

## What will it cost?

### Advertising in the 2010 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 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

*name & logo on rider numbers (sold)* \* £250  
*name & logo on completion certificates (sold)* \* £250

\*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 13<sup>th</sup> June 2010

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](http://www.lidba.co.uk)  
[www.bikeride.co.uk](http://www.bikeride.co.uk)



## LiDBA Charity Bike Ride

13<sup>th</sup> June 2010

**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 **£700,000**, and its annual charity Bike  
Ride, now in planning for its 20<sup>th</sup> year, is the  
largest such event in East Hampshire.

In 2009, over **1300** people cycled the 25 mile  
circular route, while **179** 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 2009 ride raised over **£61,000**. A  
fantastic achievement. This money has been  
distributed amongst the 72 supported charities  
and local causes.

In 2010 **LiDBA** aim to make it **the best** Ride  
ever, which will be a tall order, and to help us  
achieve our target, 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 13<sup>th</sup> 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 "**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 1,750 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 1,750 **rider packs** that are sent out prior to the event.
- ~ *Sponsoring the **Rider Numbers** and/or **Completion Certificates** (sold)*

[www.bikeride.co.uk](http://www.bikeride.co.uk)

## What do sponsors and advertisers get for their money?

**In 2010, 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** 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 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](http://www.lidba.co.uk)



## Post Bike Ride exposure

Additional publicity, before and after the **October charities' evening**, 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](http://www.lidba.co.uk)** & **[www.bikeride.co.uk](http://www.bikeride.co.uk)** where the rider and publicity photographs are posted.

**LiDBA has raised over**

**£700,000**

**FOR LOCAL CHARITIES and CAUSES**