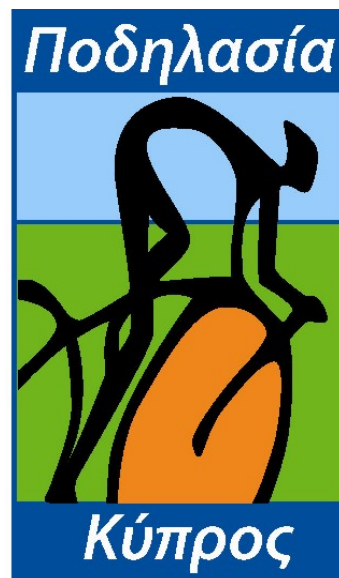
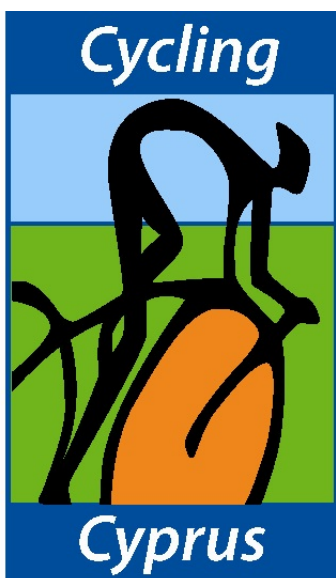


Cycling Cyprus 2010

Sponsorship Proposal





Cycling Cyprus 2010 Sponsorship Proposal



Review:

Launched in January 2009 "Cycling Cyprus" (aka Paul Clarke) started as a charity bike ride from one end of Cyprus, around the coast to the other. The aim was to raise €10,000.00 to be shared between The Friends' of the Paphos Hospice, The Childrens' Ward and The Cardiology Unit of Paphos General Hospital.

On 30th of April 2010 Cycling Cyprus will again cycle the island starting from Nicosia, through Dhyrenia, Larnaca, Limassol and Paphos, ending in Kato Pyrgos on 3rd May 2010. Our aim is to raise monies for the nominated charities and we are seeking a main event sponsor, four patron sponsors and support sponsors'.

History:

With a start date fixed at 01 May 2009, the build up was chaotic and disorganised, primarily due to the short time frame and lack of experience organising a charity event of this size. There was initially no logo, no promotional material and there was no real cohesive plan. Despite all of this, it came together with some focused planning and rational thought and direction, and determined dedication from the team.

The plan was to cycle from Kato Pyrgos to Dhyrenia, a distance of approximately 240 miles, staged over 4 days:

Day 1: Kato Pyrgos via Polis & Kathikas to Paphos
Day 2: Paphos to Limassol
Day 3: Limassol to Larnaca
Day 4: Larnaca to Dhyrenia.

The event started as planned from Kato Pyrgos at 0800 on 1st May 2009 in the presence of councillors and the Mayor of Kato Pyrgos and finished at 16.30 on 4th May 2009 at the town hall in Dhyrenia, in the presence of their mayor and district officers'.

There were few sponsors and of the sponsors secured, few actively promoted "Cycling Cyprus". However a very special thank you has to go out to the following organisations that have supported "Cycling Cyprus" in 2009.

- BRAIV Health & Fitness for sponsoring the fitness training of Paul Clarke and BRAIV's continued support at numerous static bike events.
- David McLaren of www.searchlitecyprus.com for promoting the event on his web site.
- Shields Create, www.shieldscreate.com for the tremendous graphics and artwork.
- Q-Water www.q-water.com for the refreshments en-route.
- DrainTech Cyprus www.draintechcyprus.com
- ProACT Partnership www.proactpartnership.com
- Partymania www.partymaniacyprus.com
- Everybody from The Paphos Business Network www.paphosbusinessnetwork.com for their support.

Funds were raised primarily by friends and family, static cycle rides and collecting donations from the patrons in local bars and clubs.

2010 Objectives:

The objectives for "Cycling Cyprus" 2010 are:

1. To raise money for nominated charities through "Cycling Cyprus".
2. To encourage people island wide to cycle either the whole, or part of the route raising money for *their* nominated charities.
3. To promote cycling as an alternative to other forms of transport.
4. To actively encourage cyclists from abroad to take part in the charity event.
5. To promote ecotourism.
6. To become an annual event, increasing in size and popularity year-on-year.
7. To have a fun event for all ages, abilities and disciplines of cyclists.

