

RIDE REIGATE

PARTNERSHIP OPPORTUNITIES

Ride Reigate is a cycle sportive organised by Run Series – the team behind the multi award-winning Intersport Run Reigate and British Airways Run Gatwick events.

Ride Reigate takes place in Surrey and Sussex, starting and finishing at Reigate College and has three routes to choose from: 100k, 50k and a unique 25k family route – offering something for everyone.

Set at the height of summer, a month before Ride London, it encourages the local community to get active, have a positive experience and support a local cause. In addition, it provides a perfect opportunity to expose a brand to a healthy and affluent sporting market and an engaged active community.

810

PARTICIPANTS

476 100k

104 50k

230 25k Family Route



43%

OF THE POPULATION
OWNS OR HAS ACCESS
TO A BICYCLE



58,550

TOTAL KM RIDDEN



72

AVERAGE KM
COMPLETED
PER PERSON

2019 INAUGURAL EVENT

SOLD OUT IN 3 WEEKS



£8000+

RAISED FOR LOCAL NOMINATED CHARITY

LOCAL
BUSINESS
ENGAGEMENT

INDEPENDENT RACE REVIEWS

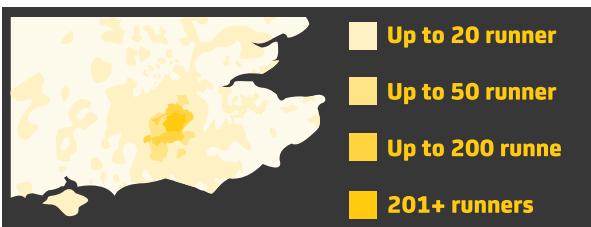


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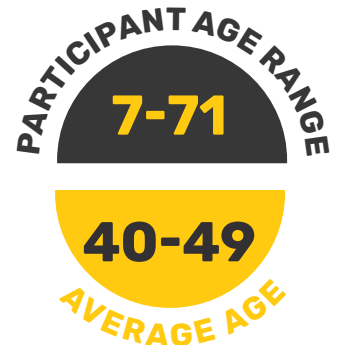
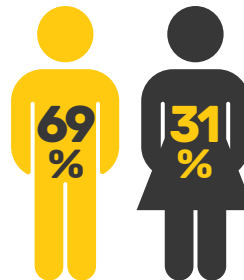


MARKETING REACH: 1,000,000

GEOGRAPHIC REACH



PARTICIPANT GENDER



“A very well planned route through some lovely quiet undulating country lanes and no big hills. Very well organised with a welcome beer and bbq at the end.”

“Very well organised event with challenging route. The scenery is beautiful. Highly recommended.”

“This was a great event that took us through many small lanes and beautiful countryside. With nearly 1,100m of climb, it was a challenge too.”

RIDE REIGATE

PARTNERSHIP OPPORTUNITIES

- COMMUNITY EVENT
- ROUTES FOR ALL ABILITIES
- FAMILY FRIENDLY
- BEAUTIFUL VIEWS
- SELL-OUT EVENT
- STRONG SOCIAL MEDIA COVERAGE AND REACH



"More than just a race, it's a whole day out for family and friends"

PARTNERSHIP PACKAGES (including but not limited to):

- ✓ Medals, ribbons, volunteer t-shirts, start/finish gantry, riders jersey
- ✓ Dedicated account manager
- ✓ Monthly slot in e-newsletter
- ✓ Logo on website home page
- ✓ Logo on all marketing material and competitor communication
- ✓ Advert in digital event programme
- ✓ Quarterly slot in e-newsletter
- ✓ Recognition on all social media channels
- ✓ Branding at all events
- ✓ Logo and partner description on website
- ✓ Bespoke activation opportunity
- ✓ Space in Event Village
- ✓ Free ride places

Headline Partner (with Naming Rights)	£6,000+
Official Partner/Charity Partner	£3,000 - £4,000
Official Supporter	£300 - £500
Local Community Supporter	£150 - £300



JOIN OUR HAPPY PARTNERS

"As the oldest craft brewery in the South East, we are delighted to be supporting Ride Reigate for the second year. Being located in Reigate, we love to be involved in local community events and as keen riders ourselves this ticks all the boxes! Last year we proudly helped the Ride Reigate team raise £8,000 for St Catherine's Hospice which was an incredible achievement in it's first year. We look forward to seeing this event grow each year and the opportunity to showcase Pilgrim Brewery and our awarding winning beers once again."

Adrian Rothera, Pilgrim Brewery

"Having worked with the Run Series team for many years on their other events, we were thrilled to have been selected by them as charity partner for their new and exciting cycle event. With an automatic donation from every rider immediately on sign up, matched by Pilgrim Brewery, our fundraising was optimised from the very start. Boosted with car park donations on the day along with the funds raised by our charity riders, we were delighted with the total amount raised, going a long way to support our vital work across Surrey and Sussex."

Aaron Trott, St Catherine's Hospice

"Brilliant day! Great to be supporting a new cycle event in our local area and one that sold out in 3 weeks!! Great opportunity for our team to provide our mechanical services and support to so many local cyclists. The Run Series team are great to work with and we just know this event will get bigger and better each year."

Tom Hough, Maison Du Vélo

To find out more about **Run Reigate** and **Partnership Opportunities** please call Lisa on: **+44(0) 7710 096870**

or email lisa@runseries.co.uk



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