



Maynooth Students for Charity



Galway Cycle 2019

Featured Sponsorship
Proposal



The 2019 Galway Cycle

- The 2019 Galway Cycle will take place between Friday 5th and Sunday 7th April 2019.
- Up to 250 cyclists are expected to participate.
- More than 60 volunteers will form a support crew for health and safety, transport, catering, bicycle repair and first aid at 6 individual pit-stops between Maynooth and Galway.
- Over 350 street collectors will be in Galway on Saturday 6th April for the chosen charity
- Regular group training sessions prior to the race.
- Sponsorship is vital to help us reach our goal of keeping costs to an absolute minimum.

About the Galway Cycle

- Established in 1987 by students at St. Patrick's College, Maynooth to raise money for charity.
- First cycle from Maynooth to Galway and back comprised eight cyclists and one support car!
- In excess of €1 million raised since inception for a host of charities.
- Volunteer led and managed so costs are kept to an absolute minimum.



Our Charity Partner for 2019: Vision Sports Ireland

- We aim to raise €100,000 to enable Vision Sports Ireland to develop a multi-sport Youth Inclusion Games that will introduce 1500 blind/vision impaired youth and children to sport over three years. The plan is to roll this out to 9 regional venues.
- Vision Sports is unique in that it is the only organisation in Ireland solely dedicated to promoting sport and leisure for vision impaired children and adults. It allows blind people to participate fully in, and derive health benefits from, sport, including tandem cycling, athletics, equestrian, tennis and more.
- Children are introduced to a range of sports early to assist them with identifying the activities they may participate in for life, for leisure or up to elite competition.



Vision Sports Ireland (VSI) is the National Governing Sport body for vision impaired people in Ireland. The charity is a not for profit organisation founded in 1988 and is run by the Board of Directors all of whom are volunteers.

Registered Charity Number: CHY 10793
CRO Number: 141882

The project we are helping to deliver

Of 8,000 registered blind/vision impaired youth and children in Ireland just 900 (15%) are understood to participate in sport (national average for this age group is 32%).

The Vision Sports Youth Inclusion Games aims to increase levels by 166% to an overall 2400 participants in three years (an amazing 40% overall participation level).

This will be achieved by hosting 9 regional Youth Inclusion Games in 3 years as follows: 2019 Limerick, Sligo and Kerry; 2020 Westmeath, Galway and Cork; 2021 Kilkenny, Waterford and Louth. Each event will attract 300 youth and school children (45% able-bodied, 55% vision impaired).

Funds will be used for transport of students from school gate to central venue plus return; venue hire; competition and event costs; coaching and administrative expenses; programme management; food; Vision Sports Youth Inclusion Games promotion; commemorative medals, general adaptive equipment costs (tennis balls, tandem hire, guide tethers, sound balls etc.).

To enable blind and vision impaired people to participate fully in sport and recreational activities of their choice.





HOW YOU CAN HELP AS SPONSOR

- This extraordinary event offers outstanding opportunities to corporate sponsors ranging from cash support to providing gifts-in-kind.
- We are seeking to secure Featured Sponsors for the Galway Cycle 2019 who will contribute €750 - €1250 * giving us the best opportunity to raise the much needed funds required to make our charity partner's project a reality.

(* this determines jersey positioning)



Recognition Opportunities

- Prominent display of company logo on the Galway Cycle 2019 jersey.
- Logo and sponsor info displayed on the Galway Cycle website, on our Sponsors page.
- One social media post per week from Feb 1st 2019 to mid April highlighting your sponsorship.
- Creation of a sponsor hashtag that will be used on weekly social media posts in the final two months of the event linking to your business sector / service relevance.
- Thank you social media post from our charity partner VSI.
- One free cyclist place for a staff member (includes registration fee, hostel accommodation, events during the weekend and sponsorship waiver) to be your Brand Ambassador on the event for photo opportunities.
- Invitation for two extra staff to attend the total money raised announcement held in Galway on the evening of Saturday 6th April 2019.
- Your logo featured on the WALL of THANKS Banner used in Eyre Square, on Friday and in Maynooth on return for official photos of the event for national media circulation.

How you can benefit...

- Opportunity to promote your brand and products/services to all Galway Cycle participants, collectors and volunteers.
- Digital pack for you to use within your business comprising email signatures, web and social media content highlighting your support of the Galway Cycle and its charity partner Vision Sports Ireland
- Opportunities for your staff to get involved either as cyclists, collectors or volunteers.



Thank You

Contact us for any queries on –

fundraising@galwaycycle.ie

or

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