2010 Launch:

- Charity Dinner and Dance 24th October 2009
Richter 10 Taverna – Emba (Paphos) – Limited to 100 tickets at €15.00 (Monies received were donated to the nominated charities for 2009) which included full Cyprus meze, wine, live music and raffle.
- Coverage in all listed media (Press, Radio and Internet)

2010 Itinerary

- April 30 2010 Start: Nicosia to Dhyrenia
- May 01 2010 Dhyrenia – Larnaca – Limassol
- May 02 2010 Limassol – Paphos
- May 03 2010 End: Paphos – Kato Pyrgos

2010 "Cycling Cyprus" Sponsorship Requirements:

From the lessons learnt in 2009 and with the growing popularity and public awareness of "Cycling Cyprus 2010" we are seeking a main event sponsor, 4 patron sponsors and support sponsorship for the following:

- 2 Banners in each of the following languages, English, Greek and Russian and all necessary translations.
- Vehicle livery for up to 3 support vehicles.
- Accommodation and meals for Cycling Cyprus and support team in Nicosia, Dhyrenia, Limassol and Kato Pyrgos.
- Web site design and maintenance and inclusion of sponsor's logos on all pages.
- Promotion, editorial and adverts on 3rd party websites.
- Liveried clothing with sponsors' logos on for Cycling Cyprus and support teams, and liveried T-shirts' for any additional cyclists.
- Letterhead and stationery with logos of all sponsors.
- Media coverage: editorials and adverts in English, Greek and Russian publications as well as radio coverage, TV coverage and photo opportunities.
- Support vehicle and fuel.
- Bike servicing and additional spare parts.

Event Sponsorship – €7,500.00

As the event sponsor, all of the marketing and advertising will start with "Company name" proud event sponsors of Cycling Cyprus 2010.

All media interviews will start with "Our thanks to [Company Name] proud event sponsor of Cycling Cyprus 2010.

All support crews and vehicle liveries will include the event sponsor logo and "proud event sponsor of Cycling Cyprus 2010"

We would also encourage the inclusion of all of your advertising and marketing material of the phrase "proud event sponsors of Cycling Cyprus 2010".

In addition, the following will be included as "proud event sponsor":

Liveried clothing "Banner logo across the top of all clothing for all cyclists and support crews" (Including liveried cycling helmet for Cycling Cyprus).

Liveried main support vehicle including the wording "Proud Event Sponsor of Cycling Cyprus 2010" in English, Greek and Russian.

Local radio advertising, with the ability to offer prizes for quizzes and promote your business to the Paphos region.

National press (radio and print) and TV coverage, editorials and television appearances promoting "Cycling Cyprus" and your business as primary event sponsor.

Stationery – pens, papers business cards, promotional flyers all including your company logo and "proud event sponsor of Cycling Cyprus 2010" in English and Greek.

Paul Clarke of Cycling Cyprus will cycle 2 weekends per month at a business premise of your choice on a static bike, for a minimum of 6 hours per day wearing corporate liveried clothing and to include media coverage where available.

Banner advertising on every page of the Cycling Cyprus website, www.cyclingcyprus.org (currently under construction) with web and email links to your own site.

Patron sponsorship – €2,000.00 per company

As a patron sponsor, your company logo is included on all marketing and Cycling Cyprus advertising, secondary only to the event sponsor. Your company will be mentioned in all media advertising with the phrase "proud patron supporting Cycling Cyprus 2010"

Corporate logo on the front and back on all clothing worn by cyclist and primary support crew Additional cyclists and support crews will be encouraged to purchase clothing at cost price and this will show all sponsors supporting Cycling Cyprus 2010 in English & Greek

Paul Clarke of Cycling Cyprus will cycle 1 day per week-end (per business) per month at a business premise of your choice for a minimum of 6 hours per day on a static bike wearing corporate / liveried clothing.

Banner advertising on every page of Cycling Cyprus website with web and email links.

Corporate Logo on all stationery and flyers

National Press & TV coverage

Support sponsorship – Company individual requirements.

As a support sponsor you may choose to provide a single item from the sponsorship requirements. Your company will be mentioned in media advertising "time and coverage permitting" with the phrase [Company Name] supporting Cycling Cyprus 2010.

Paul Clarke of Cycling Cyprus will Cycle 1 day per weekend per business per month at a business premises of your choice for 4 hours on a static bike wearing liveried corporate clothing (It will be up to you to provide the corporate clothing).

Thumbnail advertising on every page of the Cycling Cyprus website with web links.

National TV, radio and media advertising; time and space permitting.

"Cycling Cyprus" is actively seeking media sponsors, island wide to help promote and cover the event. If you are interested in helping promote this event please contact Kim Morris on (+ 357) 99 320 213 or email kim.morris@cyclingcyprus.org

2009 Cycling Events:

Unless specified all events were to raise funds for the nominated charities.

