

# Sponsorship Rules

Please Read Very Carefully

## Personal Sponsorship Challenge

For some riders, especially when they haven't done much cycling, the greatest challenge involved with taking part in the Ride is actually completing the cycling. However, for the great majority the hardest task is raising sponsorship money, which means not only getting the pledges, but also actually collecting the money. We have found that the best approach is the straightforward one of asking as many people as possible for as much as possible. Also ask for the sponsor money upfront where you can, as this will help with the problem of collecting the money after the Ride - after all, we are all determined to finish, aren't we? Another good idea is to set yourself a target, which should be a challenge, but achievable, and obviously must exceed the minimum of £150 we reasonably expect of all our riders. The most successful fund-raisers have planned their campaign and spread their net wide through all their contacts. Last year, the average amount raised was £350 per rider. Another highly successful approach, which has been taken by a number of riders, is to approach the local fund-raising group of a particular charity which appeals to the rider, asking if the group would fund-raise on his or her behalf.

## Clarification Of Sponsorship Matters

### Bike Ride Finances

**The Bike Ride accounts are divided into two:**

1. The **Hayling Bike Ride** account is the operations account, and pays for all aspects of the Ride. Its income is derived from rider and support crew entry fees plus merchandising and commercial sponsorship in various forms. It strives to make a surplus to allow for improvements to the event. All entry fees, bike spares etc should be paid to the Hayling Bike Ride account.
- 2 The **A.C.E.** (Association for Charitable Endeavours) account is the charity account, and so all personal sponsorship cheques should be made out to ACE. The total amount paid into this account is paid out to the nominated charities and to those causes selected by the committee. A certain amount of the funds left at committee discretion is kept back at the end of each charity year for contingency charitable needs during the ensuing months, before new funds are paid in by the next year's cyclists. Copies of last year's audited accounts are available to any participant on request.

### Personal Sponsorship Cheques

All personal sponsorship cheques collected should be made out to ACE, and any cash handed in to the Bike Ride treasurer, where possible. We do understand that from time to time some of your sponsors, particularly larger companies who are used to making charity donations, will expect to make out cheques directly to their favoured charity, which should be sent straight on to the charity, with confirmation to us, for our records. However, we do hope that you can explain that the full amount sponsored will go to that charity via ACE, in most cases topped up by funds made available by riders to the committee. We cannot handle Charity Aid Foundation (CAF) cheques or Save As You Earn cheques. If you do not have strong feelings for a specific charity, please nominate ACE, so that we can give something back to the Island, for all the support given to us over the years. Every year we make discretionary donations to the local schools; the Scouts and Guides; Age Concern; Families in Crisis; Friends of Hayling Trees; the Sports Centre; the Community Centre, First Responders and a number of other Island and local deserving causes.

**PLEASE MAKE OUT ALL SPONSORSHIP CHEQUES TO ACE**

## Top 10 Sponsorship Tips

1. Set yourself a target
2. Make sure the top pledge on the form is a big one, as others are guided by it
3. Ask as many people as possible for as much as possible
4. Always explain what you are collecting for
5. Always carry your sponsorship form with you
6. Stress the distance of the Ride and the effort involved
7. Emphasise the history of the Ride and the amount raised over the years
8. Collect the pledge money upfront if possible
9. Take the phone number of people you don't know very well
10. Consider riding for a cause which is important to your 'sponsor community'

**But, very importantly, make it fun!**

### Commercial Sponsorship Opportunities

Please bear in mind the opportunities for businesses to support the Ride. This is mainly through paying for promotion on the back of the official Bike Ride Road Jerseys, but also through being linked with the Ride, in other ways. There are also aspects of the event itself which can be sponsored. Last year we had sponsors for the baggage lorry, and would be grateful for sponsors of bottled drinking water; high-energy products; medical supplies and some support vehicles. We would also be grateful for help with other requirements, such as bike spares; practice rides; bananas; insurance, photography and the Welcome Back reception on Hayling. If you have any ideas, or you would like us to send a letter to a potential supporter, please let us know.

### Commercial Sponsorship Cheques

Commercial sponsorship goes into the operations account to promote the event, and is not given out to charity, unless a substantial surplus is made. Cheques should be made out to 'Hayling Bike Ride'. Whilst clearly welcome and to be encouraged, money raised in this regard is therefore not part of the £150 minimum that riders are reasonably expected to raise for the benefit of charity through their participation in the event. In the event of a surplus, the constitution of the Bike Ride allows the committee to vote money into the charity account for distribution according to its discretion.