



## Unlocking New Horizons: Technical Sponsorship Proposal for Cycling Brands wishing to collaborate with the UkGravelBike.club

Presented by Mark Chambers  
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## 1. Introduction

UkGravelbike.club is more than just a non commercial cycling community; it's a thriving hub of passionate cyclists who are always seeking new challenges and horizons that was created in 2016 before the many copies that can be found on social media today.

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- Combined Active Facebook Group members: 39495
- Facebook Page followers: 3699
- Instagram Page followers: 2135
- Strava group followers: 1790
- Website visitors: 60 – 400 visitors a day according to content posts

\* I can supply a full digital report confirming these results

With a rapidly growing membership base and a strong online presence, we've become a central point for gravel biking enthusiasts across the UK and abroad.

### Objectives of the Technical Sponsorship:

- **Enhanced Exposure:** Reach a targeted and engaged audience of cycling enthusiasts.
- **Shared Values:** Align with a community that values quality, innovation, and exploration.
- **Meaningful Engagement:** Establish a lasting connection with members through value-added offerings.
- **Collaboration:** Explore co-branding opportunities for events that embody the spirit of adventure.

## 2. Benefits of Sponsorship

### A. Extended Reach to Enthusiastic Cyclists

- Our membership consists of avid gravel bikers, adventure seekers, and cycling enthusiasts who actively engage with our content and recommendations.
- Leverage our network to access a highly targeted audience for your brand's products and services.

### B. Prominent Visibility on Multiple Platforms

- Enjoy prime visibility through our website, social media channels, and newsletters, giving your brand continuous exposure.
- Engage with members through feature articles, interviews, and product spotlights.

### C. Enhanced Brand Exposure

- Maximize brand recall through dedicated sections showcasing sponsors on our website, creating a strong association with the cycling community.

### D. Co-Branding Opportunities

- Collaborate on gravel events that capture the essence of adventure and exploration.
- Co-branding extends to event promotions, merchandise, and experiential activities, forging a deep connection with participants.

## 3. Sponsorship Package

### A. Membership Discounts for Members

- Offer exclusive discounts to UkGravelbike.club members, incentivizing brand loyalty and purchases.
- Strengthen your customer base while enhancing the value proposition for our members.

### B. Website and Social Media Exposure

- Your brand's logo and content (press releases) featured prominently on our website and social media channels.
- Engage directly with members through engaging posts, stories, and interactive content.



### C. Co-Branding Gravel Events

- Elevate brand awareness through co-branded events that embody the spirit of adventure.
- Gain exposure before, during, and after events, reaching both physical and virtual audiences.

### D. Priority Access to New Features

- Stay ahead of the curve with early access to our upcoming features and offerings.
- Position your brand as a leader in embracing innovative cycling experiences.

## 4. Contract and Commitment

### Yearly Contract Details

- Our sponsorship packages are available on a yearly contract basis, providing stability and consistency
- Costs: First year is free with no autorenewals *\*voluntary donations towards the running costs of the project are welcome / Second year is discussed upon results reached.*
- We are open to discussions on customizing the package to suit your brand's specific needs and goals.

### Flexibility and Adaptability

- Our partnership is built on flexibility, allowing adjustments as your brand's marketing strategies evolve.
- We value open communication and a dynamic approach to ensure mutual success.

## 5. Mutual Growth and Success

### How Sponsorship Supports Both Parties

- Our members gain access to quality products and services through exclusive discounts.
- Your brand gains exposure to a dedicated community that aligns with your values and offerings.

### Shared Goals and Values

- Both UkGravelbike.club and your brand share a commitment to promoting cycling, adventure, and community engagement.
- Together, we can enhance the cycling experience for enthusiasts across the UK.

## 6. Next Steps

### Proposal Acceptance Process

1. Review the proposal and assess the benefits presented.
2. Identify areas of customization or additional features.
3. Reach out to us with any questions or to express your interest in proceeding.

### Further Discussions and Customization

- We look forward to discussing your specific needs and aligning our proposal to your brand's goals.
- Let's work together to create a tailored sponsorship plan that ensures maximum impact and engagement.



*Thank You*

We appreciate your time and consideration in reviewing our Technical Sponsorship Proposal. Together, we can inspire, engage, and explore the boundless opportunities that lie ahead in the world of cycling. We eagerly await the chance to embark on this exciting journey with your esteemed brand.

For inquiries and further discussions, please contact:

A handwritten signature in black ink, appearing to read 'Mark Chambers'.

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**References:**

<https://www.ukgravelbike.club>  
<https://www.facebook.com/UkGravelBikeClub>  
<https://www.facebook.com/groups/ukgravelbikeclubroutes/>  
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