

THE CYCLING REPORTER



Leaving New York in search of a chat

www.leonmccarron.com

One man will cycle the width of North America, the length of New Zealand, the Coast of Australia, and through the heart of Asia, meeting and interviewing people that inhabit his route. The major focus is on the theme of social injustice, and one major aspect of the film will be providing an online platform for these stories to be heard.

WHAT IS IT?

A high profile cross-continental solo bicycle expedition

WHY?

To make a new and exciting documentary whilst simultaneously raising money for UNICEF

WHEN?

Expedition begins May 2nd 2010

BENEFITS FOR SPONSORS?

Vast press coverage worldwide, cross-continental appeal, association with both expedition and film, excellent value sponsorship

"I wish you all the luck on your bicycle ride around the world. It will be an amazing adventure for you and I can't imagine the people you will meet along the way. People around the world are very generous and so you will be in safe hands. As an ambassador for UNICEF I am delighted you are raising funds for such a worthy charity. All the luck in the world." - Charley Boorman (Adventurer – Long Way Round, Long Way Down, By Any Means)

"Leon is an inspiration to us all, setting off in the true spirit of an Adventurer and living life to the FULL. I wish him all the best in this latest adventure & I look forward to seeing the results... I'm green with envy! All power to your legs mate – you'll need it." - Mungo The Cameraman (TV Cameraman – By Any Means, Bear Grylls Born Survivor, numerous credits for National Geographic, Discovery, BBC, Channel 4)

Whats in it for you?

Platinum Sponsorship – Up to £1,000

As Gold with:

- ***Press release announcing sponsorship***
- ***Talk by Leon McCarron at company function***
- ***Updates on items provided by company announced in video blog, uploaded to website en route***

Gold Sponsorship – Up to £400

As Silver with:

- ***Branding on front of jersey or rear pannier bags***
- ***Blog on website homepage announcing sponsorship***
- ***Personal thank you letter and film poster from Leon McCarron***

Silver Sponsorship – Up to £100

As Bronze with:

- ***Company description listed beside logo***
- ***Publicity photography of items/branding in a variety of diverse locations***
- ***Feedback and reviews on every item used***
- ***Video footage of your product being successfully tried and tested during the trip (if applicable)***

Bronze Sponsorship – Up to £50

- ***Logo and company listed on expedition website***
- ***Branding on bike/equipment designed to maximise photo opportunities both in pre-expedition press releases and footage uploaded during the trip***
- ***Details of how funds are spent/used, listed on website***
- ***Association with high-profile fund-raising for UNICEF***

All sponsorship packages are negotiable.

If you require anything not listed here I am very happy to work with you to find a mutually beneficial agreement.

For more details, or to arrange sponsorship, please contact:

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