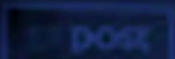




Sponsorship





Why Sponsor?

Sponsoring Peter is a worthy cause and for a fixed period of time it can be one of the most efficient, effective and successful marketing opportunities available to you and your company. By getting behind Peter Ryan in his quest for Gold in the Tokyo 2020 Paralympics you will have an opportunity to position your company's brand for the next three years in the knowledge that you are one of only three organisations taking the coveted spots.

This will enable you set a long term strategy in place that can, not only do something good for someone in need, but also provide you with an opportunity to develop how you might see your brand position itself with an ambitious Irish athlete. By getting behind Peter as a Premium or Secondary Sponsor you will benefit from top level brand exposure through your participation in this initiative.



About Peter

It would be fair to say that Peter Ryan's sporting dreams once revolved around playing hurling for Tipperary in Croke Park. However, back in early 2010 he noticed that a few things weren't quite right, like missing balls he should have caught in training. So he decided he needed to go get himself a set of contact lenses.

What came next was to rock his life to the core as he was diagnosed with Leber's Hereditary Optic Neuropathy, a rare genetic disorder that left him with between five and ten percent peripheral vision in both eyes. Basically, he was legally blind.



A lot of what happened next is now just a distant memory, because at the time Peter wasn't fully conscious of what was happening. Living in denial, Peter now recounts it as how he lived a very simple life with basic needs. Looking back he had his work, sport and a good social life. Two of these three things were gone, which ultimately meant he found solace in socialising . . . and a lot of it. It was inevitable that he would hit rock bottom at some point and only for all his friends and family around him, he may still be there.

Following a stint in the Aiséirí Centre in Cahir, he began to take his first steps towards rebuilding his life. Part of this glimpse into a future he liked was to re-engage with sport, something that still excites him to this day. His journey back began with a trip to UCD for a Paralympics Open Day in 2012, where he undertook a test on a watt bike which was to prove that he was a capable cyclist.

Dial the clock forward to today and Peter is the stoker of a formidable two man cycling team with Sean Hahessy as the pilot. The two, having been paired together via the national para-cycling programme since 2015, have already made their mark on the Irish Cycling circuit having competed in the Paralympics in Rio in 2016.

What has yet to come will depend on the support he can gather on his road to the Tokyo 2020 Paralympics, and you.







Sponsorship Opportunities

A multi-channel approach is being used to market Peter Ryan to the media and a wider demographic. Through full utilisation of the range of collateral available, your name and logo, will appear as the main or secondary sponsor. With a number of branded sponsorship opportunities available

they can be tailored to suit your business goals and requirements. This will enable you to showcase your company, hear how Peter is performing on the circuit, raise awareness for blindness and the Paralympics through your brand and gauge market reaction to this CSR initiative.



PREMIUM SPONSOR

CONTRACT VALUE

€25k

PER ANNUM
FOR THE NEXT 3 YEARS



SECONDARY SPONSOR

CONTRACT VALUE

€10k

PER ANNUM
FOR THE NEXT 3 YEARS



20 FROM 20

ONE ORGANISATION OR INDIVIDUAL WHO
GETS 20 COMPANIES OR INDIVIDUALS TO
CONTRIBUTE

€100

EACH PER ANNUM
FOR THE NEXT 3 YEARS





Benefits for the PREMIUM Sponsor



Online

- Sponsors profile will appear on its own page on Peter Ryan's Website
- Logo prominent throughout the website



Digital Marketing Strategy

- Social media promotion through the relevant social platforms
- News/Blog updates on the seasons circuit races & events that Peter attends
- Potential for banner advertising
- Referral strategy with all the various stakeholders
- eCampaign Updates



Cycling Collateral

- Premier positioning
- Cycle Jersey [Shorts & Top]
- Water Bottles, Socks, Gloves & Headgear
- Time Trial Jersey
- Hoodies, Tracksuit, T-Shirts, Baseball Caps
- Gear Bags
- Tour transportation material



Event Material

- Delegate attendee passes/lanyards for events
- Gala Dinner [Speaker opportunity]
- Exhibition Stand Space [Pop Up Banners, Stage, Interactive iDents]
- Cocktail Reception
- Autographed book of the 'Journey to Tokyo'



Benefits for the two SECONDARY Sponsors



Online

- Both secondary sponsors profiles will appear on an additional page on Peter Ryan's Website
- Logo prominent throughout the website



Digital Marketing Strategy

- Social media promotion through the relevant social platforms
- News and blog updates on the seasons circuit races & events that Peter attends
- eCampaign Updates



Cycling Collateral

- Secondary positioning
- Cycle Jersey [Shorts & Top]
- TimeTrial Jersey



Event Material

- Delegate attendee passes/lanyards for events
- Exhibition Stand Space [Pop Up Banners, Stage, Interactive iDents]
- Gala Dinner
- Cocktail Reception
- Autographed book of the journey to Tokyo
- TV Documentary Accreditation



Benefits for 20 FROM 20 Sponsors

The idea for this 20 from 20 is to get 20 organisations or individuals to get 20 companies or individuals to contribute €100 per person/ per company, per year.

