

# NIGHTRIDER 2020

CORPORATE INFORMATION



# NIGHTRIDER: What is it?

- ▶ A one night bike ride past iconic landmarks in an exciting city.
- ▶ Choice of 50km or 100km route in each city.
- ▶ 2020 will be the 11<sup>th</sup> year of Nightrider, with 22,000 participants taking up the challenge to date.
- ▶ Operated by charity challenge event experts Classic Challenge.



# NIGHTRIDER: Events in 2020

- ▶ **LONDON:** 6/7 June 2020
- ▶ **BRISTOL:** 20/21 July 2020
- ▶ **LIVERPOOL:** 11/12 July 2020



# Benefits to the company

- ▶ PR opportunities
- ▶ Employee engagement
- ▶ Encouraging active staff
- ▶ Team building
- ▶ Enhanced communication between colleagues
- ▶ Increased staff loyalty
- ▶ Boost your Charity of the Year fundraising – average amount raised in 2018 was £519 per rider (source Virgin Money Giving).





# Why Nightrider?

- ▶ Fully organised and supported event. Sign posted route, mechanics, medics, regular break stops, snacks and water en route and a breakfast roll to finish.
- ▶ Choice of cities – London, Bristol and Liverpool.
- ▶ Choice of distances - 50km and 100km
- ▶ Support ANY charity of your choice - you can choose one charity or all support a different one
- ▶ A fun charity bike ride, it's not timed and not a race. Support each other along the way.
- ▶ Medal for all finishers
- ▶ Training and fundraising advice provided
- ▶ Very little admin for you
- ▶ Your team can expect a fun filled challenging bike ride worth every penny of the sponsorship they raise.



# Why Nightrider as a Corporate Partner?

- ▶ Secure your team places and all start together.
- ▶ Dedicated registration link for your company places.
- ▶ Marketing materials provided by Nightrider to help you recruit team members.
- ▶ Report link to manage your team members.
- ▶ Choose one charity to support or each team member can choose their own.



# How your company can get involved

- ▶ You can buy your Nightrider places in full for your company team.
- ▶ Places are £75 until 31 December. They increase to £89 from 1 January - 31 March and are £99 from 1 April onwards.
- ▶ Minimum purchase of 5 places.
- ▶ Choose which city (London, Bristol or Liverpool). Places can be used on both the 100km or 50km route, you don't need to specify which.
- ▶ You choose which charity you are supporting. You can all fundraise for the same charity or individual charities.
- ▶ Buy your places [online here](#) (there's just a short form to complete and you can pay online by card or request an invoice).
- ▶ We will send you a unique sign up link which you send out to all colleagues interested in cycling. They can register for free using this.
- ▶ We can also send you images, videos and text to help you promote Nightrider.
- ▶ You will be sent a report link so you can see which of your team has registered.



# How to buy places

- ▶ Log onto <http://www.nightrider.org.uk/corporates> and purchase online
- ▶ Quick, easy and secure
- ▶ Option to pay by credit card or by invoice
- ▶ We then send you a link to send to your colleagues to register.
- ▶ You'll also get a report link and images and text you can use for promotion.



# Nightrider 2020

For further information please contact Emma in the Nightrider™ Team:

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