

SPONSORSHIP PACK

**YORK RALLY
2019**

**22-23 JUNE
KNAVESMIRE
YORK**

Celebrating cycling since 1945



THE HISTORIC YORK EVENT

The York Rally began in 1945 as a post-war celebration of freedom, fellowship and cycling.

Organised jointly by cycling clubs from Yorkshire, Sheffield, Teeside and Hull, it was first held under the name "The Grand All-Yorkshire Cyclists' Rally" in September 1945, on the Knavesmire in York where it has remained ever since.

The picture on this page is from the 1946 Rally, the earliest photo we have.

The Rally soon became the country's premiere gathering point for cyclists, attracting cycle tourists and grasstrack racers from across the country and beyond.

For the following 68 years, cyclists attending the Rally were a familiar sight in York every June. But a string of bad weather forced the long-term organisers, CTC (now Cycling UK) to abandon the event in 2013.

In 2014 a new, independent and all-volunteer team set about reviving the event, and it was re-started in June 2015. With a new focus on participation, the event repeated successfully in 2016, 2017 and again in 2018.

Now as we look forward to the 2019 event the York Rally wants to grow and expand its activities while retaining its unique traditional character – that's where you come in!



YORK RALLY 2019

22-23 JUNE

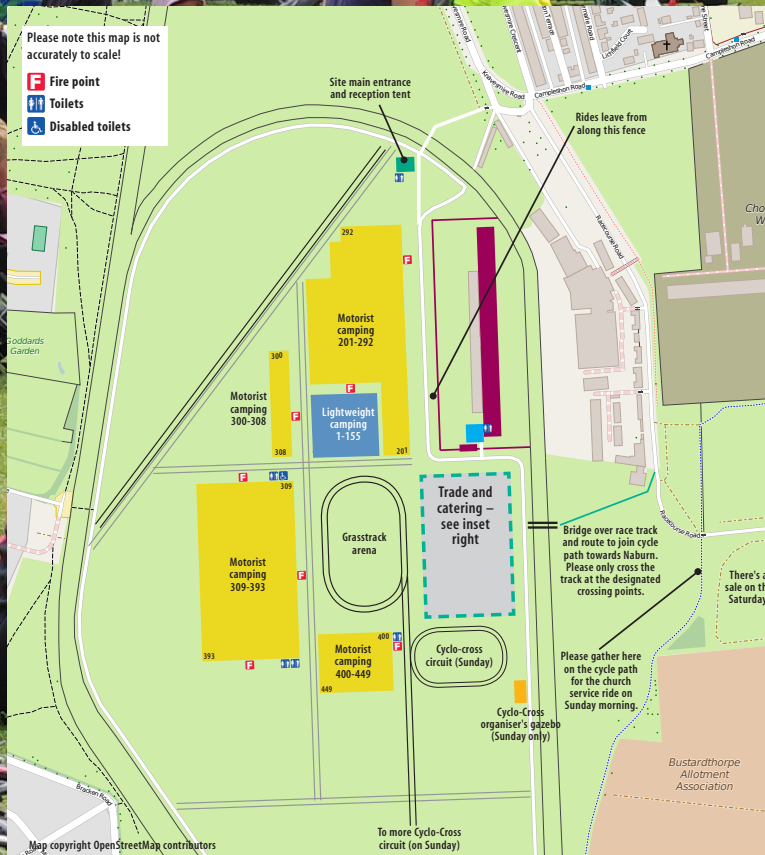
We're delighted that the York Rally 2019 has again been chosen to host the National Championships of the British Schools Cycling Association. It'll be busy with cycle-mad kids and their parents, as well as the traditional friendly crowd of cycle tourists and campers. We're also delighted that local Sustrans volunteers will run many family-friendly rides up the traffic-free cycle route towards Naburn and Selby - perfect for beginners!

But we'd like to do more! It's vital we attract the next generation of cyclists, and we'd love to be able to fund activities such as a childrens' off-road cycle circuit, roller racing, bicycle polo, pedal scaletric, artbikes, or cargo bike racing.

See the following pages for details of **how you could sponsor these activities** – or **raise your profile** with our existing, established events.



YORK RALLY EVENT DETAILS



The York Rally fills the centre of the Knavesmire with camping, a grasstrack racing arena, plus the central area with marquees for trade show, talks, live music, real ale bar and more. Entry is free and the general public are invited in – around 3000 typically attend.

A safe event: The York Rally team consults closely with City of York Council and the Emergency Services Safety Advisory Group to risk-assess and manage all aspects of the event. We have a spotless track record to date.



EVENT COVERAGE

19th June 2016

York Cycle Rally proves a huge success - report & photos



[\(4\) View gallery](#)

8 comments

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FAMILIES had wheele good fun as the reborn York Cycle Rally went from strength to strength over the weekend.

More than 100 riders lined up for one race alone as Knavesmire staged two days of grass and cyclo-cross races for riders of all abilities and ages.

