



Sponsorship Pack 2018



Edinburgh Festival of Cycling 2015 Programme Launch with Commonwealth Games Team Scotland cyclists Kerry MacPhee and Louise Haston.

What is the Edinburgh Festival of Cycling?

The Edinburgh Festival of Cycling (EdFoC) is a celebration of cycling and cycling culture — rides, films, books, photographic exhibitions, talks, workshops, and more. It is a community festival — organised by the community, to both showcase cycling to Edinburgh with a mix of local and international contributions, and Edinburgh to cyclists both local and from across the world. The festival is now in its sixth year, with events currently being scheduled for 7th to 24th June 2018.

The first festival was held in 2013, although its origins can be traced back to a conversation between friends on Twitter in 2012. This year's festival will include even more events, for people of all ages and abilities.

Edinburgh Festival of Cycling Ltd is a not-for-profit social enterprise, with the aim “to celebrate all aspects of cycling in and around the City of Edinburgh, including travel, leisure, adventure, transport, sport, personal development to recognise its importance for encouraging social inclusion and economic development, reducing ill health and pollution and for making places. The festival aims to challenge people's perception of what cycling is and to put Edinburgh on the map as an international cycling destination”

Some statistics and information -

- Number of events (2017): 65 across 31 venues
- Number of Participants: ~8,000 p.a.
- Audience gender split: 55% male, 45% female
- Printed programme: 10,000 copies distributed throughout Edinburgh, the Lothians and beyond
- Number of Social Media followers: 5,850+ (as of February 2018)
- Website: www.edfoc.org.uk
- Facebook: www.Facebook.com/EdinburghFestivalofCycling
- Twitter: [@edfoc](https://twitter.com/edfoc)
- Instagram: [@edfoc](https://www.instagram.com/edfoc)

Contact details

Kim Harding, Director

e-mail: kim@edfoc.org.uk, info@edfoc.org.uk

mobile: +44 (0)7522 639 888



How can you support us...

The two main avenues for supporting the festival are sponsorship and advertising.

Sponsorship Tiers

We have a range of sponsorship tiers to suit all budgets. There are five different tiers, Bronze, Silver, Gold, Principal and Headline. The Bronze, Silver, and Gold tiers are primarily aimed at individuals and small businesses. The Principal tier is aimed at larger SMEs and the Headline tier at corporate sponsors.

1. Bronze (£60 minimum)

- Company name/logo in the printed programme, and on the EdFoC website
- 3 mentions on EdFoC social media channels

2. Silver (£300 minimum)

In addition to Bronze package, the Silver tier includes:

- 1 free event listing in the printed programme
- 2 tickets to ticketed EdFoC events (selection of talks, films etc.)
- 2 EdFoC mugs
- A quarter page advert in the printed programme
- 10 mentions on EdFoC social media channels

3. Gold (£600 minimum)

In addition to the Silver package benefits, the Gold tier includes:

- 2 free event listings in the printed programme
- 4 tickets to ticketed EdFoC events (selection of talks, films etc.)
- 4 EdFoC mugs
- A half page advert in the printed programme
- 20 mentions on EdFoC social media channels

4. Principal Sponsor (£2,000 +)

Our principal sponsors are generally looking to partner with us in order to bring a particular event or marketing campaign to EdFoC. These sponsorships are therefore bespoke to the individual sponsor, and we are very happy to discuss any ideas or interest you may have in supporting EdFoC at this level. In addition, principal sponsors will receive a full page advert in the printed programme, and have a choice of placement (e.g. inside back cover) on a first come, first served basis. Extensive marketing opportunities will be available surrounding any particular event you are interested in focussing attention on. We would work with you to ensure the objectives you have from engaging in such a campaign are met.

5. Headline Sponsor (£10,000 +)

All of the above, and priority branding rights to the whole 2018 Festival*.

What will you get for your investment?

Brand Exposure and awareness through social and traditional media channels. Opportunities to run your own PR / social media / marketing campaigns around your involvement with EdFoC. Examples may include highlighting your office in the Edinburgh area, staff incentives, promotion of a particular new product. We can provide: Social Media, newsletter sign ups, website, professional photographer at events.

*Events organised by the Edinburgh Festival of Cycling Ltd only.

Advertising

We have had annual print runs of 10,000 programmes for the Edinburgh Festival of Cycling. These are distributed throughout the city and surrounding areas at locations such as leisure centres, libraries, cafes, bike shops, business centres/offices, hotels, guest houses, and at relevant events (e.g. Pedal on Parliament, Pearl Izumi Tour Series Edinburgh). In addition, our programmes are available at EdFoC venues throughout the festival and online via issuu.

Our advertising rates for 2018 are:

Edinburgh Festival of Cycling 2018 - Advertising Ratecard

<p>Full page - non-bleed 106w x 156h</p> <p>Full page - with bleed 126w x 176h</p>	<p>Half Page 106w x 75h</p>	<p>Copy deadline: 25th March 2018</p> <p>All adverts should be supplied as hi-resolution, print ready PDF files.</p> <p>Email a/w to: vantagecreative@blueyonder.co.uk cc to: info@edfoc.org.uk</p> 
<p>Quarter Page 50w x 75h</p>		

RATES | 1/4 page £150 | 1/2 page £300 | Full page £600 | Full back cover £1200 | Inside back cover £900

