



Sponsorship Pack 2024



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

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 eleventh year, with events currently being scheduled for 31st May to 9th June 2024. The last full festival was held in 2019, then the pandemic rather got in the way.

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 we are planing to bring back the festival to its full length, and it will include loads of great 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 (2018): >65 across >30 venues (including events in Glasgow and Dundee)
- Estimated Number of Participants (across all events, 2018): ~11,000 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: ~7600 across Twitter, Facebook & Instagram (as of February 2019)
- 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



Photo credit: Andy Catlin

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 (£100 minimum)

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

2. Silver (£400 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.)*
- A quarter page advert in the printed programme
- 10 mentions on EdFoC social media channels

3. Gold (£900 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.)*
- 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 2024 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, cafés, bike shops, business centres/offices, hotels, guest houses, and at relevant events from April to June. We have also found that our print programmes travel by themselves, turning up as far afield as the west coast of America. In addition, our programmes will be available at EdFoC venues throughout the festival and online via [issuu](https://www.edfoc.org.uk). **The deadline for inclusion in the printed programme is 17:00 on Friday 22h March 2024.**

Our advertising rates for 2024 are unchanged from 2018:

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>Quarter Page 50w 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>
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RATES | 1/4 page £150 | 1/2 page £300 | Full page £600 | Full back cover £1200 | Inside back cover £900






Photo credit: Andy Catlin