

What will it cost?

Advertising in the 2011 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 are pleased to consider other forms of
advertising and sponsorship, which for example
could include

- displays of products and services at the ride
- 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 12th June 2011

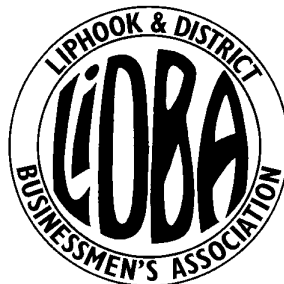
Start 10:00am
LIPHOOK

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

12th June 2011

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
over **£750,000**, and its annual charity Bike
Ride, now in planning for its 21st year, is the
largest such event in East Hampshire.

In 2010, **1265** people cycled the 25 mile circular
route, while **203** children completed circuits on
the 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 2010 ride raised nearly **£65000**. This has
been distributed amongst the supported
charities and local causes.

In 2011 **LiDBA** 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 12th June in 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**.
- ~ Sponsoring the **6 advance publicity signs** that are erected in prime locations during the weeks preceding the Ride.
- ~ Sponsoring the **Rider Numbers** 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.

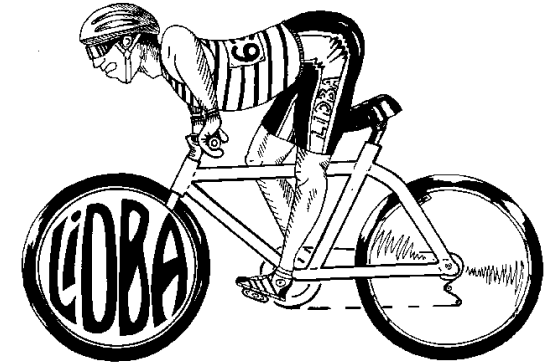
www.bikeride.co.uk

What do sponsors and advertisers get for their money?

In 2011, more than any other year, the Ride will attract greater media attention leading up to the Ride.

- ~ **Local Radio** broadcasts throughout the area, will be starting to advertise the Ride in their diary slots from Easter onwards.
- ~ The publishers of the Farnham, Haslemere, Alton, Bordon & Liphook **Herald newspapers**, publishers of the **Petersfield and Bordon Post** newspapers and 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 the **START & FINISH** 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 presentation 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

£750,000

FOR LOCAL CHARITIES and CAUSES