

2025 Sponsorship Brochure



Earth Wind & Tyre

A Renewable World Challenge



Renewable World: registered charity number 1119467

WHY SPONSOR EARTH WIND & TYRE?

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Earth Wind & Tyre is Renewable World's flagship cycling challenge - designed to champion renewable energy and drive real change.

This annual ride unites teams and individuals from various industries across the UK to raise vital funds for Renewable World's mission to transform lives with clean energy.

Earth Wind & Tyre has wind at its core. Every year, the route is specifically designed to pass by wind farms, showcasing the power of renewables to change our world.

This year marks 10 years of Earth Wind & Tyre and to celebrate, we're going back to our roots - closer to Brighton. Riders will embark on a breathtaking 60-mile journey through the stunning South Downs, overlooking Sussex's offshore wind farm. Expect spectacular scenery and an electric atmosphere as we push for a world powered by renewables.

Over the past decade, Earth Wind & Tyre has attracted hundreds of participants from around the world and raised almost £600,000 of vital funds to help tackle poverty through renewable energy.

Earth Wind & Tyre is a fantastic platform to allow us to demonstrate our social commitment... MPI are proud to support and pledge sponsorship for this very worthwhile charitable event.

Peter Robinson, Business Development Executive and former Managing Director at previous sponsor, MPI Offshore.

ABOUT RENEWABLE WORLD

The world's poorest people contributed the least to climate change, yet they are most impacted, and least able to adapt. This is not fair. And it is not sustainable.

For almost 20 years, Renewable World has been using clean energy to respond to problems faced by marginalised communities. We empower people from Nepal and Kenya who are living in poverty to develop sustainable and resilient livelihoods and mitigate the impact of climate change through improved access to clean energy.

By end of next year, we are on track to achieve our ambition to have enabled over 200,000 people to transform their lives and tackle climate change through clean energy.



BENEFITS OF SPONSORING EARTH WIND & TYRE

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By sponsoring Earth Wind & Tyre, your company will benefit from the following:

Engage your employees

An engaged, connected and healthy team is key to any organisation's success. Earth Wind & Tyre offers a unique way of achieving just that. With research showing staff feel more committed to their work when they engage in team outings and team building activities, this event will help to bring teams together from across your company and strengthen bonds in a way not possible in an office.

Discounted Entry for your Staff

With a range of sponsorship packages and team deals, sponsoring Earth Wind & Tyre could offer huge savings to your company and interested employees.

Network

Earth Wind & Tyre offers a fantastic opportunity to network with industry leaders and pedal alongside some of the UK's leading companies.

Meet your Corporate Social Responsibility

By sponsoring this event, you will help us bridge the gap to those that need renewable energy. No matter which package you choose, it is a bold statement of your commitment to social responsibility.

Brand Alignment and Collaborative Comms

With this event being promoted across various industries across the UK and Europe, sponsoring Earth Wind & Tyre can boost your company's visibility. Also, as an official sponsor, you will gain PR exposure, with your logo featured on our website, all communications and marketing materials, the event cycling jerseys and more.



Entering per individual is the simplest way for your company to take part.

Sign up through your company and there's no registration fee – plus the fundraising goal is covered by your corporate sign-on. Whether you want to showcase your commitment to transforming communities with clean energy, galvanise a group of colleagues or take on an exciting challenge – this flexible option makes joining Earth Wind & Tyre easy.

**Corporate Registrations:
£500 per participant**



What's included:

- ✓ An exclusive Event Cycling Jersey
- ✓ Help promoting your engagement
- ✓ Support with additional fundraising
- ✓ Create a free Strava account to track your progress
- ✓ Refreshment stops along the route
- ✓ Full mechanical support along a marked route has got you covered
- ✓ A special Rider Pack with all you need to get you through the big day
- ✓ A Post-Event Celebration giving you a chance to relax, refuel and toast your achievement!

Looking for group deals? Check out our sponsorship packages for exclusive offers!

Flexible and tailored packages

Our Sponsorship packages are flexible and can be tailored to suit your company's needs. You can choose from one of our four set packages, outlined below, or get in touch to discuss a tailored package to suit your brand and budget.

