



Registered charity number: 1116773

Patron: Damon Hill OBE



halow250 Rider information for 2015

Challenge yourself. Share the adventure. Make a difference

When: Friday 1st – Sunday 3rd May

Registration fee: £300

Register at www.halow250.org.uk

Minimum fundraising target: £500

The route: 250 miles , 2 countries, 48 hours

Day 1: The ride begins at 9am and starts in Putney. You will cycle 80 miles on your first day through South West London, Surrey and Hampshire arriving in Portsmouth to a well deserved drinks reception before boarding the overnight ferry from Portsmouth to St Malo at approx. 7pm. You will then allocated your cabin and the crossing takes approx. 12 hours.

Day 2: On arrival in St Malo the team will depart towards Mont Saint– Michel using roads from stage 11 of the 2013 Tour de France. The route will then take you North East on quiet (tarmacked) roads through beautiful French countryside arriving in the port of Caen 115 miles later. This is a challenging day but our support team will be there with you every step of the way, the sense of achievement you will feel on arrival in Caen will be immense. There will be time for a well earned meal before boarding the overnight ferry back to Portsmouth for the final leg.

“great camaraderie, fantastic sense of achievement, unbelievable experience ”

Day 3: A shorter day on the final leg takes our riders on a scenic 55 mile route from Portsmouth to Guildford, arriving back to a welcome home party with family and friends to celebrate the fantastic achievement of all our riders.

What’s included in your registration fee?

- Return ferry crossings (including en-suite berths for overnight accommodation – you may have to share!)
- An experienced support and logistical team to ensure all your needs are met during the trip
- Delicious send off breakfast in Putney.
- Bespoke **halow250** cycling kit including branded bib shorts, jersey and jacket.
- Feed stations (both in the UK and in France) stocked with energy bars, gels, drinks, bananas etc.
- Drinks reception at the end of day one.
- Rider maps and the routes will be signed where possible. (Including all downloads for GPS devices)
- Professional bike mechanics, support vehicles and riders, first aiders and motorcycle outriders.
- Welcome home party for friends and family.
- Advice available from the experienced 2Boats team in the run up to and during the ride.
- Invitations to social and training rides. **“great support with my fitness and fundraising challenge—thank you!”**

Other useful information:

- Anyone over the age of 18 can take part. You will need to have a good level of fitness as you will cycle for three full days in the saddle, however it is achievable by most cyclists with training.
- All luggage is transported by vehicle en route, you should carry any items needed during the day in your own day sack or saddle bag.
- Meals on the ferry and extras en route are not included, you may want to take Euros.
- You must make your own arrangements for travel to the start at Putney and travel home from Guildford.
- Or if you are interested in entering a team please contact Charlotte on 020 8246 4280 (discounts available)

Still have more questions? Give us a call, we love to chat all things cycling

Hannah on 01483 447 960 or Charlotte on 020 8246 4280



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halow250

Sponsorship Opportunities 2015

“Help us raise £75,000 and help young people with a learning disability live the life they choose as independently as possible,” Damon Hill OBE



GOLD PARTNER TITLE SPONSOR

We are pleased to announce our 2015 Gold Partner for the **halow250** is Young's, Britain's oldest brewery based in Wandsworth, South London. Their company logo will be prominently displayed on all event materials including cyclists kit, support crew clothing, support vehicles, and on the event banners, which will be displayed at both the start and finish. Young's will also be profiled on the **halow250**, and **halow** websites and Facebook /Twitter pages. All

publicity materials including press releases, flyers and all emails sent from the organising team will also carry the Young's logo. A high profile presence at both the start and finish receptions plus 'feather banners' at all **halow250** refreshment and food stops on the trip. Young's are also aiming to field a corporate team of 30 riders for the event and do their own publicity on their website.

“We are delighted to have Young's on board once again this year – a great partner for such an event!”

Damon Hill, OBE

“Supporting this event was an excellent brand awareness opportunity for Young's in 2014, whilst also reinforcing our commitment to community initiatives supporting vulnerable young people”

Torquil Sligo-Young, HR Director, Young's

SILVER PARTNER OPPORTUNITIES

Support vehicle sponsorship – Ranges from £1000 to £2000 per vehicle (2 crew cabs; 1 Minibus and trailer; 1 Camper van; 1 truck)

Sponsorship covers vehicle hire, ferry crossing fuel and insurance. The cost of branding and wrapping of the vehicles (optional) will be extra. In addition to branding on the actual vehicle, your logo and a credit will appear in official event flyers and promotional material. As well as regular mentions on social media.



BRONZE PARTNER OPPORTUNITIES

Mechanical and logistic team sponsorship – (£1,000 or fund and send your own team) Credit in all press releases and dedicated social media activities highlighting the sponsor's involvement. In addition, your logo and a credit in official event flyers. An excellent opportunity to highlight your cycling shop/business to a knowledgeable audience.

Rider survival packs — Individual bike spares and first aid supplies - **£1,000**
Sponsors overprinting of the official **halow250** survival pack with your company's logo that goes to every individual rider. Press coverage of your involvement, a credit on our website and of course other opportunities via our dedicated social media activities highlighting the sponsor's involvement.

Rider nutrition bars, fruit and drink supplies — (three opportunities) **£500 each** or the provision of these items.
Press coverage of your involvement a credit on our website and of course other opportunities via our dedicated social media activities highlighting the sponsor's involvement.

Drinks bottle sponsorship — £500 Overprinting of official **halow250** drinks bottle with event logo and your company logo. Press coverage of your involvement, a credit on our website and of course other opportunities via our dedicated social media activities highlighting the sponsor's involvement.



Become a part of halow250 now!
Speak to Hannah today on
01483 447 960
hannah.a@halowproject.org.uk

@halowproject #halow250 @halow250



The halow project



At the **halow project** we believe young adults with a learning disability are entitled to the same life choices and chances as any other young person; we are committed to developing creative opportunities and removing social barriers for our young people. **halow** is based in Guildford and offers support throughout Surrey.



halow offers a unique and innovative program of activities, giving our young people the chance to enjoy an active social life, make new friends, find further educational and employment training through our various initiatives. The services we provide offer our young people the opportunity to:

- Build relationships
- Become part of the community
- Find meaningful employment
- Have a home of their own

Social activities:

halow social activities take place locally and in the wider community supported by volunteers. The young people engage in events of their own choosing and help with the planning and organisation in their monthly Youth Committee meetings. Past activities include bowling, theatre trips, club nights, outings, paintballing, canoeing and much more.

Building Futures:

Over this year-long programme, young people develop a Circle of Support and will also develop a Person Centred Plan outlining their life goals. Person Centred Planning allows the young person to learn more about themselves and explore what they want their future to look like.

A Reason to Get Up:

ARTGU! engages our young people in meaningful daytime activities within the community. The project helps young people gain practical and personal skills and helps them make a positive contribution to their community. ARTGU! activities promote healthy living, vocational pursuits, creative arts and recreational pursuits.

The Buddy service:

This is a unique and innovative service provided by **halow care** a social enterprise company which forms part of the **halow** organisation. We employ Buddies to support young people on a 1:1 basis based on personality, interests and age. The Buddies help to promote life skills, social skills, independence and help young people to access the local and wider community.

Find out more at www.halowproject.org.uk

@halowproject

