



Sponsorship Debrief



Edinburgh Festival of Cycling 2018, Will Manners – Revolutions, 7th June. Photo credit Andy Catlin www.andycatlin.com

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 seventh year, with events currently being scheduled for 6-16 June 2019.

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 – Edinburgh Festival of 2018

Events & venues across Edinburgh and the Lothians

- *Number of events:* >65
- *Number of venues:* >30 venues (mainly Edinburgh & the Lothians)
- *Other highlights – promoting people-friendly cities*
 - *Copenhagenize Scotland* with Morten Kabell, former technical & environmental mayor of Copenhagen
 - *Why We Cycle* – Dutch documentary film, followed by Q&A with Lesley Macinnes (Edinburgh Transport Convener), Dr Caroline Brown (Heriot Watt University) & Dr Lee Muir, Sustrans Scotland
 - *EdFoC on Tour* – events in Glasgow and Dundee for the first time
- *Other highlights – again giving a strong voice to women throughout our six years so far, with many female speakers and event organisers, including for 2018:*
 - *Riding through the Dark* – Film about a female cycling & mental health project in the Highlands, with the project coordinator, Ferga Perry
 - *Three things you need to successfully cycle across a continent* – talk with Q&A by Michelle Brideau
 - *Divided* – The Film with Q&A by Lee Craigie and Rickie Cotter, film makers & starring
 - *Restart the clock* – Lorena Jones on her recovery from serious injury and getting back on the bike
 - *The Freedom Machine* – stand-comedy by Elaine Gallagher
 - *Edinburgh Belles on Bikes* – come and try guided ride
 - *The Life Cycle* – Biodiversity Ride, with Kate Rawles
 - *Women's Cycle Forum Scotland: Pecha-Caka* (Suzanne Forup & Sally Hinchcliffe)
 - *Women's read, ride & write tour* (tour of book shops with Kate Rawles, with readings of books by women, with creative writing)
- *Highlights – consistently very high ratings for events and the Festival as a whole (from surveys)* >59% of respondents said the events exceeded or far exceeded the audience expectation & 40 % said the events met their expectations
- *Specific events for families, children and all abilities (many of our talks and other events were also suitable for young people)*
 - All-ability Bike Centre (ABC) - ride to the beach
 - All-ability Bike Centre – open doors
 - Bike-curious Family Workshop (getting cycling families pedalling, try-out of child seats, trailers, cargo bikes, walk-a-bikes)
 - Mountain bike skills for all ages by Edinburgh Road Club

Participants

- *Number of Participants:* approx. 11,000
- *Audience gender split:* 55% male, 45% female (based on ticket sales by EdFoC, web metrics & social media)

We are very proud of this, as it is highly unusual to have such high female participation rates for any cycling events, both for our rides and talks. For example, our 100 km supported Original Edinburgh Night Ride had 45% female riders in 2018 (with a 50/50 split in 2017 and similar figures for the previous years). For non-female specific cycle events, female participation events are usually around 10% (recognised industry average).

Publicity for Sponsors

- *Printed programme*
 - Advertisement in 10,000 copies distributed throughout Edinburgh, the Lothians and beyond (annually)
 - Listing as Principal Supporter on inside front page, with logo
- *Website*
 - Listed as Supporter on the main landing page <https://edfoc.org.uk/>
 - Listed as Supporter on the sponsor page <https://edfoc.org.uk/sponsors/>
- *Pop-up banners on stage*
 - Large logo as Principal Supporter (only available for this sponsorship tier)
- *Venue signs (outside most venues for events or throughout the Festival, where possible)*
 - Large logo as Principal Supporter (only available for this sponsorship tier)

Media coverage

- Over the first six years, the Festival has attracted excellent media coverage
 - 2018: The Guardian, The Scotsman, Scotland on Sunday, Edinburgh Evening News, Edinburgh Reporter, BikeBiz
 - Feb 2017 - named among the Top 10 European cycling festivals in Europe by Active Traveller Magazine
 - 2016, 2015, 2014 - best UK cycling festivals by Total Women's Cycling
 - Mar 2014 – best UK cycling festivals by the Guardian
 - STV Edinburgh (2016, 2017)
 - Full list of media coverage <https://edfoc.org.uk/media-centre/press-coverage/>

Social Media Activity

- Website: >60,000 hits during 2018 (321,000 since Feb 2013) www.edfoc.org.uk
- Facebook: >2,150 followers www.facebook.com/EdinburghFestivalofCycling
- Twitter: >4,800 followers [@edfoc](https://twitter.com/edfoc)
- Instagram: >650 followers [@edfoc](https://www.instagram.com/edfoc)