



Caldicot Castle 2017



Sunday 8th October 2017



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Sponsorship Proposal

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This exciting annual event has grown dramatically since its launch back in 2000. Each year over 2,500 Motorbikes take part in the charity ride, which raises money for Meningitis UK and other local charities.

This year Caldicot Town Team have taken over the event, who are a voluntary community group working to regenerate Caldicot and the wider area. The ethos of the ride is exactly the same, to raise money for worthwhile charities in the local area, along with Meningitis UK

The event is organised by a group of passionate, committed community members. The overall event is run by over 70 volunteers, who are situated in the car park, along the route and at Aust services.

The event this year has moved to the beautiful surroundings of Caldicot Castle, where riders pass the Castle itself when pulling up, 2,500 bikes in the grounds for spectators to admire, whilst enjoying the day.

Bikers and families from across South Wales and the West Country are expected once again to join us in raising money for local charities as well as Meningitis Now.

The event will boast live music and entertainment, hot food and drink, a licenced bar and traders from across the motorbike industry, along with Children's rides, Laser Tag and much more making it a special, affordable day out for all the family.



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Event Overview

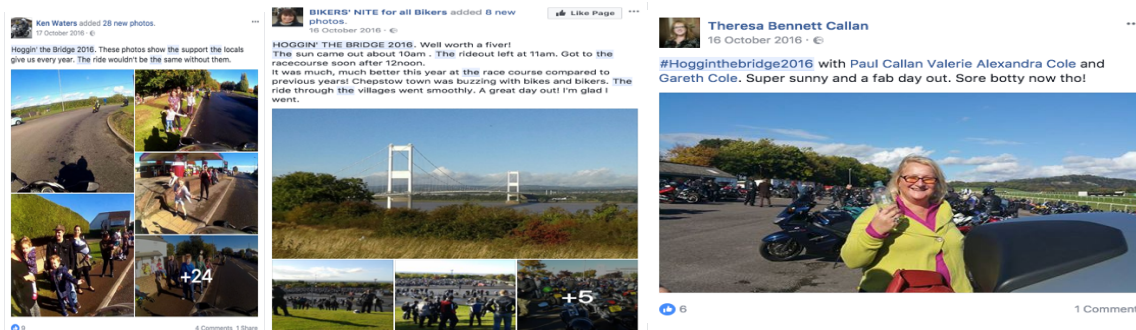
- Hoggin the Severn Bridge – more than 2,500 bikes taking part at the same time
- Ride through local towns and villages in South East Wales
- Parade ride along the racecourse, showcasing all the best bikes, with fantastic spectator views.
- Opportunities for children to touch and feel bikes, on an all-concrete parking area
- Bike industry stalls and traders
- Live music from local bands
- Licenced bar and food outlets
- Raising thousands of pounds for Meningitis Now and local charities.
- BBC Wales will be filming throughout the day for a TV Documentary
- 13Ft Cinema screen showcasing pictures, videos and sponsors of the event.

Social Media

Social Media has been huge for the Hoggin The Bridge team this year, and have reached over 90,000 people on Facebook alone. With such a large catchment, this year is expected to be its best yet,

As a sponsor, your company would have the opportunity to build on these foundations and direct traffic to your website by introducing and promoting your company to spectators, both in and out of the local area.

2016 event social summary



Presenting Sponsor

Benefits

- Your company name on every T-shirt sold on or after the day.
- Your company details on our cinema screen, on a loop throughout the day.
- Company advertisement in local press, (where possible)

Marketing & Brand Exposure

- Hoggin the bridge website to include your company logo and a link to your company website
- PR, Facebook, Twitter and other social media activity to announce the sponsorship.
- The opportunity to reach tens of thousands of residents, companies and groups within a 50-mile radius of Caldicot Castle.
- Significant and dominant promotional presence around the outdoor event site at Caldicot Castle (should you provide material)

Sponsorship Cost: £250

For more information, contact:

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