



# RIDE THE CHANGE

2022

## SPONSORSHIP OPPORTUNITIES



Current  
Sponsors  
Include:



# AECOM

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# BACKGROUND

Last year's Ride the Change to COP26, from London to Glasgow, was a BIG success!  
175 riders completed the 500 mile cycle, raising 5,574 pledges.

Building on this success, we're doing it again in 2022! This time the ride will be from South Wales to London, arriving in early November to hand the COP baton over to Egypt ahead of COP27.

# SUMMARY

We're pulling together a group of bike-loving climate champions and influencers to join the ride, using the trip to raise action and awareness around positive climate solutions.

We're on the hunt for B-Corps, responsible businesses and organisations to support us, amplify these messages and accelerate impactful climate action.

**We'd love you to be involved too**

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# WHY

Global GHG emissions must peak before 2025 if we are to limit warming to 1.5°C. **We need action now.**

Last November, we rode to COP26 in Glasgow, in declaration of the grave need for concerted, collaborative international climate action.

From these negotiations, emerged the Glasgow Breakthrough Agenda: ambitious commitments to dramatically accelerate the innovation and deployment of clean technologies in five key sectors of the economy – Power, Road Transport, Steel, Hydrogen, and Agriculture.

Now, Ride the Change is back for COP27, with these Breakthrough Areas as our linchpins.

This year we're not cycling to Egypt (although we did explore the possibility!).

Starting in Port Talbot, Wales, around 200 of us will cycle to London, via projects, businesses and organisations aligned with the Glasgow Breakthrough Agenda; gathering messages, uncovering stories and collecting demands from communities across England and Wales, to give to national policymakers to take to COP27, Egypt on November 5th.

**Join us!**

# OUR GOALS

## **1. To empower a community of climate champions**

By equipping the riders with the tools they need to drive substantial changes within their communities and workplaces, through three key elements of the ride:

- a. Experiencing** first-hand the impact that they can inspire through asking people for support through simple climate action pledges – things like cycling to work, wasting less food, or switching banks.
- b. Educating and informing them about climate projects and solutions across the country,** through a series of talks, films, and shared meals each evening of the ride, as well as pit stops on route.
- c. Connect** them to a community of people who share a passion for climate action, building strong relationships through the shared experience of the ride.

## **2. To influence policy makers in the UK and at COP27**

By sharing powerful impact stories, data, and lessons from the ride through targeted PR and social media. Some such policy makers may even join legs of the cycle itself, experiencing the impact and energy first hand.



# THE PLAN

**Dates:** Nov 2-5, 2022

**Days:** 4

**Start:** Port Talbot, Wales

**Finish:** Westminster, London

**Route overnight stops:** Port Talbot > Newport > Bath > Newbury > Westminster

**Distance:** 225 miles+-

**Expected riders:** 200 (including 50 full trip riders, and 150 day trippers)

## **Pricing to Participate:**

1x corporate entry: £1,000 + £250/rider

Price for individual full trip: £250

Price for day trippers: £75/day





Cycling soapbox back for 2022!



## ACTIVITIES & EVENTS OFF THE SADDLE...

Sustainable Supper Club - NEW for 2022!



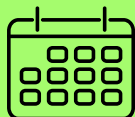
Stop offs and visits to: power, steel and industry, agriculture, transport and hydrogen projects...



