



## Sponsorship Ideas for 2012

Overall Sponsor for the whole event	£8500.00	This level would include incorporation of the company name in the event and therefore no additional brand aware by any other company on the day.
Competitors Numbers	50p/number	Company name and logo on all numbers
Mountain Bike Numbers	50p/number	Company name and logo on all numbers
Water Stations	Cost of Water	Refreshment station contains company product and branding which has been donated for the event <b>(not included in overall sponsor value)</b>
Energy Drinks	Cost of Drinks	Refreshment station contains company product and branding which has been donated for the event <b>(not included in overall sponsor value)</b>
Competitor Briefing Area and Team Pack ie Route Map and Route book	£150.00	Brand awareness on team information packs
Start and Finish Zone/Banner	£450.00	Company name and branding in around this area. Very visible for all competitors and spectators
Electronic Timing System	£2250.00	Branded Wristbands worn by all competitors
Transition Box Area	£250.00	Company name and branding in around this area. Very visible for all competitors and spectators
Orienteering Challenge	£250.00	Company name and branding in around this area. Very visible for all competitors and spectators
Additional Activity Stage	£250.00	Company name and branding in around this area. Very visible for all competitors and spectators
Stretches of the Mountain Bike route	£350.00	Company name and branding in around this area. Very visible for all competitors and spectators
Secret Disciplines	£200.00	Company name and branding in around this area. Very visible for all competitors and spectators
Water Activity Stage	£250.00	Company name and branding in around this area. Very visible for all competitors and spectators
Massage and Physio Station at End	Approx £400.00	To provide or cover the cost of this service – Good brand awareness of company and service delivery opportunity
Evening Entertainment	£650.00	This value would help cover the cost of a disco evening event function
Evening BBQ	£650.00	This value would help cover the cost of a BBQ
Evening Bar	£500.00	This money could be sponsored to the bar and then any money spent at the bar goes directly to the charity
Toilets	£50.00/loo	
Filming and DVD Production	Approx £3000	This value would give you brand awareness to every competitor before during and after the event with a dvd provided to all participants with company branding etc <b>(not included in overall sponsor value)</b>
Volunteer Bibs	£50.00	Brand Awareness on Bibs
Event Prize	£500.00	A price could be donated by a business which had the perceived value of at least the entry fee ie a weekend away in the alps for the team or Hotel in Scotland <b>(not included in overall sponsor value)</b>

### All Sponsors

- All sponsors will receive visibility on our BlueSky Challenge Website with a link to their website
- All sponsors will receive an invitation for at least 2 people to the evening party and prize giving
- All sponsors will receive the opportunity to add information on their business into the Team Pack
- All sponsors will receive acknowledgement in the media for their involvement