



# CORK to DUBLIN



## SPONSORSHIP OPPORTUNITIES

### THE CHALLENGE

From the 24 to 28 September 2025, Transaid is embarking on an extraordinary adventure with its next European Cycle Challenge. Come with us on a journey through the scenic southern roads of the Republic of Ireland, a first for Transaid!

This exciting three-day, 328-kilometre journey will bring together teams from across the transport and logistics industry and raise crucial funds for Transaid's road safety and access to healthcare projects across sub-Saharan Africa.

Over the past 14 years, our cycle challenges have seen over 520 riders conquer 16 bespoke events across 14 different countries, impressively amassing over £2 million for Transaid to date.

We are seeking an in-kind event supporter to help with transfers. The service requirements and benefits for providing these are detailed below:

### IN-KIND SUPPORTER

#### REQUIREMENTS

- Transportation for participants (estimated total of 40+):
- Transfer on Wednesday 24/09 from Cork Airport to Clayton Silver Springs Cork Hotel (approx. 15km) - minimum of two trips to accommodate group size and different arrival times.
- Transfer on Sunday 28/09 from Skylon Hotel, Dublin to Dublin Airport (approx. 7-9km) - minimum of three trips to accommodate group size and different departure times.

\*Note that there is no requirement for the coach transfer sponsor to transfer bikes.

**SERVICE AGREEMENT:** Confirm transportation commitment by 28 February 2025.

#### BENEFITS

Before the challenge:

- Logo prominently displayed on the dedicated Cork to Dublin webpage alongside paying sponsors.
- Inclusion in Transaid's social media posts promoting the challenge.
- Dedicated recognition in Transaid's e-newsletter to 3,000+ industry professionals.
- Advert features in key trade press, including: Coach and Bus Week, Commercial Motor, CILT Focus, Export and Freight, Forwarder Magazine, Motor Transport, RHA Roadway, Route One, Transport and Logistics Magazine, Transport Engineer, Transport News, UKWA Warehouse, Warehouse and Logistics News, and many more.

During the challenge:

- Dedicated social media posts during participant transfers.
- Verbal acknowledgment in opening and closing speeches.
- Logo on the back pocket of jerseys worn by all participants on last day (shared space with Event Supporters).

Option for logo to be placed on the sleeve of jerseys (a more visible location) at a cost of £500.

After the challenge:

- Inclusion in the post-event press release and dedicated social media mentions thanking sponsors.

To discuss this sponsorship opportunity, please contact Anna at [anna@transaid.org](mailto:anna@transaid.org)



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### THE CHALLENGE

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This exciting three-day, 328-kilometre journey will bring together teams from across the transport and logistics industry and raise crucial funds for Transaid's road safety and access to healthcare projects across sub-Saharan Africa.

Over the past 14 years, our cycle challenges have seen over 520 riders conquer 16 bespoke events across 14 different countries, impressively amassing over £2 million for Transaid to date.

We are seeking corporate sponsors to support the event, with excellent marketing opportunities available for the packages. The packages and their related benefits are detailed below:

### HEADLINE SPONSOR - £5,000 +VAT (1 AVAILABLE)

#### BENEFITS

##### Before the challenge:

- **Company logo and biography** prominently displayed on the dedicated Cork to Dublin webpage.
- A news announcement on Transaid's website pre-event about the sponsorship.
- Regular **social media** posts on Twitter, LinkedIn, Facebook and Instagram.
- Dedicated recognition in Transaid's e-newsletter to **3,000+** industry professionals.
- Advert features in **key trade press**, including: Coach and Bus Week, Commercial Motor, CILT Focus, Export and Freight, Forwarder Magazine, Motor Transport, RHA Roadway, Route One, Transport and Logistics Magazine, Transport Engineer, Transport News, UKWA Warehouse, Warehouse and Logistics News, and many more.
- Company to be **named as headline sponsor in Transaid speeches** at major industry events (20+ events over a year, so the sooner you sign-up, the more publicity!).
- **Logo placement** in pre-departure presentation for participants.
- **Full support** with sponsor's press releases, materials, and PR opportunities throughout the sponsorship period.

##### During the challenge:

- **Branded cycling jerseys**, produced by Transaid, to be worn by all participants on the final day and in final day photographs, featuring the headline sponsor's logo prominently.
- **Framed cycle jersey** (branded with the headline sponsor's logo) as a thank you from Transaid.
- Option for travel friendly, **branded merchandise** to be distributed to participants by sponsor.
- **Headline sponsored banner** at the finish line with all participants.

**+ one free space in the Cork to Dublin Cycle Challenge!**

##### After the challenge:

- Named as headline sponsor in **press release** to the UK trade press once the challenge has been completed.



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## SPONSORSHIP OPPORTUNITIES

**MEDAL SPONSOR- £3,500 + VAT (1 AVAILABLE)**

### BENEFITS

Before the challenge:

- **Company logo** prominently displayed on the dedicated Cork to Dublin webpage.
- Two **social media** posts on Transaid's Twitter, LinkedIn, Facebook and Instagram.
- **Collateral** provided for use across sponsor's PR channels.

During the challenge:

- **Exclusive sponsorship** of Transaid's bespoke Cork to Dublin medals, displayed in all official finishing photographs, as well as getting good visibility in participants' photographs across their social media channels.
- **Recognition** in the event's opening and closing speeches.
- **Logo** prominently placed on sleeves of jerseys worn by all participants on the final day and in and in photography accompanying post-ride press release.

After the challenge:

- Inclusion in the post-event **press release**.

**EVENT SUPPORTER- £1,500 +VAT (MULTIPLE AVAILABLE)**

### BENEFITS

Before the challenge:

- **Company logo** displayed on the dedicated Cork to Dublin webpage.
- Two **social media** posts on Transaid's Twitter, LinkedIn, Facebook and Instagram.
- **Collateral** provided for use across sponsor's PR channels.

During the challenge:

- **Company logo** featured on the back pocket of cycling jerseys worn by all participants on the final day.
- **Recognition** in the event's opening and closing speeches.
- Option for travel friendly, **branded merchandise** to be distributed to participants by sponsor.

After the challenge:

- Inclusion in the post-event **press release**.

Join us in making this challenge event a remarkable success, whilst gaining unparalleled exposure and leaving a lasting impact on road safety and access to healthcare in sub-Saharan Africa.

To discuss these sponsorship opportunities please contact Anna at [anna@transaid.org](mailto:anna@transaid.org)