



WESTMINSTER TO WALTON CYCLE 2024

Sponsorship Booklet

Part of our **MAY**ke A Difference Month





THE CYCLE





Westminster to Walton is a 216-mile, 2-day fundraising cycle from the heart of London to north Liverpool. Starting on 16th May in Abington Street Gardens, Westminster and ending at Anfield Stadium, Liverpool on 17th May, the cycle is the main fundraising event from St Andrew's Community Network's #MAYkeADifference Month.

The route takes cyclists approximately 110 miles each day along public roads through cities, towns and villages with a stop over in Coventry at the end of the first day of cycling.

WHY SPONSOR?

Sponsoring the Westminster to Walton Cycle is a great way for companies and organisations to raise your profile whilst also giving back to the local community and helping us continue to set people free from poverty.

Sponsorship can help you:

-  Meet Corporate Social Responsibility (CSR) targets
-  Increase team morale and positivity
-  Reach new audiences
-  Gain Corporate Tax Relief

Any company sponsoring the cycle also receives free places for employees to participate, to be discussed upon enquiry.

Cost of Sponsorship: £500



SPONSORSHIP BENEFITS

Sponsorship of the Westminster to Walton cycle **costs £500** and any sponsors receive multiple benefits before, during and after the event.



PRE-CYCLE BENEFITS

Logos included on all upcoming pre-event info

Added as a main sponsor to our Event Guide, which is available online, across our social media and sent directly to other organisations

Added as a main sponsor to our Westminster to Walton webpage

Featured post on our social media

Opportunity to visit Network and see what we do

CYCLE BENEFITS

Logo on cycle jersey provided to all riders

Free places on Westminster to Walton cycle for employees (details to be discussed upon enquiry)

POST-CYCLE BENEFITS

Thank you post on our social media platforms

Recognition in post-event email to Network members, donors and participants of the Westminster to Walton cycle.

SPONSORING THE CYCLE

We would love to work with you and have you sponsor our event!

If you would like to sponsor the Westminster to Walton cycle or have any questions, please get in touch with our team on giving@standrewslive.org.uk who would be happy to help!

Our team are also available by phone, post or in person via the details below:



giving@standrewslive.org.uk



0151 226 3406



16 Larkhill Lane, Clubmoor, L13 9BR

Thank you for considering sponsoring the Westminster to Walton cycle to help us continue setting people free from poverty.