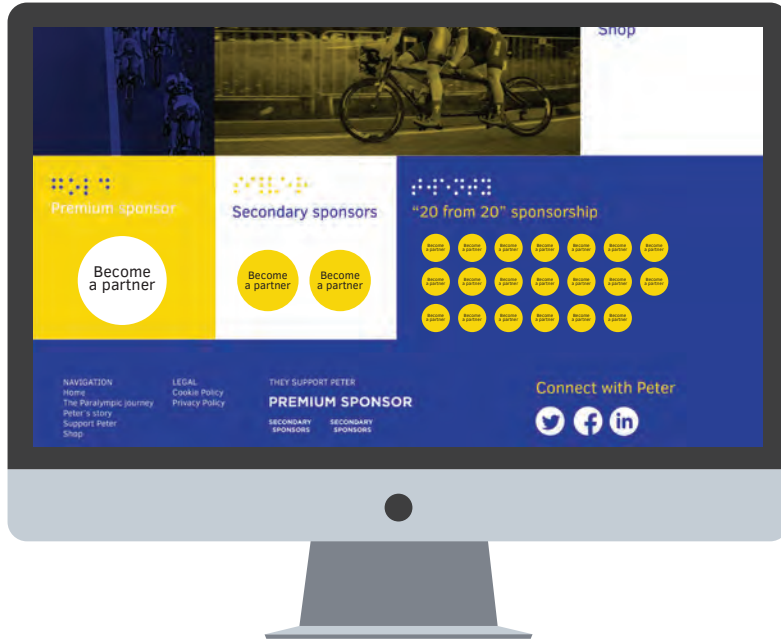


The organisation or main individual sponsors name will appear on:

- Website
- The base of any Pop Up Banners that can be used where Peter is the guest speaker
- A signed copy of a book for each organisation or individual which tells the story of Peters 'Journey to Tokyo'
- Mention in the credits of a documentary
- An invitation to a gala event prior to the Paralympics

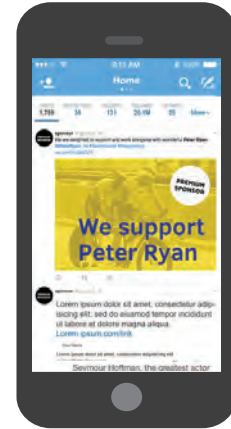
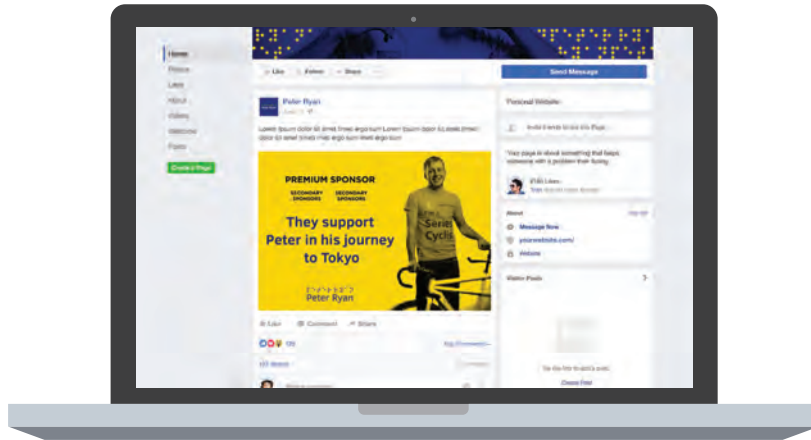


Online



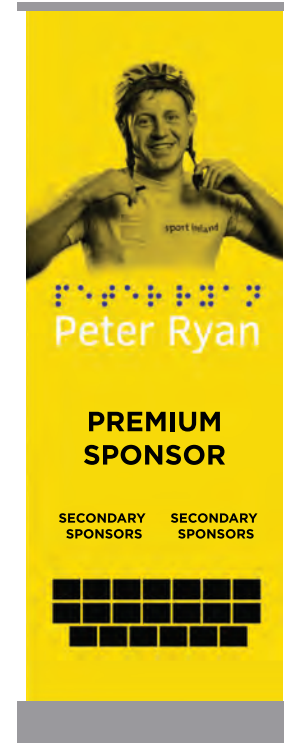


Digital Marketing Strategy





Event Material





Peter Ryan