Those who preferred less competitive activity took part in a series of organised rides catering for those who wanted a long day out to those who wanted an amble to a pub or cafe.

Off their bikes, the thousands of participants visited trade stalls and bike auctions, looked at bikes of all ages and sizes including those specially

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Most popular

- 1 Body found in search for Richard Taylor, 30
- 2 Two 14-year-old boys arrested on suspicion of terrorism offences in North Yorkshire

Most commented

Regular coverage in the York Press and other local media before and after the event boosts our local profile

We've also benefitted from extensive radio coverage (Radio York, including live reports from the event, plus spots on Vale Radio, and coverage on Minster FM)

THE YORK PRESS

NEWS SPORT JOBS PHOTOS BUSINESS WHAT'S ON PROPERTY ANNOUNCEMENTS

News > Archive Community Pride Education Features In Depth Letters National National


Event for cyclists of all ages at Knavesmire



26th June

Hundreds enjoy cycling extravaganza

Daniel Willers



[\(2\) View gallery](#)

1 comment

SCORES of people descended on York's Knavesmire over the weekend to enjoy a major cycling event.

The York Cycle Rally featured a variety of cycling activities on Saturday and Sunday, and attracted between 2,000 and 3,000 visitors.

It featured numerous races for people to watch or take part in, for all ages and skills, from the British Schools Cycling Association's National Grasstrack Championships and Come and Try Go-ride racing session on Saturday, to cyclo-cross races from the Yorkshire Cyclo-Cross Association on Sunday, with

Most popular

WEDNESDAY, MAY 17, 2017

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Youngsters race to attend York Cycle Rally

HUNDREDS of schoolchildren and their families from all over Britain will converge on Knavesmire as the city hosts another national cycling event.

The British Schools Cycling Association (BSCA) will hold its national grasstrack cycling championships on Saturday June 24 as part of the two-day annual York Cycle Rally. Mandy Parker, BSCA national secretary, said: "The York Rally had a brilliant family-friendly atmosphere in 2015 and 2016, and the arena on the Knavesmire in York is one of the most historic

grasstrack venues in the country. It's the perfect setting for a spectacular national championship."

Paul Reid, for the rally's organising committee, said: "We're delighted that the York Rally has been chosen to host the BSCA championship. Creating opportunities for young people to experience the pleasure of cycling is one of the main reasons our volunteers work so hard to keep this historic cycling event up and running, and we can't wait to welcome the BSCA and their riders to the rally."

EVENT COVERAGE

The online Rally

We're savvy users of Facebook, Twitter and web forums, and occasionally use targeted advertising to extend our post reach. Our loyal Rally-goers engage consistently online.

We also have a highly targeted direct email list to around 1000 supporters - and a strong physical media (leaflets, cards) network to promote the Rally offline and by word of mouth. Plus, of course, our own responsive website.

All of these channels are available to communicate the valued support of sponsors!

Linked into York and the cycling community



The York Rally team work closely with local government, local businesses, charities, volunteer organisations, and with cycling and green transport organisations clubs both nationally and locally. All of these organisations use the Rally to showcase their work - and in turn they promote the Rally via their newsletters, websites and social media channels.

York Rally was mentioned in a post.

Get Cycling - Events added 2 new photos.
27 June · 🌐

We had a fantastic weekend at York Rally. Did you make it down there? We're already looking forward to next years event!
#weekend #family #cycling #camping #yorkrally #getcycling #inclusivecycling #york



EVENT COVERAGE

Cara Pedley · York Rally
26 June · York · 🌐

Had a great weekend at York Rally! It brought back memories from when I went when I was younger! First time cycle camping and did almost 80 miles! 🚴
#yorkrally #cycleshow #gopro #boardman — with Nigel Pedley at York Racecourse.



Paul Dunn
26 June · Tollerton

Thank you for a great rally once again. I travelled down from Durham on the Saturday morning. Here is a photo as i am about to cycle on my favourite part of the national cycle network . Saw some lovely bikes and bagged some bargains too. See you next year.



SPONSORSHIP PACKAGES

HEADLINE SPONSOR – ARENA EVENTS

Be the Rally's headline sponsor for our **Grasstrack Arena**, at the heart of the Rally and its spectator showcase. Events in the Arena include the **National Championships of the British Schools Cycling Association**, racing from **Yorkshire Cyclo-Cross** and, we hope, **Go-Ride** taster sessions, **cycle speedway** and maybe even **bicycle polo**.

Get your name out there as a proud supporter of grassroots cycle sport and the York Rally.

