



2020 CHARITY PACKAGES

Event Dates:

London: 6-7 June 2020

Bristol: 20-21 June 2020

Liverpool: 11-12 July 2020

Charity Packages:

Tour Partner

Purchase 100 places across all events

Places @ £55 per place = £5,500

Limited to four charities

Benefits:

- Five social media posts between October - July
- Listed as Tour Partner on the website
- Listed in top section of Charity Partner page on website
- Article in Classic Challenge e-shot
- Listed as a charity on Own Place registration form
- Larger space on the night for charity space
- One free place to be used by staff or as a competition
- Places fully flexible and can be moved between cities.
- Plus, all Team Partner benefits.

Peloton Partner

Purchase 50 places across all events

Places @ £60 per place = £3000

Places to be allocated in one city, or across all three as requested by charities

Limited to five charities

Benefits:

- Listed as Peloton Partner on the website
- Listed as a charity on Own Place registration form
- One free place to be used by staff or as a competition
- Plus, all Team Partner benefits.

Team Partner

Minimum purchase of 5 places per city

Open to all charities

Benefits:

- Listing on Nightrider website (alphabetical)
- Free places for celebrity supporters
- Marketing Guide including text, images and video, an example press release, draft tweets, Facebook posts and more
- Invitation to free Launch & Marketing Session
- Use of professional photos from previous Nightrider events
- Access to online report detailing your participants
- Space on the night to meet your supporters

Registration Fee Pricing Structure:

We will be once again offering a tiered registration free pricing structure, depending on when participants sign up.

£29 – sign up before 31 December **£35** – sign up before 31 March **£45** – sign up before event deadline