

EARTH WIND & TYRE

CORPORATE PACKAGES BROCHURE 2022



EARTH WIND & TYRE

A RENEWABLE WORLD CHALLENGE

NETWORK • FUNDRAISE • HOST CLIENTS • GET HEALTHIER
BOND AS A TEAM • PROMOTE YOUR BRAND



Renewable World: registered charity number 1119467

EARTH WIND & TYRE

Earth Wind & Tyre is a 100-mile, wind-themed cycle challenge. The event unites teams and individuals from across the renewable energy industry and beyond to raise funds for Renewable World. Participants can take part in person or virtually, making it a cycling challenge open to all ages and abilities, and from wherever you are in the world!

Earth Wind & Tyre is an event with wind at its heart. The route of the physical event was designed to pass by a number of onshore wind farms, in celebration of renewable energy and the possibilities it holds to change our world.

In 2021, the event attracted over 150 participants and raised in excess of £78,000 to help tackle poverty through renewable energy.

“

Earth Wind & Tyre is up there with the best fundraising challenges you will ever find. It will push your body to the absolute limit, and you will feel physically and mentally stronger for it. An outstanding event by an amazing organisation doing essential work to tackle poverty while keeping the environment in mind. Will definitely be back!

2019 PARTICIPANT



“

It was an unforgettable experience - the support from the staff was incredible.

2018 PARTICIPANT
From SmartestEnergy



“

It was a fantastic event - challenging, superbly organised and rewarding.

2018 PARTICIPANT
From RINA



“

It was difficult, challenging, but rewarding for someone who had never ridden this distance before.

2019 PARTICIPANT



THE BENEFITS OF ENTERING A CORPORATE TEAM IN EARTH WIND & TYRE

BOND AS A TEAM

An engaged, bonded and healthy team is key to any organisation's success. Earth Wind & Tyre offers an effective and unique way of achieving just that, whilst also supporting Renewable World's work to tackle poverty through renewable energy.

Our one-day cycle challenge offers a unique environment in which to fuel motivation, and unify a new or existing team. It allows members from different areas of the company to interact and bond in a way that would not be possible in an office environment.

HOST CLIENTS

As well as entering a team of employees, you could also use this opportunity to invite key clients, customers or suppliers to join you. By taking part in a charity challenge event together, you can go beyond conventional hospitality and create a highly emotive and memorable experience that will allow you to really get to know them.

FUNDRAISE AND PROMOTE YOUR BRAND

Whether you choose our basic corporate team package, or opt for one of our combined team and sponsorship packages, your company will be making a vital contribution to the fundraising outcome of this event.

Our corporate team package includes the minimum £400 fundraising target required to enter the event. When the company covers the minimum fundraising requirement, we find that many participants choose to actively fundraise on top of this, without the worry of having to meet a set target.

If you choose one of our corporate packages that include sponsorship, your company will also get the added PR benefits of becoming an official event sponsor (including your logo on our website and on the event cycling jerseys). Whichever package you opt for, this will provide your company with a fantastic PR opportunity and a clear demonstration of meeting your social responsibility commitments.

NETWORK

Since this event typically attracts sponsors and participants who work in or are linked to the renewable energy industry, Earth Wind & Tyre offers a fantastic opportunity to network with and pedal alongside some of the UK's leading renewable energy companies.

ENTER A TEAM, MAKE A DIFFERENCE

With over five years of experience behind us, you can be confident that you will be joining an established event with a proven track record of participant satisfaction.

Earth Wind & Tyre is a fully-supported challenge event, one where the memories will endure long beyond the event itself. We pride ourselves on offering a personal and tailored service to all participants. When we ask our participants to cycle 100 miles to tackle energy poverty, we go the extra mile in supporting them.

Corporate teams in the past have included: EDF Renewables, ODE, Natural Power, RES, GE Renewable Energy, EDPR, SmartestEnergy, CMS Cameron McKenna, Norton Rose Fulbright, Element Power, ORE Catapult, Cathie Associates, 6 Alpha Associates, Vestas, Vento Ludens and Taylor Hopkinson.

Choose from one of our set packages or build a package to suit your company's needs.

CORPORATE TEAM PACKAGE: £450 PER PARTICIPANT

Enter a team in Earth Wind & Tyre 2022

No minimum or maximum team size



CORPORATE TEAM & BRONZE SPONSORSHIP: £4,000

Enter a team of 5 in Earth Wind & Tyre 2022

Become a Bronze Sponsor of the event



CORPORATE TEAM & GOLD SPONSORSHIP: £8,000

Enter a team of 10 in Earth Wind & Tyre 2022

Become a Gold Sponsor of the event



BUILD YOUR OWN PACKAGE

Get in touch

Let us know your budget and requirements



£450 PER PARTICIPANT

With no minimum or maximum team size, this package is ideal for those who wish to enter a team in Earth Wind & Tyre 2022. Whether you are looking for a team bonding experience to help foster closer relationships with colleagues or clients, or a chance to network with and pedal alongside some of the UK's leading renewable energy companies, this package makes it easy to sign your team up.

WHAT'S INCLUDED

This package covers their event registration fee, their £400 fundraising target, plus the following benefits:

Event merchandise:

- An event cycling jersey
- A finisher's medal

During the ride:

- Well-stocked feed stops along the route (approx. every 20 miles)
- Full mechanical support along a marked route, a broom wagon and well-equipped support team

FUNDRAISING

Since each participant's minimum fundraising target is included in the Corporate Team Package, there is no obligation for them to undertake any further fundraising activities. However, if they wish to carry out further fundraising and top up their contribution, this would be encouraged and we would provide them with the necessary support and resources.



