



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 corporate sponsors to support the event, with excellent marketing opportunities available.

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

BENEFITS

Before the challenge:

- **Company logo and biography** to be displayed on the dedicated Cork to Dublin webpage
- A news announcement on the website pre-event about the sponsorship
- Regular posts on Twitter, LinkedIn, Facebook and Instagram
- Recognition in Transaid's e-newsletter to the transport and logistics industry
- Art features in **key trade press**, including: *Construction Week*, *Construction*, *LT Focus*, *Export and Freight*, *Forwarder Magazine*, *Motor Transport*, *RHA Road Haulage*, *Transport Logistics Magazine*, *Transport Engineering*, *Port & Shipping*, *WA Warehousing and Logistics*, *News*, and many more
- Company to be named **headline sponsor** and **save** as a priority (20+ events over a year)
- **Go place** to be a part of the challenge
- **Support** to be provided, including, but not limited to, opportunities throughout the sponsorship.

During the challenge:

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



CORK TO DUBLIN



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 1 team of best performing cyclists employed in all official finishing photographs, getting their names and company name in all finishing photographs across the 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 photographs by 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