



Chris and Gabs World Cycling Tour 2018: Sponsorship Proposal

Meet Chris and Gabs

Hello, we're Chris O'Hare and Gabriella Gratrix, intrepid cyclists who have travelled many thousands of miles across some of the world's toughest terrain. This year sees us face our biggest cycling challenge to date as we begin a 100,000 kilometre tour of the world. We're hoping we can persuade **Your Company** to come on board with us as sponsor, for what is sure to be one heck of a ride!

Our adventure will start in July, biking across all seven continents and more than 50 countries. Our aim is to raise awareness and funds for **Prevent Breast Cancer**, a charity that's close to our hearts for reasons we'll explain.

As endurance athletes, we've been cycling long distances for a serious amount of time now. Previous fundraising cycling challenges we have successfully planned and undertaken include:

- **A circular 5000k tour of Southeast Asia**, starting and finishing at Bangkok, Thailand and covering the whole of Cambodia, Laos, Vietnam, Northern Thailand and Burma.
- **A 5000k tour of Europe**, cycling from the North West of England to Malaga, Spain, crossing four countries
- **200 miles coast to coast challenge in a day**, from Blackpool to Whitby

We thrive on challenging ourselves, take on the seemingly impossible and making things happen. We're both successful entrepreneurs who've recently retired to dedicate our lives to seeing the world and making a difference to causes we're passionate about. While home is still the North West, we currently live in a converted prison van in sunny Spain!

2018 will see Gabs cross the finishing line on an even tougher journey than the one ahead, as she finally completes her treatment for breast cancer. She has been supported throughout by surgeons and other specialists at the Nightingale Centre, part of the University Hospital of South Manchester, Europe's only breast cancer prevention centre and home to **Prevent Breast Cancer**.





prevent
breast
cancer

Prevent Breast Cancer is a charity the North West should be very proud of and the only one in the UK entirely dedicated to the prediction and prevention of breast cancer.

Without the groundbreaking research they undertake each year, Gabs feels she may not be here, much less fighting fit to take on this great cycling challenge. Having lost two close friends to cancer in the past few years, we want to do everything in our power to help others suffering from this dreadful disease. We'll be targeting the most common form of cancer in the UK and one that has affected us directly.



Our experience of cycling in remote areas means that we know how hard this challenge will be and it's one that will take us several years to complete. Many areas we'll be covering won't have roads and others will be almost impassable, especially given the fact that our bikes weigh over 55kg when fully loaded with kit. But we're more than ready to take on this exciting challenge and well into our training as we prepare to harness the elements and raise vital funds for **Prevent Breast Cancer**.

About Prevent Breast Cancer

Breast cancer is a devastating disease that affects too many people. It is a disease that can often be cured if caught early and suitable treatments are prescribed. But what if there was no need for a cure, there was no diagnosis, no before or after breast cancer? What if people could live their lives safe in the knowledge that it would never happen to them.

Prevent Breast Cancer is the UK's only charity solely focused on the prediction and prevention of breast cancer. The team at Prevent Breast Cancer are committed to freeing the world from the disease altogether by funding ground-breaking research into genetics, early detection, preventative drugs and lifestyle changes. They believe that they can stop the problem before it starts. And with the only breast cancer prevention centre in the UK, they are right at the front line in the fight against the disease.

Prevent Breast Cancer's vision is to prevent breast cancer for future generations.

Registered in England No: 4831397

www.preventbreastcancer.org.uk

Registered Charity No: 1109839

Our Sponsorship Request

We're looking for a maximum of three sponsors who will donate an agreed amount to **Prevent Breast Cancer** each time we reach a key milestone on our world cycle challenge (please see appendices for milestones). Our tour is self financing, which means that **all funds raised will go directly to the charity**. We would also welcome any exposure you can offer Prevent Breast Cancer and its important health messages around predicting, preventing and protecting against breast cancer.

As sponsor, your logo will feature prominently on our kit, ensuring that **Your Company** appears in all photos accompanying our marketing, communications and media coverage. We know the importance of a good picture to ensure media and public interest and the same goes for social media, where we'll ensure the majority of our posts have photos to maximise reach and engagement. **Your Company** will be regularly promoted to thousands of potential customers across the North West over a period of several years, via:



- Prevent Breast Cancer's communications to its highly engaged supporters, which include a quarterly newsletter with **over 8000 subscribers**, website with **more than 25,000** annual visitors and a combined social media audience of **approaching 7000 people**. The charity will post monthly updates on our progress across these channels, on each occasion using photos and thanking our sponsors.
- This will be supported by our own dedicated website and blog: www.chrisandgabsworldcyclingtour.com, Twitter and Facebook accounts, which will be updated regularly and at least once a week. We would be happy to provide this content for use on your own communication channels.
- Media coverage across a range of titles as a result of a comprehensive plan produced by Prevent Breast Cancer's PR consultants, the multi award-winning Peppermint Soda.



The Benefits Sponsorship Offers

- **A means of building your local and national profile at low cost.** In exchange for a donation for each milestone, **Your Company** will be promoted to tens of thousands of people on a minimum weekly basis. As well as being thanked as a sponsor, your logo on our kit will mean that people simply can't miss you.
- **Promotion over a period of several years**, with regular newsworthy milestones maintaining public and media interest. This tour is going to take time: hard work for us but great news for you and your brand!
- **Association of your brand with an inspiring, exciting adventure and personal challenge, with a strong human interest angle.** **Your Company** will become part of our story and forever have a key role in Chris and Gabs' World Cycle Tour.



- **Linking your brand with important health messages and demonstrating corporate social responsibility.** One of the benefits our tour offers Prevent Breast Cancer is helping the charity communicate that keeping fit can reduce the risk of developing the disease. Sponsorship is a way to associate **Your Company** with this important health message for the general public.
- **Association of your company with a multiple award winning and pioneering local charity.** We know that **Your Company** is proud to be based in the UK - what better way to show the world than to support a local charity that benefits the health of tens of thousands of local people every single year?
- We are also currently having a short promotional film made here in Spain, that will be used throughout the duration of this tour, we would also add **Your Company** to this as sponsor.

Contact Details

I will contact you shortly to find out whether you feel our world cycle tour is something **Your Company** can be part of.

If you have any questions about sponsorship or the cycle tour in the meantime, please contact Chris O'Hare at: coh1975@gmail.com

For further details about Prevent Breast Cancer, please contact Nikki Barraclough, Executive Director on 0161 291 4400 or email: nikki@preventbreastcancer.org.uk.



THE ROUTE

Cycling Across all 7 Continents - 100,000 km

Stage 1. England - France - Belgium - Netherlands - Germany - Czech Republic - Poland
Slovakia - Hungary - Slovakia - Austria - Germany - Switzerland - Italy - Croatia -
Montenegro Albania - Greece - Bulgaria - Romania - Moldova - Ukraine

Stage 2. Ukraine - Russia - Kazakhstan - Mongolia - China - North Korea - South Korea

Stage 3. Japan

Stage 4. China - Tibet - Nepal - India - Bhutan - Myanmar - Thailand - Laos
Vietnam - Cambodia - Thailand - Malaysia

Stage 5. Australia - New Zealand

Stage 6. Alaska - Canada - United States - Mexico - Columbia - Venezuela - Brazil
Paraguay - Argentina - Chile - Peru

Stage 7. Antarctica

Stage 8. South Africa - Madagascar

www.chrisandgabsworldcyclingtour.com

Appendix 1: List of Milestones

Milestone	Approximate date of arrival
Reaching each country	TBC
Specific miles covered	TBC

This above Milestone is open for discussion.