



17-26
SEP
2026

KILIMANJARO
TO COAST

SPONSORSHIP PACK

In September 2026, Transaid is embarking on its next African cycle challenge in Tanzania! Approximately 40 cyclists, largely from senior management level in the transport and logistics industry, will pedal nearly 500 kilometres to raise crucial funds for Transaid.

Renowned for organising 17 bespoke challenge events across 14 different countries in the past 14 years, Transaid's cycle challenges have successfully raised an incredible £2 million to date.

The goal is to raise a minimum of £150,000 to contribute to Transaid's life-saving work in Africa, focusing on enhancing road safety and improving access to healthcare.

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

HEADLINE SPONSOR - £10,000 +VAT (1 AVAILABLE)

BENEFITS

One free space in the Kilimanjaro to Coast Challenge (worth £4,694)!

Before the challenge:

- **Company logo and biography** prominently displayed on the dedicated Kilimanjaro to Coast webpage.
- A news announcement on Transaid's website pre-event about the sponsorship.
- Regular **social media** posts on 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.
- **Three additional invitations** to Transaid's 2026 Showcase, attended by approximately 150+ senior management level guests from the industry and possibly **HRH The Princess Royal**

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.

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

BENEFITS

Before the challenge:

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

During the challenge:

- Exclusive sponsorship of Transaid's bespoke Kilimanjaro to Coast **medals**, displayed in all official finishing photographs.
- **Company logo** prominently placed on sleeves or back pockets of the official jerseys worn by participants on final day and in photos.

After the challenge:

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

EVENT SUPPORTER - £2,000 +VAT (MULTIPLE AVAILABLE)

BENEFITS

Before the challenge:

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

During the challenge:

- Opportunity to provide travel friendly, branded collateral to display during final event dinner
- Company logo prominently placed on sleeves or back pockets of the official jerseys worn by participants on final day and in photos.

After the challenge:

- Inclusion in the post-event press release.

To discuss these sponsorship opportunities please contact Anna at anna@transaid.org