Paphos Carnival on the BRAIV float promoting BRAIV Health Club (Static Bike)	4 hours
Bob Clarkson Storage & Shipping (Static Bike)	10 hours
Carrefour in aid of Paphiakos Animal Welfare (Static Bike)	6 hours
Cycling Cyprus Event	
• Day 1 Kato Pyrgos to Paphos (Mountain Bike)	8 hours
• Day 2 Paphos to Limassol (Mountain Bike)	6 hours
• Day 3 Limassol to Larnaca (Mountain Bike)	6 hours
• Day 4 Larnaca to Dhyrenia (Mountain Bike)	6 hours
Troodos to Paphos in aid of Drugs & Aids Awareness (Mountain Bike)	5 hours
International School Fete in aid of The Paphos Hospice (Static Bike)	5 hours
BRAIV Cycleathon to promote Braiv Health & Fitness (Static Bike)	13 hours
World Music Day (Static Bike)	5 hours
FRESH Summer Exhibition 2008 (Static Bike)	10 hours
Timi School to raise money for school equipment (Static Bike)	6 hours
Kamares craft fair (Static Bike)	4 hours
Costa Coffee at the Paphos Mall (Static Bike)	4 hours
The Ottoman Baths in aid of The Friends' of the Paphos Hospice	4 hours
Letymbou in aid of The Art and Nature Foundation	4 hours
The Paphos Tigers' Fun day in aid of The Tigers' RFC	3 hours
Total hours cycling	109 hours

Forthcoming Events:

Friends of the Paphos Hospice Xmas Bazaar in Paphos Market 12 th Dec 09	3 hours
Let's Jam Sunflower Breast Cancer appeal & Drug awareness (Static Bike)	TBC
24 hour cycleathon in central Paphos (Static Bike)	TBC

2009 Media Coverage

Radio

All of the above cycling events, whether static or mountain bike have been extensively promoted by Rock FM 98.5FM & 106.7FM.

In addition to that interviews have taken place:

210309 (Rock FM)	Joep Klinkenbijn 2 - 4pm
290309 (Rock FM)	Bob Clarkson 1-3pm
010409 (CYBC)	Rosie Charalambous CYBC English programme
250409 (Rock FM)	Chris Hopkins 4 - 6pm

Throughout the 4-day event all DJ's gave out updates, which were sent in by text.

Television Coverage

All of the above events have been extensively covered on the English news programmes of Omega TV (Beejay Browne) and Paphos TV (Jezebel Groove).

Media Coverage

Articles have appeared in the following Local & National Publications

In Touch Magazine (Produced in Larnaca - Island wide)
Grapevine Magazine (Produced in Paphos - Island wide)
Polis & Latchi Scene * (Paphos District)
Polis & Latchi Magazine (Paphos District)
Paphos Press (Paphos District)
Paphos Post (Paphos District)
LIN TV (Web based TV)
Cyprus Life (Island Wide)
What's happening? (Paphos District)
The Sunday Mail - (Island Wide) 090315 Page 9 Half page article
The Cyprus Mail
Cycling Cyprus group on Face Book

* Polis & Latchi Scene actually promoted "Cyprus Cycling" by donating their front cover to the launch of "Cycling Cyprus" and promoting all of the sponsors on the front cover in colour, plus pages 3 & 4 to Cycling Cyprus & BRAIV Health & Fitness.

2011 Onwards - Objectives

Eventually to have Cycling Cyprus recognised by both northern & southern Cyprus and to cycle the whole coastline with cyclists from both sides of the island.

To have different classes for cyclists of different abilities – including routes for disabled cyclists.

To incorporate a competitive class for the more serious cyclists.

CONCLUSION:

With the support of your company, we can assist Cycling Cyprus 2010 promote fund raising across the island for Pan-Cypriot charities whilst promoting your business.

Your business will be seen at government levels in actively promoting:

1. Upgrading the current system of cycle-paths to make cycling more accessible.
2. Implementation of the cycle-paths plan which is included in the general strategic plan of the European life program and should include hotels and archaeological sites and other sites on natural interest.
3. The use of bicycles becoming more popular and less demonised.
4. Improving facilities in public areas for cyclists.
5. Encouraging the government to provide incentives for organisations that promote “rent-a-bike” programs.
6. Grants and incentives for companies that set up as bicycle rental organisations with drop-off and pick-up points and maintenance records.
7. Encouraging public transport to accommodate capacity for bicycles.
8. Bicycle clubs or associations should be supported at the government, municipal and parochial levels. For example, any municipality which creates a cycling club or organises tours / races should receive funding from central government.
9. Municipalities must build bicycle stops at major points within towns and villages, harbours and airports.
10. Car hire companies should be encouraged to offer bike carriers and bikes. If necessary in conjunction with bike hire companies.
11. Cycling lanes should be built on pavements and cyclists should have right of way on these.
12. Learner drivers should be examined on attitudes towards cyclists.
13. The encouragement of bicycles to be sold with lights and reflectors.