

Corporate Packages – Liverpool-Chester-Liverpool & Wiggle North Series

Pennine Events began in 2002 with the goal of producing top-quality events; this goal has been achieved time and again, and continues to be a great motivator to the team. Producing successful events such as Liverpool-Chester-Liverpool year after year, the Great Manchester Cycle, and Pedal for Scotland, we would like to offer your business the opportunity to get involved on any level with our events.

Liverpool-Chester-Liverpool

A very successful cycle event that has been running for 23 years with Pennine Events staff members managing this from the very beginning. Encompassing six possible routes and distances it is an event for everyone, including a 5 mile family tunnel cycle. Utilising the Queensway Tunnel that connects Liverpool and The Wirral, this event is the only cycling event to fully close the tunnel and open it to pedal power. Choosing from distances of 5, 25, 50, or 100 miles, this event is sure to suit all cyclists.



Take a look at www.liverpoolchesterliverpool.co.uk for more information.

Wiggle North Series

This new series has seen Pennine Events combine with major online sports brand Wiggle to bring a whole host of new events for 2016 and beyond. At present Pennine Events have launched the first two events of the series, Wiggle Along The Border, and Wiggle 4 Counties with St Catherine's Hospice, details of which can be found at www.wigglenorthseries.co.uk.



With future events ranging from cycle sportives, to duathlons, triathlons, runs, and swims, there is sure to be something for everyone in this series.



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How Can We Get Involved?

Sponsorship

There are a number of different sponsorship packages available at both Liverpool-Chester-Liverpool and the Wiggle North Series. Please take a look through our presentation on sponsorship options for more information. <R:\Events\Events 2016\Liverpool-Chester\Marketing & PR\Sponsorship\LCL16 - Event Information Brochure.pdf>

Sponsorship packages for Wiggle events are available on request, while full events can also be planned to suit your company needs. Pennine Events can offer you an event for you and your staff alone. Alternatively why not consider joining forces with your charity of the year to create an event to benefit all? Contact us today for more details.

Bundles

Are you looking to increase your staff days out and health and wellbeing? Do you actively encourage your staff to maintain a healthy lifestyle? Do you have a large amount of staff who like to cycle or you would like to offer them the opportunity to do so? We have a number of options available to you so please get in touch and we can offer fantastic discounts on group bookings ahead of any event.

All bookings give you a specified number of 100% discount codes that are then redeemed on the registration site. Make it easy for you and your staff, send them a free code and they can choose their event.

Combination

Pennine Events are delighted to be able to offer your business a combination offer of places and sponsorship. Why not purchase places on a cycle sportive and take the plaudits as headline sponsor too? Options are available, all sponsorship packages already come with a small number of places, why not look to increase this and get everyone involved in your event.

What Will We Get?

You will receive naming rights to the package that you decide to choose, alongside publication within all event marketing and on the day. There will be an allocated space for you at the event on the day giving you the chance to not only promote your business to all participants, but to also cheer on your staff as they take on their challenge.

If you are looking to make your staff event about charity, Pennine Events can help. Whether you have a charity of the year already or would like one, our service offers you the chance to receive free fundraising advice and guidance ahead of your staff activities.

Other Pennine Events clients and events:

Pennine Events understand the needs and wishes of a corporate client. The client and participant journey is crucial, and we want to ensure that you are given the chance to make the most of your time and budget.

Each year Pennine Events create more and more events for a wide variety of clients, and for ourselves – get involved and join us as we create thrilling events remembered forever.

“This year they were bigger and better than ever. The ACE Centre was once again a fantastic venue and everyone had a really good night. It created a real buzz over a very long time and we're sure that this year's event will have exactly the same effect.”

Allan Buck, initiator of the Pendle Business Awards

Client History:

Leicester City Council	The Christie	Harrogate Borough Council
St Catherine's Hospice	Parkinson's	Leukaemia and Lymphoma
Wigan & Leigh Hospice	RSPCA	iTravel Smart
Daleside Brewery	FTAV	Addleshaw Goddard LLP
British Heart Foundation	Claire House	Pendle Borough Council

Other Pennine Events clients and events:

- South Ribble Sports Awards
- Tour de France – project management of stages 1 and 2 through North Yorkshire
- Tour of Britain (Stage 2 – Pendle)
- Wiggle – full northern event series
- The Great Run Company (Nova International) – Great Manchester Cycle
- Harrogate Borough Council – Harrogate Big Bike Bash
- Leicester City Council – Castle Classic and Leicester Sky Ride
- Pedal for Scotland
- Ride With Brad
- Pendle Business Awards

For more information contact Mark Parkinson on 01772 447 979 or markp@pennineevents.co.uk.