

SPONSORSHIP
OPPORTUNITIES

Largs to Cowes

'Brighter Futures' Cycle Challenge

600 miles.

8 days.

1 mission.

To inspire young
people to believe
in a brighter future
living through and
beyond cancer.



17-24 June 2022 | Largs, Scotland
to East Cowes, Isle of Wight



ellen
macarthur
cancer trust

'The Ellen MacArthur Cancer Trust

The Ellen MacArthur Cancer Trust is a national sailing and outdoor adventure charity that inspires young people aged 8-24 to believe in a brighter future living through and beyond cancer.

For many young people, simply picking up where they left off before their diagnosis just isn't possible. That is why when treatment ends, the Trust's work begins.

The pandemic has also amplified the loneliness, isolation and anxiety experienced by these young people to unimaginable levels. They need the Trust more than ever right now.

Through the Trust's sailing and outdoor adventures, young people experience improved mental wellbeing

by gaining a new sense of purpose and self-worth, rediscovering their independence, and feeling optimism for the future.

They stop feeling like 'the only one' and can start to take the next steps towards re-establishing their place in the world. They believe there's a brighter future.

Because of the Trust, young people feel...



Accepted

They meet and make friends with others who have had similar experiences – often for the first time – and stop feeling like 'the only one'.



Independent

They rediscover independence away from home and outside of their 'cancer bubble', and begin to realise what they are capable of again, physically, mentally, and socially.



Optimistic

They experience an increased sense of purpose and self-worth and can start to take the next steps towards re-establishing their place in the world.

which leads to...



**Improved
mental
wellbeing**



**Belief in
a brighter
future**



Key:  Distance  Elevation



About the event

The **Largs to Cowes 'Brighter Futures' Cycle Challenge** is an 8-day, 600-mile ride from Largs, in West Scotland, to East Cowes, on the Isle of Wight.

From the stunning tranquillity of the Scottish west coast and daunting ascents of the Lake District to the historic beauty of Ironbridge, the picture postcard market town of Ross-on-Wye and cathedral city of Wells, there are so many highlights.

Each day our team of up to 20 riders will complete between 75-80 miles (120-130km) to support young people living through and beyond cancer.

Building on the success of the inaugural Largs to Cowes 2019, which raised over £40,000, every penny raised will help inspire young people to believe in a brighter future living through and beyond cancer.

The event will be the Trust's highest profile fundraising activity of the year, with each rider pledging to raise a minimum of £1,200. This will enable two young people to come sailing with the Trust for the first time in 2022.

How you can make a difference

We have a range of sponsorship opportunities available to companies or individuals who would like to support the event. This is a great chance to become part of the Trust community and enable us to produce our most high-profile fundraising event of the year, along with some great PR benefits for you or your company.

The two key outcomes of any sponsorship will be:

- Creating subsidised or free places on the ride for young people who are either currently being supported by the Trust or who were once supported and are now trip volunteers. Providing this once in a lifetime opportunity to young people who have expressed interest, but need some financial support, would allow them to take on this iconic event and raise funds for a charity close to their heart.
- Bringing down the overall event cost to the individual riders, allowing them to concentrate on their fundraising for the Trust, with the option to donate the money saved towards their fundraising efforts. Support towards lowering the event cost will also help to make the event more accessible, help us fill all the rider places, and give us the best chance to raise as much as possible.

We have three tiers of sponsorship options:

£1,800 – sponsor a rider. This would enable either someone from your company to take part in the ride

or enable a young person who we will connect you with join. This covers the full cost of one individual rider on the event, including their accommodation, meals, support vehicles, tour leaders and guides.

Name and logo to be featured on event webpage and logo to be added to jersey of sponsored rider.

£5,000 – sponsor a rider and one young person.

This covers the cost of an individual rider, either yourself or someone from your company, as well as supporting an additional young person to enter the ride. Options to sponsor two young people.

Name and logo to be featured on event webpage and all printed and digital collateral. Logo added to the jersey of supported riders.

£10,000 – headline sponsorship. Enter one rider and help us to reduce the entry fee per rider by £400. *Name and logo to be featured on event webpage and all printed and digital collateral. Logo added to the jersey of supported riders and included on backdrop banners. Acknowledgement in PR releases and social media posts.*

In kind support – we are also gratefully accepting in-kind support for event resources and services that would help to reduce event costs. For example: event transportation or cycling jerseys.

Match-funding – is someone from your organisation tackling the ride? Why not consider supporting their efforts by matching what they raise?

This list is not exhaustive – if you have specific ideas or would like to discuss a bespoke sponsorship option, please get in touch. If you would like to discuss sponsorship opportunities further, please email robert.brown@emcancertrust.org

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OSCR Registration No: SCO44013

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