ENTER A TEAM OF 5 RIDERS AND BECOME A BRONZE SPONSOR: £4,000

This package combines team entry and corporate sponsorship of the event. Enter a team of five riders in Earth Wind & Tyre 2022 and get a discounted Bronze Sponsorship. By becoming an official event sponsor, your company will benefit from greater visibility in the lead up to and during the event.

WHAT'S INCLUDED

- The base **Corporate Team Package for 5 riders**, see page 5 for details of what this includes (*valued at £450 per participant*)
- A **Bronze Sponsorship Package** for your company (*normally valued at £2,000*)

BRONZE SPONSORSHIP BENEFITS

The benefits of being a Bronze Sponsor of the event include:

- **Merchandise:** your **logo** printed on the event **cycling jerseys** and event **banners**
- **PR:** your **company named in all publicity**; including local, regional and national press
- **Brand visibility:** your **logo** featured on **all marketing materials** and communications outputs, including the Earth Wind & Tyre event page on our **website**
- **Video:** your **logo** displayed at the end of our event **video**

TOTAL PACKAGE COST: £4,000



ENTER A TEAM OF 10 RIDERS AND BECOME A GOLD SPONSOR: £8,000

This package also combines team entry and corporate sponsorship of the event. Enter a team of 10 riders in Earth Wind & Tyre 2022 and get a discounted Gold Sponsorship. By becoming an official event sponsor, your company will benefit from greater visibility in the lead up to and during the event. Gold Sponsorship is an exclusive package, with only one available.

WHAT'S INCLUDED

- The base **Corporate Team Package for 10 riders**, see page 5 for details of what this includes (*valued at £450 per participant*)
- An exclusive **Gold Sponsorship Package** for your company (*normally valued at £6,000*)

GOLD SPONSORSHIP BENEFITS

The benefits of being a Gold Sponsor of the event include:

- **Merchandise:** your **logo** featured on the following items of event merchandise:
 - i) The event **cycling caps** (*exclusive alongside Renewable World branding*)
 - ii) In a **prominent position** on the **back and front** of the event **cycling jerseys**
 - iii) The event **banners**
- **Sponsored feed stop:** your **branding** at one of the event **feed stops**
- **Business advertising:** a **full-page feature on your business** included in the Rider Pack, which gets sent out to all participants before the event
- **PR:** your **company named in all publicity**; including local, regional and national press
- **Brand visibility:** your **logo** featured on **all marketing materials** and communications outputs, including the Earth Wind & Tyre event page on our **website**
- **Video:** your **logo** displayed at the end of our event **video**
- **Employee engagement:** a post-event **presentation to your staff**, highlighting the **impact** that your support has had on energy-poor communities

TOTAL PACKAGE COST: £8,000



Can you imagine your day without power?

For many communities living in difficult to reach and low-income areas around the world, governments and private companies do not provide the energy services that we often take for granted.

At Renewable World, we exist to serve alongside these marginalised communities, while also serving our planet as stewards of a carbon-neutral and prosperous future for all. We do this by working within a network of talented local partners and remote energy-poor communities to develop affordable and innovative renewable energy solutions that service families living without any means of safe and reliable power.

Why Energy?

We believe that access to affordable and reliable energy is critical to providing everything a community needs to thrive: from healthcare to water, to education, to jobs. And yet, more than 840 million people worldwide do not have access to clean, safe energy sources.

In addition to providing transformative power for communities, energy is also at the centre of a new global challenge: the climate crisis.

Unpredictable weather and environmental degradation caused by fossil fuel emissions continue to threaten livelihoods around the world.

Sadly, it is often the remote, energy-poor communities that are also most impacted by climate breakdown. It is this joint urgency – to service the most underserved families while working to solve the climate crisis – that we dedicate ourselves.

Our Goal

Every person deserves the right to determine their own future. Access to energy and a clean environment makes this possible.

We envision a world where renewable energy is readily accessible to all, helping to end extreme poverty and reduce climate change.

We are developing and deploying effective solutions that bring renewable energy to scale for poor communities, (em)powering thousands to achieve sustainable and resilient livelihoods.

You too can (em)power the world by taking part in Earth Wind & Tyre.

Meet Joshua and Irene

The couple has four kids and manages the neighbourhood convenience store. Previously, the store sold basics including flour, bread, sugar, matches, and kerosene.

When power came to their village via a community-managed solar microgrid, they decided to expand. The old convenience store grew to include a small cafe. Further, the electricity allowed them to expand their grocery offerings.

Irene now wakes up at 5am to start preparing breakfast for the local fishermen. The cafe is open until 10pm and has led to increased income opportunities.

Joshua continues to make an income from fishing while the extended business hours of the store have meant more time helping Irene with the family business.

The couple is excited for the future and the life they will provide for their kids. Irene shared, “through the income we are getting now, we can pay the fees and are able to transfer our eldest daughter to a better school.”



To express your interest in any of our set Corporate Packages, or to discuss a bespoke package tailored to your company's requirements, please contact our events team.

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Email: events@renewable-world.org

Web: www.renewable-world.org/earth-wind-tyre

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Photos courtesy of Shahid Chohan Photography