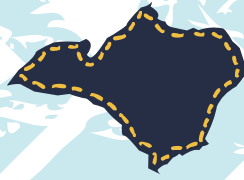




Isle of Wight 2026



SPONSORSHIP OPPORTUNITIES

THE CHALLENGE

From the 14 to 17 May 2026, Transaid is embarking on an extraordinary adventure with its next UK Cycle Challenge. Come with us on a journey through the South Downs, and then onto the Isle of Wight!

This exciting two-day, 217-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 15 years, our cycle challenges have seen over 580 riders conquer 17 bespoke events across 15 different countries, impressively amassing over £2.2 million for Transaid to date.

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

GOLD PACKAGE - HEADLINE SPONSOR: £4,000 +VAT (1 AVAILABLE)

BENEFITS

Before the challenge:

- Company logo and biography prominently displayed on Transaid's Isle of Wight 2026 webpage.
- A news announcement on Transaid's website pre-event about the sponsorship.
- Regular social media posts on LinkedIn, Facebook and Instagram.
- Promotion 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 big banner at the finish line with all participants.

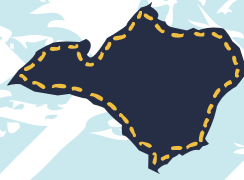
+ one free space in the Isle of Wight 2026 Cycle Challenge - worth £1,699!

After the challenge:

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



Isle of Wight 2026



SPONSORSHIP OPPORTUNITIES

SILVER PACKAGE - MEDAL SPONSOR: £2,000 + VAT (1 AVAILABLE)

BENEFITS

Before the challenge:

- **Company logo** displayed on Transaid's Isle of Wight 2026 webpage.
- Two dedicated **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 Isle of Wight **medals**, displayed in all official finishing photographs, as well as getting good visibility in participants' photographs across their social media channels.
- **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.
- Recognition in the event's opening and closing **speeches**.

After the challenge:

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

BRONZE PACKAGE - EVENT SUPPORTER: £1,000 +VAT (MULTIPLE AVAILABLE)

BENEFITS

Before the challenge:

- **Company logo** displayed on Transaid's Isle of Wight 2026 webpage.
- Two **social media** posts on Transaid's 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.