# A DAY IN THE LIFE OF A COP27 RIDER...

*[subject to change depending on how early you like to get up 😊 ]*

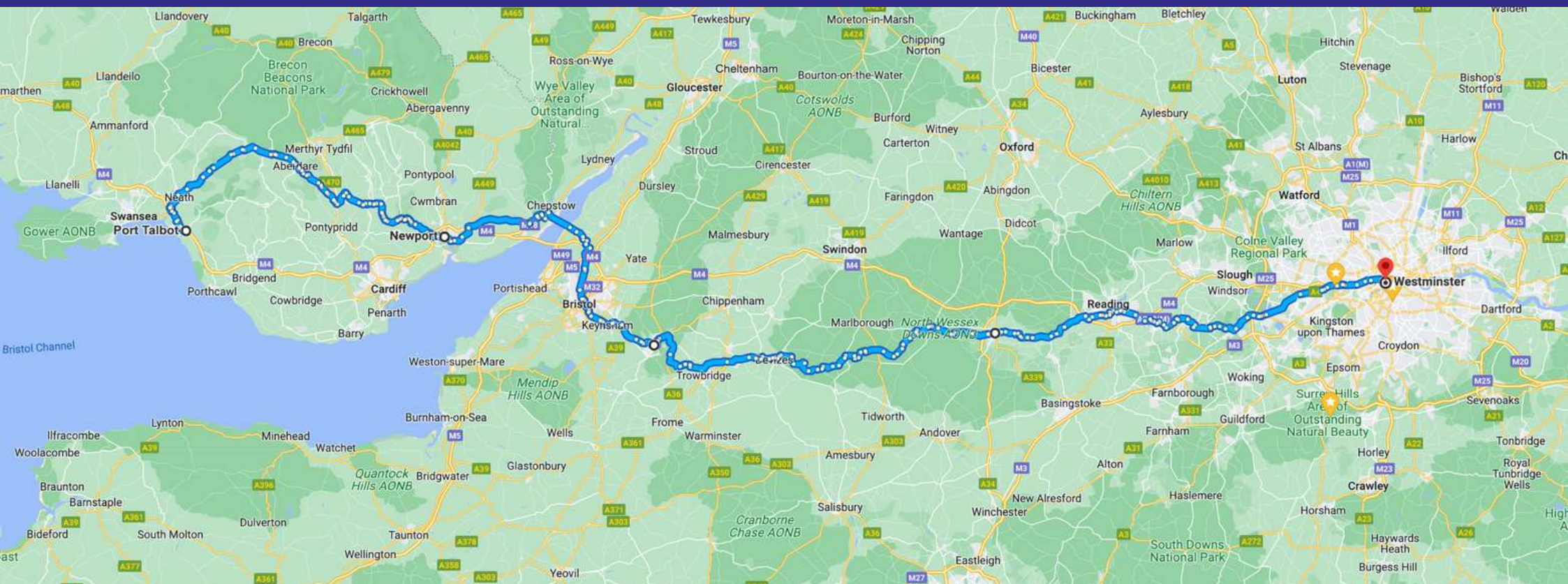
- 07:00** Wake up in your lodgings (organised by you)
- 07:30** Breakfast and pack up
- 8:00** Drop bags at central town location (Brake the
- 9:00** Cycle will carry this to our day's end point)
- 9:00** Roll along lovely lanes through UK countryside
- 13:00** with fellow riders
- 12:00** Lunch at a pitstop organised by Brake the Cycle
- 15:00** (lunch is included with various vegan and GF options)
- 16:00ish** **Arrive at the days finishing point, collect bags and**
- 18:00** **head to accommodation**
- 19:00** Dinner and evening networking and events organised by  
Brake the Cycle and Adventure Uncovered  
(e.g film festival, supper clubs, cycling soap box,  
workshops).







# ROUTE OVERVIEW



We've combed through Google and maps of the National Cycle Network, combined it with our first hand experience of running countless UK cycling tours and altered our route, ever so slightly, for the better.

Our route takes 4 days, avoids major urban centres (and therefore hours of cycling through suburbia and getting lost on roundabouts), takes in pretty UK towns and smaller cities and winds through quiet lanes through AONBs and rural landscapes wherever possible

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**Total distance:** 225 miles (ish)

**Total time in the saddle:** 25 hours

**Avg distance per day:** 55 miles

**Avg time in the saddle:** 6 hours/day

**Road surface:** Tarmac lanes (National Cycle Route where possible).

**Link:** <https://goo.gl/maps/cteCNxskxrLN2w1E9>



# WHAT WAS PLEDGED IN 2021?

[READ THE FULL REPORT](#)

