



# SPONSOR #WEMAKEEVENTS BIKEFEST SPAIN | JANUARY 2023

Align your brand with the fundraising bike rides that are flying the flag for the global live events industry.







# BROUGHT TO YOU BY #WEMAKEEVENTS

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#WeMakeEvents was launched by PLASA in spring 2020 in response to Covid-19 and the devastating impact on the live events supply chain.

The campaign rapidly grew into a cross-industry collaboration of organisations, companies and freelancers. Everyone involved dedicated to amplifying the voice of the live events and entertainment industry.

This led to the Red Alert Action Day on 11 August across the UK, followed by the Global Action Day on 30 September which spanned over 25 countries, from New Zealand to Canada.

Alongside all this, #WeMakeEvents Spain actively campaigned throughout the pandemic and has been instrumental in organising Bikefest Spain in 2022.

Since then, #WeMakeEvents has continued to organise events and digital campaigns to make sure our incredible industry is not forgotten.

Behind the scenes, we communicate with government officials and lead important conversations on the future of live events and entertainment.

[WWW.WEMAKEEVENTS.COM](http://WWW.WEMAKEEVENTS.COM)



# CYCLING FOR THE LIVE EVENTS INDUSTRY

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The BikeFest initiative expands every year, with 2023 being no exception!

Last January, an intrepid team cycled 400km along the Mediterranean coast to the venue where ISE should have been taking place. They raised over €4,000 for charities in the UK and Spain.

After this achievement, we kept the momentum going, embarking on the second bike ride of the year in September, from SFL in Reading to the Royal Albert Hall, London, UK.

The dedicated riders rode 130km and raised a further £2,000 for our industry charities.

**But it's not over yet!**

The BikeFest team are organising another two bike rides for 2023 in Spain and the UK.

Together, these bike rides will demonstrate international unity across the industry and will continue to raise vital funds and awareness for our colleagues in need.

[CLICK TO WATCH THE BIKEFEST MINI-MOVIE!](#)





# ALIGN YOUR BRAND WITH BIKEFEST

BikeFest is a quintessential representation of what #WeMakeEvents is all about: strengthening community, supporting colleagues, and championing the industry we all love. Align your brand with these values with our affordable sponsorship package that offers exclusive promotion and networking in return.

View your sponsorship bundle below...





# SPONSORSHIP PACKAGE

£1,500

Align your brand with #WeMakeEvents and BikeFest with this fully comprehensive marketing bundle. **Your supporter package includes:**

## Website

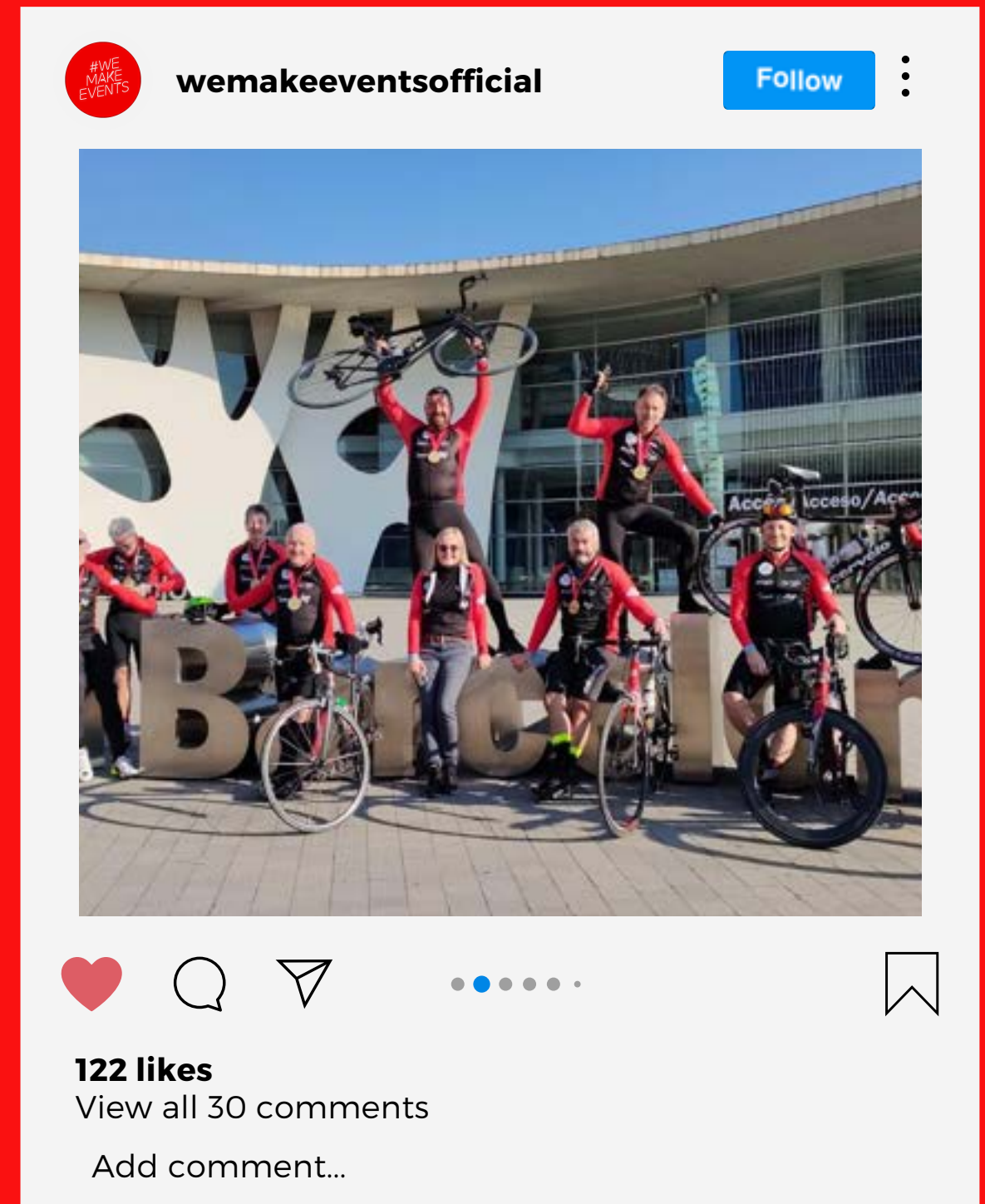
- 1x logo on #WME supporters page ✓
- 1x logo on BikeFest welcome page ✓
- 1x logo featured in the BikeFest mini-movie ✓

## Social media

- 1x 'thank you to our sponsor' post on all platforms ✓
- 1x Facebook 'thank you to our sponsor' story ✓
- 1x Instagram 'thank you to our sponsor' story ✓
- 1x link to collect donations from your audience ✓
- Custom social media templates for you to use in your own BikeFest promotion ✓

## Email

- Your logo displayed on the sponsors panel throughout pre and post BikeFest promotion ✓
- Not forgetting, your brand will be associated with strong values and a great cause!



# THE ORGANISERS



# OUR PARTNERS & CHARITIES











# GET INVOLVED

We're glad to hear that you'd like to sponsor  
**BikeFest!** Please email us to enquire.

✉ [info@wemakeevents.com](mailto:info@wemakeevents.com)

💻 [www.bikefest2023.com](http://www.bikefest2023.com)

