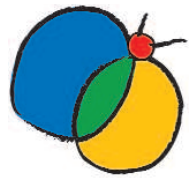


The Chaucer Challenge Cycle ride 14th September 2008



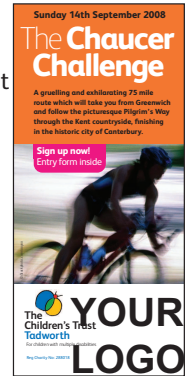
Sponsorship Proposal

Sponsorship Package

Sponsoring the event will generate additional exposure, and positive PR for your company, through association with a national children's charity. Your support will also ensure that all the money raised from the event can go to helping the children in our care where it is needed most. Sponsorship of this event will cost £6,000 + VAT.

Benefits

- Your logo on all promotional material and correspondence associated with the event. This includes; banner at the start and finish line, leaflets, posters, adverts, and mailings which will be displayed in / sent to:
 - shops, clubhouses, universities, gyms and leisure centres, police and fire stations, and town centres.
- The opportunity to start the riders off from Greenwich and to present the medals at the finish line in Canterbury.
- Media coverage pre and post-event in media including press, websites, radio and magazines.
- Guaranteed entry to the ride for your employees; an opportunity to get everyone involved and develop team building skills.
- Items if your choice (e.g discount vouchers / flyers / leaflets) to be included in riders' take home goody bags.



We are more than happy to discuss any other opportunities you would like to include.

Promotions Summary

- The event will be promoted through our website: www.thechildrenstrust.org.uk (on average over 22,000 sessions per month).
- Pre and post event press releases sent out to national and regional press, cycling and health magazines,
- Promotion through the Trust's internal and external publications including newsletters, leaflets and information packs.
- Invitations and mailings sent to a database of over 2,000 individual cyclists, cycling groups, and companies in London and surrounding areas.
- Advertisements in cycling publications and local media.

The Children's Trust

The Children's Trust is a UK registered charity that provides care, education and therapy to children with multiple disabilities. It is particularly renowned for its rehabilitation service for children with traumatic brain injury. The care is provided at the site in Tadworth and within the community across the UK.

Background on the Chaucer Challenge 14th September 2008 for potential sponsor:

In the past few years we have piloted an event called The Chaucer Challenge. It is a 75 mile cycle ride from Greenwich to Canterbury, through the beautiful Kent countryside including the Pilgrims Way and the North Downs. The feedback from riders is that they love this event. It is very challenging, far more so than the London to Brighton which as you will know is a huge event that attracted 650,000 riders last year.

We believe the Chaucer Challenge has the potential to grow into a similar event. Many riders look for a more challenging ride after completing the London to Brighton and our event is perfect for them. We are hoping that this event will become a special weekend rather than just a day, and this could be done with the help of a sponsor. At present the event is very small, last year around 100 riders took part. However feedback received confirmed our view that this event has great potential, so this year we are really pushing it aiming to get up to 500 riders on the day. We already have had lots of enquiries about this year's ride so it is looking promising! We will also be putting a lot more time and effort into promotion of the event for this to happen.

I know you will appreciate that this would be a fantastic event to sponsor. In doing so you will raise your profile with an affluent ABC1 demographic, with the added bonus of the positive association with a children's charity.

Last year GE Capital paid most of our costs and provided a barbecue for riders and families at the finish in Canterbury. The riders really liked this and over 80% of riders from last year said they would love to take part again this year, and recommend it to others.