Riders asked for support in the form of climate action pledges instead of cash.  
Here's the impact they raised together:

**2144 SUPPORTERS**

**5,574 TOTAL PLEDGES**

**277 TONNES TOTAL CO2 PLEDGED**

**481 TONNES TOTAL WASTE PLEDGED**

**9.7 MILLION LITRES TOTAL WATER PLEDGED**



TOP WASTE SAVING DO ACTION

**CLOTHES CALL**  
**475 TONNES**



TOP WATER SAVING DO ACTION

**PASSION FASSION**  
**5,574 LITRES**



As much carbon as  
**2,809**  
flights from London  
to Glasgow



As much carbon as  
**596**  
car trips from London  
to the North Pole



As much meat as  
**5,517**  
chickens saved through  
Veg Out



As much waste as  
**7,356**  
wheelie bins



**5,517**  
disposable cups avoided  
through You Mug









# 2021 EVENT COVERAGE

- Newsletter + Strava, Facebook and Whatsapp Rider Groups: **100+** riders in each
- Combined\* website visits: **25k**
- Social Media impressions: **1m+** [#ridethechange](#) [#ridetocop26](#)
- Press exposure: BBC Regional News, Sky News, ITV News, Bloomberg, The Londonist

*\*All event stakeholders.*



ADVENTURE  
UNCOVERED





*"I'm not even going to disguise how happy I am to have completed Ride the Change, special thanks to Brake the Cycle, Do Nation etc."*

**Chris Cayley, Cayley Coughtrie  
(2021 Sponsor)**

*"Thanks Do Nation and Adventure Uncovered for planning this ride with purpose and raising awareness through climate pledges."*

**Vanessa Maire, Unilever  
(2021 Corporate Team)**



*"5,000+ pledges towards climate action, amazing scenes, and even better people. What an experience, well done Team AECOM!"*

**Michael Leslie, AECOM  
(2021 Sponsor)**





## 2021 SPONSORS...

**Abel & Cole**  
Easy Organic Everything

**SYMPROVE™**

**CAYLEY  
COUGHTRIE**

**AECOM**



## SOME OF LAST YEAR'S GROUPS...

BROMPTON

Unilever

**NHS**

 CarbonCapture™

ARUP

 Green Party

**SEISMIC**

**CRA** Charles River  
Associates

 **CLIMATE  
FRESH**

 **POOL** POINT

 **Anthesis**

 **LEAP**



# HEADLINE SPONSOR



- **PRODUCT PLACEMENT**
- **MENTION IN 10X SOCIAL MEDIA POSTS**
- **BRAND INFORMATION IN RIDER PACKS**
- **1X RIDE EMAIL DETAILING COMPANY INFO OR OFFER**
- **OPPORTUNITY FOR START/FINISH LINE BRANDING**
- **OPPORTUNITY TO HOST EVENING EVENT**
- **OPPORTUNITY FOR SNACK STOP BRANDING**
- **OPPORTUNITY FOR ARTICLE ON AU.COM**
- **LOGO ON COMPLIMENTARY RIDER KIT E.G. CAP**
- **MENTION IN THE EVENT IMPACT REPORT**
- **RIGHTS FREE ACCESS TO ALL EVENT IMAGES AND VIDEOS**
- **UP TO 5 PLACES ON EVENT INCLUDED**

**AVAILABILITY: 1 HEADLINE SPONSOR ONLY**

**INVESTMENT: £20,000**

# GOLD SPONSOR



- **PRODUCT PLACEMENT**
- **MENTION IN 6X SOCIAL MEDIA POSTS**
- **BRAND INFORMATION IN RIDER PACKS**
- **SPONSOR NAME INCLUDED IN RIDER EMAILS**
- **OPPORTUNITY TO HOST EVENING EVENT**
- **OPPORTUNITY FOR SNACK STOP BRANDING**
- **OPPORTUNITY FOR ARTICLE ON AU.COM**
- **LOGO ON COMPLIMENTARY RIDER KIT E.G. CAP**
- **MENTION IN THE EVENT IMPACT REPORT**
- **UP TO 4 PLACES ON EVENT INCLUDED**

