



**CORPORATE SPONSORSHIP PACK -  
CYCLE PALESTINE 2021**

# Invitation to sponsor Cycle Palestine 2021



Medical Aid for Palestinians (MAP) is a UK registered charity that works for the health and dignity of Palestinians living under occupation and as refugees. MAP provides lifesaving medical supplies, equipment, training and humanitarian aid to Palestinians in Gaza, the West Bank and Palestinian refugee camps in Lebanon.

MAP offers the opportunity to sponsor our Charity Challenge Cycle Palestine 2021, taking place from 5th – 13th June 2021. The cycle ride will take participants through historical landmarks across the West Bank whilst witnessing the challenges that Palestinians face living under occupation and as refugees.

## **Sponsorship benefits include:**

- High profile association with an exciting and unique event in Palestine in 2021
- Enhanced brand integrity through alignment with a respected humanitarian organisation
- Targeted exposure and positive positioning amongst an affluent, socially active audience
  - An opportunity for direct engagement with target audience
  - An exciting opportunity for your employees

Cycle Palestine 2021 will be MAP's 5th cycling adventure in Palestine bringing together MAP supporters and keen cyclists, who are predominantly UK based professionals willing to give up their busy careers to go the extra mile to support MAP's work. After five years hosting these events, we have established an outstanding, life-changing event that attracts cyclists from all over the world. This is an excellent opportunity to reach out to professional and active members of the British and Arab communities in the UK and beyond. Your support will advertise your brand with all participants and their sponsors, but you will also connect with individuals through a mutual passion for the Palestinian cause.

**Sponsoring Cycle Palestine is a vital investment in our work.  
We thank you for your kind consideration.**

# SPONSORSHIP OPPORTUNITIES



## Exclusive Headline Partner (£15,000)

- Exclusive Branding - in all press releases; logo on cycle jerseys & e-newsletter up to 31,000
  - Editorial Feature in MAP's magazine Witness – sent to over 14,000 subscribers
  - Editorial feature shared on social media (Facebook – 141,000 followers, Twitter 14,100)
  - Exclusive photo opportunities - your logo worn on cyclists' clothing across West Bank
- Film clip of the CEO/Director – message of support shown on MAP website (approx. 12,600 views/ month) and sent to all cyclists and their sponsors
  - Priority booking for company employees (\*subject to availability)
  - All benefits of Gold sponsorship

## Gold Sponsor (£10, 000)

- Publicity feature in MAP e-newsletter – weekly newsletter sent up to 31,000
- Online Branding & Editorial Feature – Editorial feature on MAP website for two weeks
- Logo included on branded clothing – given to all cyclists to wear in training and in the West Bank
  - All benefits of Silver sponsorship

## Silver Sponsor (£5, 000)

- Logo featured in the press releases and on MAP website
- Display MAP's logo on your website – capitalise the brand partnership by running a customer facing promotion to raise awareness of your ethically responsible brand
- Social media – mentioned on Cycle Palestine feature on Facebook (141,000 followers & Twitter 14,100 followers)
  - Cause related marketing – a % of sales of your product to support MAP's projects

# A word from a long-standing sponsor



Pictured: Chris Taylor on Cycle Palestine 2015

"We have been proud sponsors of MAP on a number of occasions. It's a charity and cause that we at Forte believe deeply in, and it's been a pleasure to work with them over multiple years. They deliver life-saving support to some of the most vulnerable Palestinians living as refugees or under occupation, and we're honoured we could work with them to raise funds for their medical projects."

**Chris Taylor - Managing Director  
Forte Securities (London)**

**To discuss options, please contact:  
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