ROUTE 66 WORLD RECORD ATTEMPT

CAUSED-BASED MARKETING PROPOSAL

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**Introduction**

This proposal has been put together to outline the potential sponsorship and PR opportunities for (ENTER SPONSOR NAME) in relation to my Route 66 World Record Attempt.

Last year we had press coverage from **The Sunday Times\*, BikesEtc & Cyclist Magazines**, as well as some of the biggest influencers online. Online exposure saw us reach over **380,000 people**, with almost **50,000 watching our videos** and almost **30,000 people engaging**. We expect this to increase significantly in 2019 and are keen to invite others to contribute and benefit from this inspiring adventure.

1. **Pav Bryan & Direct Power Coaching**

Although the key aim of this proposal is to encourage corporate interest, many individuals for all sorts of personal reasons have been inspired to participate. Most people will be affected by mental health issues, directly or indirectly, and I hope a few will benefit and share my journey.

Mental health, and the cycling experience on which I have built my successful business, is the reason for my next cycling challenge. A decade ago I was being treated for severe symptoms of Bipolar Affective Disorder and told that I’d never be a contributing member of society without the use of harsh prescription medication. Now I own and operate a multi-national business, operating in nearly 20 countries. I take no drugs of any kind, don't drink alcohol and follow a healthy plant based diet.

In September 2018, I attempted to break the World Record for the fastest cycle ride of America’s iconic Route 66, 2500 miles in under 11 days. Having ridden 1750 miles on a twisted ankle, my left quad succumbed to an elongated muscle a mere 500 miles from the finish and I pulled out. The ride was in aid of two charities, Mind (UK) and NAMI (US) – both do amazing work in their respective countries helping people through tough times towards mental stability. We raised over $7000.00 for both charities.

I am the inspiration behind, and founder of, [Direct Power Coaching](https://directpowercoaching.com/). In just 6 years and during a recession, I built a multi-national coaching business from scratch. My unique ‘Truly Personal Coaching’ approach is largely informed by my own experience of cycling and how it has shaped and enhanced my life. Treating everyone as an individual is the philosophy I promote both in business and in life.

Building the Direct Power Coaching offering and brand has seen me develop a reputation as highly innovative coach and my social media programme has seen this reputation grow to the point where I am now the [BikesEtc Magazines](http://bikesetc.co.uk/) Cycling Guru and also a regular presenter and lecturer at cycling events and festivals. My first book, ‘The Guide to Truly Effective Cycling’ is in discussion with various publishers.

As well as being a successful coach, I am also a highly competitive athlete, achieving many local and regional titles in time trialing and endurance cycling.

**Pav Bryan: Key Facts:**

* BikesEtc Magazine’s “Cycling Guru’ since August 2016
* “The Guide to Truly Effective Cycling” book to be published 2018
* 13 years coaching including 3 years as Director & Head Coach at Direct Power Coaching (previously Pav Bryan Cycle Coaching)
* Qualified to the highest national standards
* Two time Kent Cycling Association Best All Rounder, among other regional and local awards. Two time UCI Chrono World Championship qualifier.

1. **Charities**

Raising money and awareness for charities who help others with mental health problems was a given. I opted to choose one charity from each of the countries I hold residence in, the UK (Mind) and the US (NAMI).

“[Mind](https://www.mind.org.uk/) aims to change public attitudes and government policy towards mental health whilst raising awareness. We also continue to ensure that everyone with a mental health problem has somewhere to turn for advice and support. The money raised from this event will help us to continue with our vital works. Any support you can give would be greatly appreciated.”

“[NAMI](https://www.nami.org/), the National Alliance on Mental Illness, is the nation’s largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. What started as a small group of families gathered around a kitchen table in 1979 has blossomed into the nation's leading voice on mental health. Today, we are an association of hundreds of local affiliates, state organizations and volunteers who work in your community to raise awareness and provide support and education that was not previously available to those in need.”

