

# EARTH WIND & TYRE

## SPONSORSHIP BROCHURE 2022



# EARTH WIND & TYRE

A RENEWABLE WORLD CHALLENGE



Renewable World: registered charity number 1119467

## About the event

Earth Wind & Tyre is a 100-mile, wind-themed cycle challenge. The event unites teams and individuals from across the renewable energy industry and beyond to raise funds for Renewable World. Participants can take part in person or virtually, making it a cycling challenge open to all ages and abilities, and from wherever you are in the world!

Earth Wind & Tyre is an event with wind at its heart. The route of the physical event was designed to pass by a number of onshore wind farms, in celebration of renewable energy and the possibilities it holds to change our world. In 2021, the event received over 160 registrations and raised over £78,000 for Renewable World.



“Earth Wind & Tyre is a fantastic platform to allow us to demonstrate our social commitment and is particularly relevant to us, due to our business involvement in the renewable energy industry. MPI are proud to support and pledge sponsorship for this very worthwhile charitable event.”

*Peter Robinson, Managing Director at MPI Offshore*



## Benefits of sponsoring Earth Wind & Tyre

By sponsoring Earth Wind & Tyre, and aligning yourself with an event that celebrates renewable energy and the power it holds to change our world, your company will benefit from the following:

**Brand exposure and awareness:** this event is promoted across the UK and European wind, solar and marine sectors. Sponsoring Earth Wind & Tyre will raise your company profile, increasing your credibility and prestige within the renewable energy sector as a whole.

**Gain positive media exposure:** your company will be publicised in association with Renewable World and news of your support will reach employees, shareholders, the public, and others within the renewable energy industry. We intend to promote the event in trade press, local and regional newspapers, national media outlets, online and through our social media channels.

**Meet your Corporate Social Responsibility:** by sponsoring this event, you will be aligning with Renewable World and our mission to tackle energy-related poverty. Your sponsorship will help us bridge the gap between those that need renewable energy and those that produce it.

**Engage your employees:** improve staff engagement by sponsoring a team from your company to take part in Earth Wind & Tyre. It has been proven that team building and corporate outings have a positive effect on employee morale. Research shows that staff feel happier at work and more committed to their jobs when companies invest in team outings. See our Corporate Packages Brochure for more information about entering a team.

## Flexible and tailored packages

Our Corporate Sponsorship packages are flexible and can be tailored to suit your company's needs. You can choose from one of our four set packages, outlined below, or get in touch to discuss a tailored package to suit your brand and budget.

### BRONZE: £2,000

- Your company named in all publicity, including local, regional and national press
- Your logo featured on all marketing materials and communications output, including the Earth Wind & Tyre event page on our website
- Your logo displayed at the end of our event video
- Your logo printed on the event cycling jerseys



### SILVER: £3,000

#### All the Bronze benefits plus:

- Your branding at one of the event feed stops
- A post-event presentation to your staff, highlighting the impact that your support has had on energy-poor communities
- Your logo in a good position on the back or front of the event cycling jerseys



### GOLD: £6,000 *Exclusive package - only 1 available*

#### All the Silver benefits plus:

- Your logo on the event cycling caps (exclusive alongside Renewable World branding)
- A page about your business included in the Rider Pack that goes out to all participants
- Your logo in a prominent position on the back and front of the event cycling jerseys



### PLATINUM: £10,000 *Exclusive package - only 1 available*

#### All the Gold benefits plus:

- Your company named as the Headline Sponsor in all publicity
- Your logo on the medals and event water bottles (exclusive alongside Renewable World branding)
- Your logo in a prominent position on the back and front of the event cycling jerseys



## Can you imagine your day without power?

For many communities living in difficult to reach and low-income areas around the world, governments and private companies do not provide the energy services that we often take for granted.

At Renewable World, we exist to serve alongside these marginalised communities, while also serving our planet as stewards of a carbon-neutral and prosperous future for all. We do this by working within a network of talented local partners and remote energy-poor communities to develop affordable and innovative renewable energy solutions that service families living without any means of safe and reliable power.

## Why Energy?

We believe that access to affordable and reliable energy is critical to providing everything a community needs to thrive: from healthcare to water, to education, to jobs. And yet, more than 840 million people worldwide do not have access to clean, safe energy sources.

In addition to providing transformative power for communities, energy is also at the centre of a new global challenge: the climate crisis.

Unpredictable weather and environmental degradation caused by fossil fuel emissions continue to threaten livelihoods around the world.

Sadly, it is often the remote, energy-poor communities that are also most impacted by climate breakdown. It is this joint urgency – to service the most underserved families while working to solve the climate crisis – that we dedicate ourselves.

## Our Goal

Every person deserves the right to determine their own future. Access to energy and a clean environment makes this possible.

We envision a world where renewable energy is readily accessible to all, helping to end extreme poverty and reduce climate change.

We are developing and deploying effective solutions that bring renewable energy to scale for poor communities, (em)powering thousands to achieve sustainable and resilient livelihoods.

You too can (em)power the world by taking part in Earth Wind & Tyre.

## Meet Joshua and Irene

The couple has four kids and manages the neighbourhood convenience store. Previously, the store sold basics including flour, bread, sugar, matches, and kerosene.

When power came to their village via a community-managed solar microgrid, they decided to expand. The old convenience store grew to include a small cafe. Further, the electricity allowed them to expand their grocery offerings.

Irene now wakes up at 5am to start preparing breakfast for the local fishermen. The cafe is open until 10pm and has led to increased income opportunities.

Joshua continues to make an income from fishing while the extended business hours of the store have meant more time helping Irene with the family business.

The couple is excited for the future and the life they will provide for their kids. Irene shared, “through the income we are getting now, we can pay the fees and are able to transfer our eldest daughter to a better school.”



To express your interest in becoming a Corporate Sponsor of Earth Wind & Tyre, please contact our events team on [events@renewable-world.org](mailto:events@renewable-world.org) or call +44 (0)1273 076050.

Let us know if you would like to opt for one of our four set packages (Bronze: £2,000; Silver: £3,000; Gold: £6,000; or Platinum: £10,000) as outlined on page 3, or get in touch to discuss a tailored package to suit your brand and budget.

*Photos courtesy of Shahid Chohan Photography*



## Past sponsors

Past sponsors have included:



“ I love the idea that the efforts that we can put in, in one weekend here, can make a significant difference in other people’s lives. ”

**Don Mackay, Chief Technical Officer at EDF Renewables**