**AVAILABILITY: MAX 2 GOLD SPONSORS**

**INVESTMENT: £12,000**

# SILVER SPONSOR



- **PRODUCT PLACEMENT**
- **MENTION IN 4X SOCIAL MEDIA POSTS**
- **BRAND INFORMATION IN RIDER PACKS**
- **SPONSOR NAME INCLUDED IN RIDER EMAILS**
- **OPPORTUNITY TO HOST EVENING EVENT OR SNACK STOP BRANDING**
- **MENTION IN THE EVENT IMPACT REPORT**
- **UP TO 2 PLACES ON EVENT INCLUDED**

**AVAILABILITY: MAX 3 SILVER SPONSORS**

**INVESTMENT: £6,000**



# BRONZE SPONSOR



- **PRODUCT PLACEMENT**
- **MENTION IN 2X SOCIAL MEDIA POSTS**
- **BRAND INFORMATION IN RIDER PACKS**
- **SPONSOR NAME INCLUDED IN RIDER EMAILS**
- **OPPORTUNITY FOR SNACK STOP BRANDING**
- **MENTION IN THE EVENT IMPACT REPORT**
- **UP TO 2 PLACES ON EVENT INCLUDED**

**AVAILABILITY: MAX 5 BRONZE SPONSORS**

**INVESTMENT: £3,000**



## Leadership

Raise your profile as an authentic leader and supporter of change

## Engage with riders

Share your company's message and story with evening events, lunch stops, corporate stop offs / site visits.

## Amplify your voice

We live in unprecedented times. Climate change is the most important issue of our day. Let the world know it's time to act.



## Connection

Unprecedented networking opportunity - cycling is the new golf, only way better.

## BENEFITS OF SPONSORING

## RIDE THE CHANGE...



## Brand presence

Logo exposure etc. before, during and after the event.





## Led by: Do Nation

Born out of a love of crazy cycle challenges when our founder cycled from London to Morocco in 2009. Instead of asking friends to support her by donating cash, Hermione asked for action - and together her friends' actions saved as much carbon as 84 flights from London to Morocco.

Since then, Do Nation's team has been working tirelessly to build an online platform that anyone can use to raise climate action pledges - things like cycling to work, wasting less food, or switching to a renewable energy provider.

Our goal is to drive lasting behaviour change and to show the world how small actions can add up to make a big difference.

In 2015, we organised a cycle ride to COP21 in Paris, and so when it was announced that COP26 would be held in Glasgow, we jumped at the chance to get back on the bikes.



## Organised by: Brake the Cycle

Brake the Cycle is the UK's sustainability-focused cycle tour company. Over the last decade, they've taken hundreds of people all over the UK and Europe visiting sustainable and environmental initiatives. They'll be taking care of the logistics for the ride, ensuring all you have to do is pedal. Brake the Cycle is a brand of Adventure Uncovered.





## Charity Partner

Possible (formally 10:10) are our charity partner, and their mission is clear: to inspire climate action.

They'll be linking us up with some great community climate projects as we make our way up the country, and will be making sure the ride makes a big splash - getting attention of leaders and influencers in the build up to COP27.

**Possible.**

## Content & Media Partner:

Adventure Uncovered's purpose is to influence social and environmental change through responsible adventure, inspiring and motivating outdoor enthusiasts to take positive action towards the health of people and planet.

Brake the Cycle merged with Adventure Uncovered in 2020 and will add content services to the ride, pre, during and after, including articles, film(s) and photography.