Letters of Authority are available on request.

1. **Route 66 & Other Events, 2019:**

There are a number of changes we will make to next year’s record attempt. While not confirmed, we might look to incorporate a few other records into one attempt. Fastest crossing of USA North to South, fastest known time riding the Pacific Coast Highway, fastest known time riding Route 66 and then fastest crossing of USA North to South then West to East, all in one ride looks achievable.

Again, I’ve not confirmed any specific attempts, but, I’d like to see how many fastest known times I can tick off in preparation next year.

Whatever happens, it will be bigger than the already impressive stats we achieved in 2018!

1. **Benefits**

Consider this an advertising campaign that runs from the date you come on board until well after the event is finished September 2019. As well as the planned key event, there will be a number of ongoing opportunities for co-operation with myself & Direct Power Coaching.

Press Exposure: 2018 Coverage: The Sunday Times\*, Cycling Weekly, BikesEtc Magazine, Cyclist Mag, UK Cycle Chat, Sportive Cycling, All About The Ride (AATR), Team Zwift Fitness, Cycling Torque, with interest from various local, national and international media outlets. We expect the exposure to be even bigger than last year.

Online Exposure: 2018 saw us reach over 380,000 people online, with almost 50,000 watching one of our videos and almost 30,000 people engaging. Again, we expect to grow on this figure next year.

1. Pre and post ride publicity programme
	1. Mention in videos
	2. Logo on end credits
	3. Product reviews and testing (where applicable)
2. Sponsor branding on kit, support crew and support vehicles
	1. One-off Route 66 cycling garments (available to the public)
3. Training and in ride product usage and endorsement
	1. Mention in blogs and personal social media feeds
4. Product features on DPC website and regular client emails
	1. Ongoing partners can receive logo placement on homepage and charity sponsors get a space under the ‘Charity’ section
5. UK & US press and TV coverage
	1. Mention in my ‘Cycling Guru’ BikesEtc magazine column
	2. Mention in my forthcoming book
6. Local media relations and publicity activity
7. Extensive social media activity
	1. Mentions in many other publications including Cyclist Mag, Sportive Cycling, Cycling Torque, UK Cycle Chat, All About The Ride (AATR), Team Zwift Fitness (Team ZF) plus my own blog
8. Product features on DPC website and regular client emails
	1. Ongoing partners can receive logo placement on homepage and charity sponsors get a space under the ‘Charity’ section
9. **Next steps**

I’m mainly looking for donations, but will also gratefully accept items or pro-bono PR work. In order to simplify what you receive from a donation, I have formulated the following levels. Any donation, be it smaller than stated below or in tangible items from businesses, will get a mention in the next “Ask Pav” video.

Sponsorship Levels:

* 1. Title Sponsor: receives all the benefits listed under section 4 (and added ‘Record Sponsor benefit’), plus gets to present the record attempt. For example, Pav Bryan’s Route 66 World Record Attempt Presented by… Donation: £50,000.00\*
	2. Record Sponsor: receives all the benefits listed under section 4, plus I will come to your corporate event and give a motivational talk on my journey. Donation: £25,000.00\*
	3. Event Sponsor: receives all the benefits listed under section 4.

Donation: £12,500.00

* 1. Media Sponsor: receives all benefits except 5 and 6 under section 4.

Donation: £6,250.00

* 1. Jersey Sponsor: receives benefits 2, 3 and 4 under section 4.

Donation: £3,125.00

* 1. Kit Sponsor: receives benefits 2, 3 and 4 under section 4 (benefit 2 relates to support crew kit only).

Donation: £1,500.00

Donations may be received in the equivalent of USD, we will only have one ‘Title Sponsor’, but have not capped the other levels. \*100% of the donations go to the charity and therefore do not include any personal expenses which may be incurred and these can be agreed additionally.

I look forward to hearing from you.

Kind regards

Pav Bryan

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