BRONZE: £3,000

- ✓ Your company named in all publicity
- ✓ Your logo showcased on the Earth Wind & Tyre event page on our website
- ✓ Your branding featured on all marketing and comms materials
- ✓ Your logo printed on the event cycling jerseys

SILVER PACKAGE: £6,000 3 Available

- ✓ All the bronze benefits
- ✓ Your branding exclusively featured at one of 3 pit stops*
- ✓ A follow-up presentation to your staff, highlighting the impact of your support
- ✓ Your logo well positioned on back or front of event cycling jerseys

GOLD PACKAGE: £10,000 1 Available

- ✓ All the bronze benefits
- ✓ Your branding exclusively featured at start and finish line and post-race celebration*
- ✓ Your logo in a prominent position on the front and back of event cycling jerseys
- ✓ A follow-up presentation to your staff highlighting the impact of your support
- ✓ A page about your business included in the Rider Pack that goes out to all participants

PLATINUM PACKAGE: £25,000 1 Available

- ✓ The title sponsor for 2025 – your brand included in the title of this year's event
- ✓ All the benefits for bronze, silver and gold sponsors
- ✓ Your branding included in all communications and at every stop
- ✓ Unlimited participants free of charge

*Alongside Renewable World and Platinum Sponsor branding



PRICING AND DISCOUNTS:

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Package	Price	Savings
Bronze Sponsorship	£3,000	-
Bronze Sponsorship + Team of 6	£5,500	Save £500
Bronze Sponsorship + Team of 10	£7,250	Save £750
Package	Price	Savings
Silver Sponsorship	£6,000	-
Silver Sponsorship + Team of 6	£8,000	Save £1,000
Silver Sponsorship + Team of 10	£9,500	Save £1,500
Package	Price	Savings
Gold Sponsorship	£10,000	-
Gold Sponsorship + Team of 6	£11,000	Save £2,000
Gold Sponsorship + Team of 10	£12,000	Save £3,000
Package	Price	Savings
Platinum Sponsorship	£25,000	-
Platinum Sponsorship any size	£25,000	Unlimited

Build your own package

Get in touch

Let us know your budget and requirements and we can find something that works for you.

1.2 billion people are still living in poverty, inequality is rising and the world is failing to decarbonise quickly enough to avoid climate disaster.

Through your support, you will help to address the root cause of the problems faced by the people we support. Our systemic approach addresses multiple interconnected areas bringing benefits to people and planet by using clean energy: for productive purposes to improve incomes and welfare; to supply clean water and electrify schools and health centres; to help people adapt to climate change; and to bring about scalable, catalytic change.

Through your support, you will help us build a fairer, more sustainable world where clean energy is accessible to all - because with clean energy, both people and planet can thrive.



Case Study: Piloting Clean Energy Approaches to Improve Livelihoods, Conservation, Safety, and Sustainability in the Buffer Zone of Banke National Park (CLASS)

In Nepal's Banke National Park buffer zone, marginalised communities live alongside rich biodiversity and wildlife, including elephants and tigers. These communities face multi-dimensional poverty and rely on natural resources, leading to environmental degradation and human-wildlife conflict.

Our CLASS project uses clean energy to help communities thrive whilst protecting nature. We have installed and supported communities to use biogas systems for sustainable farming, solar-powered water lifts for irrigation and re-forestation and solar lamps to reduce human-wildlife conflict. Now people in this area are happier, more prosperous and live in better harmony with nature.

CLASS has become a bridge connecting local communities, government, and the National Park authority, fostering harmony between people and nature. In the fragile buffer zones of Banke National Park, it's a positive force for sustainable development".

Birendra Prasad Kandel, Chief Conservation Officer, Banke National Park

Get in touch

To express your interest in becoming a Corporate Sponsor of Earth Wind & Tyre, please contact Andrea Esposito Diaz on Andrea.EspositoDiaz@renewable-world.org or call +44 (0)1273 076050.

PREVIOUS SPONSORS