**ADVENTURE UNCOVERED**

## PR Partner:

**TBC**

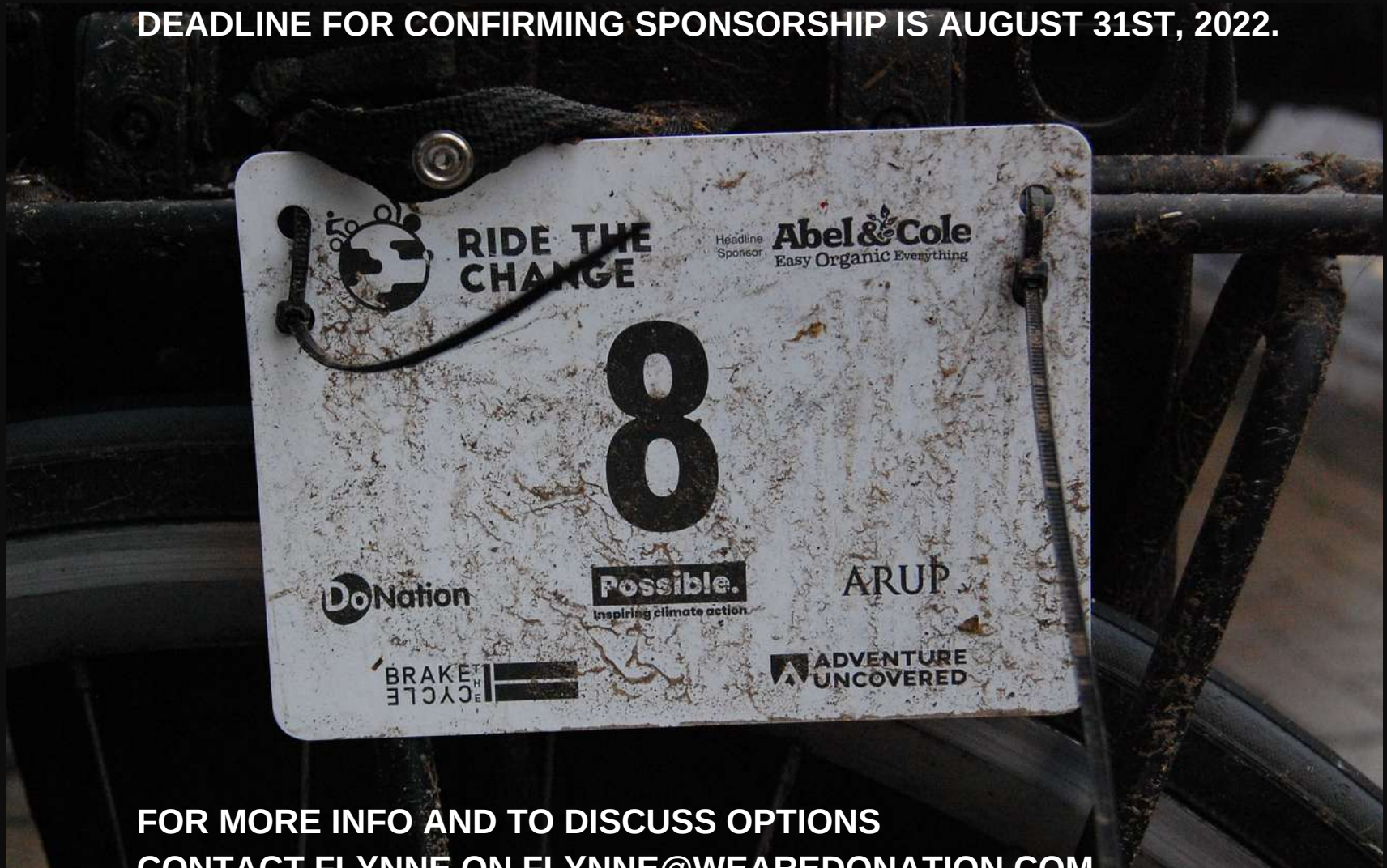


**EVENT PARTNERS**



# CONTACT US

DEADLINE FOR CONFIRMING SPONSORSHIP IS AUGUST 31ST, 2022.



FOR MORE INFO AND TO DISCUSS OPTIONS  
CONTACT FLYNNE ON [FLYNNE@WEAREDONATION.COM](mailto:FLYNNE@WEAREDONATION.COM)





# RIDE THE CHANGE 2022

