

What will it cost?

Advertising in the 2009 Bike Ride A5 sized booklets

1/8 page	£50
1/4 page	£100
1/2 page	† £150
Whole page	† £250

† camera ready or digital artwork
to be provided by advertiser

Other advertising opportunities

name & logo on rider numbers	* £250
name & logo on completion certificates	* £250
name & logo on Start & Finish banners	* £400
name & logo on 6 advance publicity signs	* £600
name & logo on 10 miles to go signs (each)	£100
sponsorship of individual refreshment stops	£150
sponsorship of the Junior Ride	* £500

*to include a free 1/2 page advert in the Bike Ride booklet.
For a whole page advert add £100

Insert of promotional or special offer material
in each of the 1,500 rider packs sent out
from April (per A5 sheet). £150

LiDBA would be pleased to consider other forms
of advertising and sponsorship, which for
example could include

- displays of products and services at Bohunt
- balloon races,
- prizes to teams or individual riders etc.

**For further information contact
ROGER MILLER on
01428 722859 or email
roger.miller@lidba.co.uk**

Sunday 7th June 2009

Start 10:00am

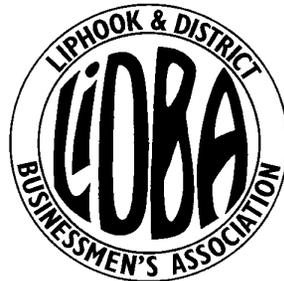
The Bohunt Centre, Liphook

Public interest in the Ride is enormous
throughout Hampshire, Surrey
and West Sussex.

With all the publicity leading up to the
Ride and on the day, LiDBA can offer
advertisers and corporate sponsors
extensive coverage of their support.

The LiDBA Bike Ride is the largest
charity fund-raising event in the area. To
be associated with such a hugely
successful event is a must for your
business.

LiDBA Charity Bike Ride



www.lidba.co.uk
www.bikeride.co.uk



LiDBA Charity Bike Ride

7th June 2009

LiDBA supports charities and deserving
causes in and around Liphook, East Hampshire,
West Sussex and South West Surrey.

Since its formation in 1974, **LiDBA** has raised
nearly **£650,000**, and its annual charity Bike
Ride, now in planning for its 19th year, is the
largest such event in East Hampshire.

In 2008 **1114** people cycled the 25 mile circular
route, while **258** children completed circuits on
the Bohunt School field. Over a thousand more
people enjoyed the stalls, the attractions, and
cheering at the finish. Many more encouraged
the riders along the route.

The Ride raised a staggering **£55,000**, which
was distributed amongst 61 charities and local
causes.

In 2009 we aim to make it **the best** Ride ever.
We are now looking to recruit additional local
and national businesses for advertising and
sponsorship.

**PROMOTE YOUR BUSINESS
AND SUPPORT LOCAL CAUSES**

What advertising and sponsorship opportunities are there?

Local and national businesses are encouraged to support next year's Bike Ride, which is taking place on Sunday 7th June at the Bohunt Community School, Liphook, by participating in a number of advertising and sponsorship opportunities, that include:-

- ~ Being a **principal sponsor** of the main 25 mile Ride.
- ~ Being the principal sponsor of the **Junior Ride**, also held at the Bohunt School.
- ~ Sponsoring the **6 advance publicity signs** that are erected in prime locations during the weeks preceding the Ride.
- ~ Sponsoring the **Rider Number** and/or **Completion Certificates**
- ~ Sponsoring the **10 "miles to go"** signs along the route.
- ~ Sponsoring one or more of the three **refreshment stops** along the route.
- ~ Buying **advertising** space in the 1,500 Bike Ride booklets that are sent out to every rider in advance of the Ride and handed out to the public on the day.
- ~ Sponsoring the **Start & Finish banners**.
- ~ Paying for advertising material to be included in the 1,500 **rider packs** that are sent out prior to the event.

www.bikeride.co.uk

What do sponsors and advertisers get for their money?

This year, more than any other year, the Ride will attract greater media attention leading up to the Ride.

- ~ **Delta FM** which broadcasts throughout the area, will be starting to advertise the Ride in their diary slots from Easter onwards.
- ~ Delta FM will be **broadcasting live** from Bohunt on the day of the Ride.
- ~ The publishers of the Farnham, Haslemere, Alton, Bordon & Liphook **Herald newspapers**, publishers of the **Petersfield and Bordon Post** newspapers and other local magazines will all be promoting the Ride.
- ~ Sponsors and advertisers will be encouraged to display **promotional material** along the route and also on the day that the LiDBA members' ride the route, three weeks before the main event.
- ~ Opportunities for businesses to **display** their goods and services **at Bohunt** on the day of the Ride. Riders and spectators arrive from 8:00am with the event lasting into the afternoon.

www.lidba.co.uk



Post Bike Ride exposure

Additional publicity, before and after the **October ceremony**, when the cheques are presented to the charities and causes; to include the display of sponsors and advertisers promotional material.

Links on the web sites **www.lidba.co.uk** & **www.bikeride.co.uk** where the rider and publicity photographs are posted.

LiDBA has raised nearly

£650,000

**for local charities
& deserving causes**