

EARTH WIND & TYRE



Renewable World

TACKLING POVERTY THROUGH RENEWABLE ENERGY

Durham to Edinburgh

10 – 11 June 2017

SPONSORSHIP PACK



Become a Corporate Sponsor for our epic wind-themed cycle challenge, a 200 mile route from Durham to Edinburgh via ten spectacular wind farms. This is a unique opportunity to sponsor an event that celebrates the might of wind power and the possibilities it holds to change our world. The ride will raise money to provide clean energy to power-poor communities in Kenya, Nepal, Nicaragua and Bangladesh.

Choose from one of our four sponsorship packages:

Platinum
£10,000

Gold
£6,000

Silver
£3,000

Bronze
£2,000

WHY SPONSOR EARTH WIND & TYRE?



THE RIDE

Saturday 10 — Sunday 11 June 2017

Now in its third year, Earth Wind & Tyre is an ambitious cycling event covering 200 miles, in two days, via ten spectacular wind farms. Conceived by Renewable World Ambassador, Christian Egal, this event is shaping up to become the charity challenge event of the UK renewable energy industry, especially for those involved in wind energy.

Starting in East Rainton, the route weaves through Northumberland National Park and the Scottish Borders, towards the final destination of Edinburgh. Last year's event attracted 51 participants and raised a total of £60,000. We plan to build on this success and continue growing this bespoke challenge event.

WHY SPONSOR EARTH WIND & TYRE?

Raise your profile

This event is being promoted to over 7,000 employees within the UK and European wind, solar and marine sectors. Sponsoring *Earth Wind & Tyre* will raise your company profile, increasing your credibility and prestige within the renewable energy sector as a whole.

Gain positive media exposure

Your company will be publicised in association with Renewable World. News of your support will reach employees, shareholders, the public and others within the renewable energy industry. We intend to promote the ride in trade press, local and regional newspapers, national media outlets, online and through our social media channels.

Meet your Corporate Social Responsibility

By sponsoring this challenge will be aligning with Renewable World and our mission to tackle energy-related poverty. Through this year's event we hope to raise over £60,000 to fund projects that empower women, reduce smoke pollution in the home and help marginalised communities generate increased income through agriculture. Your sponsorship will help us bridge the gap

between those that need renewable energy and those that produce it.

Engage your employees

Improve staff engagement by sponsoring a team from your company to take part in *Earth Wind & Tyre*. It has been proven that team building and corporate outings have a positive effect on employee morale. Research shows that staff feel happier at work and more committed to their jobs when companies invest in team outings. Happier employees equal more productive and more reliable staff – you know it makes sense.



SPONSORSHIP PACKAGES

PLATINUM - £10,000

All the gold benefits plus:

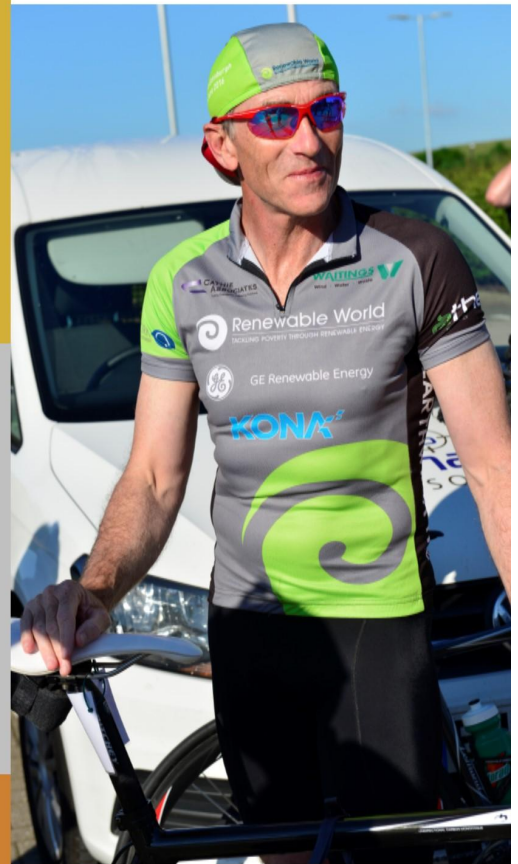
- ⇒ Your company named as the headline sponsor in all publicity (see page three for publicity details).
- ⇒ Your logo on the medals and event water bottles (exclusive alongside Renewable World branding).
- ⇒ A photo call at Floors Castle.
- ⇒ The opportunity to present medals at the end of the ride and a photo call.
- ⇒ Your logo in a prominent position on the back and front of the event cycling jerseys.