- Place up to two banner/signs up to 30' long, max 4' tall, in centre of grasstrack arena facing spectators
- Place feather banners or other publicity media around the grasstrack arena and Rally entrance (all you want within reason, as agreed in advance)
- Prominent acknowledgement on all relevant website pages, in show programme and in all publicity where possible, plus prominent acknowledgement via PA announcements throughout the event
- Free double page advert in the show programme

Suggested level of support: £5000



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CHILDREN'S ACTIVITIES SPONSOR

**We'd love to be able to fund
childrens' activities such as:**

- A professionally run childrens' off-road cycle circuit
- Roller racing
- Bicycle polo
- Pedal Scaletic
- Artbikes
- and more - ideas welcome!

**Your sponsorship could make
these possible** - and will be
recognised to the fullest possible
extent. Help inspire the next
generation of cyclists!

Suggested support: talk to us!





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CAMPSITE SPONSOR

The Rally campsite is a showcase for the outdoor life. As its sponsor your company will gain a great opportunity both to reach our keen campers directly and to highlight your community-minded support of grassroots camping and caravanning.

- Place a banner up to 12' long on campsite check-in tent wall facing entrance.
- Place feather banners or other publicity media around the campsite (all you want within reason, as agreed)

- Opportunity to provide 'goody bags' or literature for Rally staff to hand to campers as they check in.
- Acknowledgement on campsite pages of website, in show programme and in all publicity where possible.
- Acknowledgement via PA announcements throughout the event
- Free full page advertisement in the show programme

Suggested level of support: £1000



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SPORTIVE SPONSOR

Sponsor our annual fundraising Sportive ride, which takes riders 140 km or 100 km into the North York Moors. Let the cycling world know of your pride in our beautiful Yorkshire and the cycling opportunities it offers.

- Place a banner up to 12' long at the Sportive HQ (start/finish)
- Opportunity to provide 'goody bags' or literature for Rally staff to hand to sportive entrants as they check in.
- Prominent acknowledgement on all sportive literature.
- Acknowledgement on Sportive website, and in York Rally show programme
- Acknowledgements on Sportive listings via third party listing websites (where possible under their listing policies)
- Free full page advertisement in the show programme

Suggested level of support: £1000

SPONSORSHIP PACKAGES

TRADE SHOW SPONSOR

Want to boost your participation in the Rally trade show, by headlining the trade side of the event? You'll gain extra kudos as a key supplier to the grassroots cycling community.

- Place two banners up to 12' long on trade marquees, facing trade area.
- Place feather banners or other publicity media around the trade area (all you want within reason, as agreed in advance)
- Trade show stand (must be booked separately) at your choice of location by agreement
- Acknowledgement on trade pages of website, in show programme and in all publicity where practical
- Acknowledgement via PA announcements throughout the event
- Free full page advertisement in the show programme

Suggested level of support: £1000



SPONSORSHIP PACKAGES

Talks

TALKS SPONSOR

Help us improve our talks facilities and offer an even wider range of speakers. Your name will be associated with the outreach, education and adventure talks which at the last Rally were more popular than ever!

- Place a banner up to 12' long on marquee next to talks entrance, facing trade area.
- Place feather banners or any other publicity media that fits inside the talks marquee (all you want within reason, as agreed in advance)
- Acknowledgement on talks pages of website, in show programme and in all publicity where practical. Acknowledgement via PA announcements throughout the event.
- Opportunity to provide a talk (subject to be agreed with the York Rally)
- Free half page ad in the show programme

Suggested level of support: £500



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RIDES SPONSOR

From traffic-free family outings to traditional touring adventures, the Rally's rides show that everyone can get out on their bikes! Sponsor our rides schedule to reach out to riders everywhere.

- Place a banner up to 12' long on the fence near ride departure locations, facing the Rally site.
- Place feather banners or any other publicity media nearby (to be agreed in advance)
- Prominent acknowledgement on ride schedule posters and ride departure boards.
- Acknowledgement on rides pages of website, in show programme and in all publicity where possible
- Acknowledgement via PA announcements throughout the event
- Opportunity to provide a branded ride (subject to agreement with the York Rally)
- Free half page advertisement in the show programme

Suggested level of support: £250

CHILDRENS DRAWING COMPETITION SPONSOR

All entries win prizes in our free kids' drawing competition! Show your support for childrens cycling by sponsoring next year's event.

- Place a banner up to 6' long within the Rally HQ marquee (main info point for visitors)
- Prominent acknowledgement on desk for drawing competition, and on entry sheets.
- Acknowledgement on relevant page of website, in show programme and via PA announcements
- Free quarter page advertisement in the show programme

Suggested level of support: £100



GET IN TOUCH

Photo credits

- 1: Peter Eland
- 2: Courtesy of Martin Purser, Tricycle Association
- 3: Peter Eland
- 4: Gerry Swift
- 6: Richard Yarwood
- 7: Eleanor Hunt
- 8: Peter Eland
- 9: Mike Handley
- 10,11: Peter Eland
- 12: Peter Eland & Andrew Richardson
- 13,14 Peter Eland

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The York Rally is organised by York Rally CIC, a Community Interest Company registered in the UK, No. 10647021.