



Carter Jonas | LandAid
PEDALTHON
YORKSHIRE
2016

20 May 2016



**IN CELEBRATION OF LANDAID'S
30TH ANNIVERSARY THE
CARTER JONAS LANDAID
PEDALTHON IS RAISING FUNDS
EXCLUSIVELY FOR LANDAID.**

Enter
from just
£50

carterjonas.co.uk/pedalthon

Carter Jonas

HIGHLIGHTS

OF THIS YEAR'S CARTER JONAS LANDAID PEDALTHON:

Now in its third year, the **Carter Jonas LandAid Pedalthon** is a “Tour de France” legacy ride and brings together cyclists from all over the country in the spectacular setting of the Yorkshire Dales.

The Carter Jonas LandAid Pedalthon will take place on 20 May 2016 and will comprise of two routes – a longer ride of 80 miles and a shorter ride of 40 miles.

100% OF MONEY RAISED TO CHARITY

LandAid is focussed on ending youth homelessness. We are proud to say that as Carter Jonas is funding all of the organisation and administration of the Pedalthon, 100% of entry money for this year's **Carter Jonas LandAid Pedalthon** will go to LandAid to help with the vital work they do around the UK. As one of LandAid's 30th anniversary events, we are anticipating many of LandAid's national property company partners will take part in this year's Pedalthon and have set a fundraising target of £15,000!

COMPLIMENTARY FOOD AND DRINK

This year the **Carter Jonas LandAid Pedalthon** starts and finishes in the courtyard at Theakston's Brewery in Masham. Riders will be able to relax with a much needed post-ride massage, enjoy a pint of Theakston's and satisfy their hunger at the BBQ. Along with the BBQ and beer, the **Carter Jonas LandAid Pedalthon** celebrates the best of Yorkshire produce. Food stations along the routes will allow riders to enjoy great food and drink from local suppliers.



THE CARTER JONAS LANDAID PEDALTHON STRAVA CHALLENGE

For 2016, we are introducing a number of Strava timed segments to both routes. The segments will be between 0.5 and 1km long and announced ahead of the event. These legs are designed to offer all riders the opportunity to challenge themselves on the course and all challenge riders will receive a completer's medal. As a bit of fun, a mystery rider will also be completing these legs on the famous Carter Jonas Shopper. Advice on how to set up a strava account will be published on the website.



The Carter Jonas Shopper

MORE WAYS TO BE A WINNER AT THE CARTER JONAS LANDAID PEDALTHON

In addition to the **The Carter Jonas LandAid Pedalthon Strava** challenge, 2 new awards will be presented. The **Best Dressed Pedalthon Team** will go to the smartest, most smiling and colourful team and the **Pedalthon Miles Trophy** will go to the team that travels the furthest distance to ride in this year's **Carter Jonas LandAid Pedalthon**.

MORE WAYS TO RAISE MONEY

We are working with LandAid to ensure that the **Carter Jonas LandAid Pedalthon** raises as much money as possible. LandAid's fundraising team will support all of our entrants - helping them to open Just Giving pages and working with entrants on ideas for attracting sponsorship from family and friends.



THREE WAYS TO GET INVOLVED THIS YEAR AND AN EARLYBIRD REGISTRATION RATE BEFORE MARCH 31 2016

Individual entry

The cost of entering this year's **Carter Jonas LandAid Pedalthon** is just £75 (reduced to £50 if booked before March 31).

Team entry

A team of six costs just £400 (reduced to £250 if booked before March 31) and includes entry into the **Carter Jonas Pedalthon trophy**. Extra places are £50 per head.

Sponsor the event

A limited number of sponsorship packages are available at just £1,000. Our sponsors will feature in all event publicity and branding on all event materials. Last year our sponsors benefitted from over £96,800 worth of publicity (EAV). As a LandAid 30th anniversary signature event this year's event will be even higher profile.

On top of the excellent promotional value of sponsoring the **Carter Jonas LandAid Pedalthon** sponsorship benefits also includes:

- entry for a team of eight riders
- a branded gazebo at the event with a bike maintenance stand
- a commemorative photo-book for your team/office.

**For more information and to register
for the Carter Jonas LandAid
Pedalthon please phone
Fenella Theakston on:
020 7518 3251 or go to:
www.yorkshirepedalthon.co.uk**

Iconic Cycling Events

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CYCLING**

Carter Jonas