GOLD - £6,000

All the silver benefits plus:

- ⇒ Your logo on the event cycling caps (exclusive alongside Renewable World branding).
- ⇒ A page about your business will be included in the riders' pack that goes out to all participants.
- ⇒ Sponsorship of the alcohol served at dinner in Kielder Water on 10 June.
- ⇒ Your logo in a prominent position on the back and front of the event cycling jerseys.



SILVER - £3,000

All the bronze benefits plus:

- ⇒ Your branding at one of the event food stops.
- ⇒ A post-event presentation to your UK office, highlighting the impact that your support has had on energy-poor communities, sharing relevant case studies and discussing Renewable World's future plans.
- ⇒ Your logo in a good position on the back or front of the event cycling jerseys.

BRONZE - £2,000

- ⇒ Your company named in all publicity (see page three for publicity details), including local, regional and national press.
- ⇒ Your logo displayed at the end of our event video.
- ⇒ Your logo printed on the event cycling jerseys.



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PUBLICITY



"I love the idea that the efforts that we can put in, in one weekend here, can make a significant difference in other peoples lives." - Don McKay, 2016 Participant

PUBLICITY SECURED IN 2015 AND 2016

News about Earth Wind & Tyre in both 2015 and 2016 was well received by a range of news and media channels. We gained considerable coverage from regional and trade news outlets, as well as from online news channels and blogs.

Features included:

- A full page A4 ad in Real Power Magazine
- A full page A4 ad in Wind Energy Network and Wave & Tidal Energy Network (online readership of 6,500)
- A full page A5 ad in the Event Guide at the Global Offshore Wind Conference and Exhibition (21-22 June 2016) (over 15,000 attendees)
- Features in the following publications: New Post Leader, The Edinburgh Reporter, East Lothian News, Scottish Energy News, All Energy Industry News and Wind Power Monthly
- Blogs on the Greenhouse PR, ALLEN & YORK, Action for Renewables, Made by Cooper DIT Foundation and Vento Ludens websites
- News feeds on the Sun Wind and Energy, Cathie Associates, Taylor Hopkinson, Heta, Ore Catapult and Waitings Drainage websites
- A feature in the 6 Alpha Associates Newsletter



ABOUT RENEWABLE WORLD

Renewable World is a UK based charity working to relieve energy-related poverty in Central America, South Asia and East Africa. We work to bring a sustainable source of clean energy to communities without reliable access to power.

The problem

A lack of energy prevents economic development and compounds health issues. Without energy farmers can't pump water to irrigate their crops; women and children spend hours collecting water and fuel; homes are polluted with smoke and there is no refrigeration for food or medicine.

The solution

The provision of affordable energy can resolve many of these problems when it is used productively. A regular supply of clean energy can uplift income, improve health and enable access to learning.

Our work

Renewable World works with local partners to install appropriate technology, which can be used by agricultural or fishing communities to increase the volume or value of produce and ultimately generate increased income. We build each community's capacity to manage the energy systems by providing workshops on maintenance, financial management and governance. Our projects have already helped 26,000 people to power themselves out of poverty. By sponsoring this ride you can help us connect more people with life-changing energy in 2017.

For more information about Renewable World visit our website: www.renewable-world.org.

To express your interest in sponsorship please contact Emily Jesshope:
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or call 01273 234 801.

