fundraising challenge events. Including Pedal for Parkinson's Stirling and the Cash for Kids Tour de Forth which has raised £250,000 for the charity over the last 6 years.

TRUE GRIT
events

CYCLE ROUTE



TIMELINE

**EARLY MAY
2022**

Official launch of The Big East Lothian Cycle in East Lothian Courier and online

MAY 2022

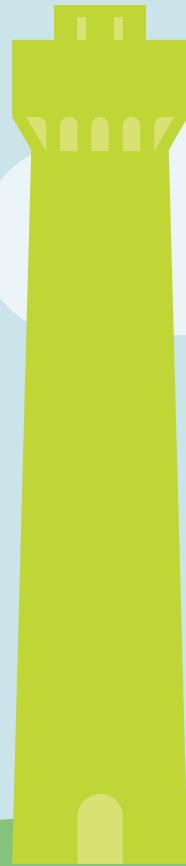
Registration opens for The Big East Lothian Cycle

HOW CAN YOU SUPPORT?

Be inspired, get involved, promote health & wellbeing and celebrate East Lothian by supporting the Big East Lothian Cycle this year.

HOW IT WORKS:

- 1 Businesses, groups and individuals are invited to sponsor the event.**
- 2 Get your team, family and friends involved and take on the BIG East Lothian Cycle.**
- 3 As a sponsor, your brand will be promoted both online and in all media coverage.**
- 4 Join us on the 28th August to take part or cheer on and celebrate the riders.**



**DID YOU KNOW?
CYCLING IMPROVES STRENGTH,
BALANCE AND COORDINATION.**

**JUNE 6–12
2022**

Bike week in the UK continued promotion of The Big East Lothian Cycle

**AUGUST
2022**

Event takes place August 28th



SPONSORSHIP OPPORTUNITIES



MAIN EVENT SPONSOR

£5,000 INVESTMENT

(ONE OPPORTUNITY AVAILABLE)

This is our highest tier of sponsorship and you will enjoy an unprecedented level of marketing and PR exposure.

Your brand will be uniquely associated with The BIG East Lothian Cycle.

BENEFITS TO INCLUDE:

- Marketing and brand exposure - prominent branding included on all print, press, social media and event literature including entry packs and signage on the day
- Designated area in the Sponsors tent at event Start/Finish line with opportunity to include branded merchandise in goody bags
- Speaker opportunities on event day
- Access to social media channels
- Association with Leuchie House, a much-loved charity
- Event launch photo call and press release to introduce your brand's association with The BIG East Lothian Cycle.
- Opportunity to enter participants in The BIG East Lothian Cycle free of charge. Details to be discussed and agreed.



EVENT SPONSORS

£3,000 INVESTMENT

(SIX OPPORTUNITIES AVAILABLE)

BENEFITS TO INCLUDE:

- Marketing and brand exposure – logo to be included on website, all print and social media
- Designated area in the Sponsors tent at event Start/Finish line with opportunity to include branded merchandise in goody bags
- Association with Leuchie House, a much-loved charity with a huge national network
- Opportunity to enter participants in The BIG East Lothian Cycle free of charge. Details to be discussed and agreed.



Alternatively, you can choose one of these smaller sponsorship opportunities and work with us to tailor your package:

**FAMILY
ENTERTAINMENT
SPONSOR**

£2,000

**TRAFFIC
MANAGEMENT**

£1,000

PARKING

£500



THE BIG EAST LOTHIAN CYCLE

GET IN TOUCH

There is a team of experienced professionals who look forward to discussing your involvement.

CONTACTS

Arlene Main
Fundraising Manager
amain@leuchiehouse.org.uk

Kirsty Baldo
Community & Events Fundraiser
kbaldo@leuchiehosue.org.uk

01620 892 864

SOCIAL MEDIA

@leuchiehouse

@leuchiehouse

@leuchiehousebreaks

TRUE GRIT
events