

The logo for Sport Ecosse Events features a red curved shape on the left that partially encircles the text. The text 'Sport Ecosse' is in black, with 'Ecosse' in red, and 'Events' is in black below it.

# Sport Ecosse Events



Charity partnerships guide

# Raising you money and building your brand

At Sport Ecosse we're passionate about connecting fundraisers with great causes, helping you to raise as much money as possible for your charity. You can trust in our experienced, highly skilled team to make your fundraising event a success.

Our managing director, Kevin Gerrie (pictured below in red) brings more than 20 years' fundraising experience to your campaign, having worked for some of the UK's leading charities, including Marie Curie, where he managed a team that raised more than £8 million annually.

Whether you are a large, national charity or a small local cause, we'll work with you to tailor your event carefully, making sure it appeals to your supporters' interests or attracts the types of supporters you want on your database.



# Making your event a success

Kevin and his team can offer you a fully managed service, or help in one or more of the following areas:

## Planning and strategy

We can offer you budgeting, PR and marketing expertise to get your events off the ground and help you recruit the right supporters.

## Return on investment

We'll talk you through tried and tested fundraising methods and give you insights into the latest trends to help you exceed your fundraising targets.

## Logistics

Our expert team will ensure your event runs smoothly, within budget and on schedule.

## Compliance

We'll steer you through any regulatory requirements, including health and safety and risk assessments.

Supporter experience is at the heart of everything we do at Sport Ecosse. Our team is dedicated to making sure your supporters enjoy every aspect of their challenge, so they'll want to come back and support you, year after year.

Whether you want to put on a long distance cycle, a regional trek or a mass participation run or walk, we have the skills and experience needed to make your fundraising event a rewarding experience for everyone involved.

## Short - day events

Options for day events include cycles, walks and mountain treks. We can also deliver combinations of cycling, running or trekking in urban and rural settings, over the course of a day or across a weekend. We'll look after the set up, management throughout the day and pack down, so you can focus on enjoying the event with your supporters.



### **Farleigh Hospice, Cycle For Life**

We have helped Farleigh Hospice with their annual cycling challenge, which comprises of three scenic routes and something for all abilities. Riders have the chance to cycle 20k, 50k, or 100k across the beautiful Essex countryside, starting and ending in the grounds of the hospice.



### **Off the Beatson Track for Beatson Cancer Charity**

One of Glasgow's favourite fundraising events, which attracts more than 2,000 walkers in a sea of yellow to benefit the Beatson Cancer Charity. We love supporting this six and a half mile, family-friendly walk, which starts and finishes at the Riverside Museum in Glasgow.

For all of our events visit [www.sportecossevents.co.uk](http://www.sportecossevents.co.uk)

## Medium - shorter and closer to home

These events can involve a long weekend of activities or multi-day cycles, within the UK and Ireland. In general they involve lower numbers of participants but higher fundraising targets. We will plan and deliver your event to the highest standards, taking care of all logistics including route planning, support staff and accommodation for your supporters.



### **The Celtic Challenge for St Columba's Hospice**

In 2021, Sport Ecosse will be heading from Edinburgh to Iona once again, to give riders the opportunity to take in some of the finest cycling Scotland has to offer. This is an event we have developed and managed for ten years, raising significant funds for St Columba's Hospice.



### **Ireland Top to Toe - Malin to Mizen - for Marie Curie**

This is a popular event we have delivered dozens of times for charities, including annually for Marie Curie but also smaller charities such as the AT Society and New Ways. See Ireland at its best – from a bike – enjoying the famous Irish hospitality and the craic along the way.

To discuss your event idea, call us on 0141 946 5323

## Longer and open events - seven to ten days

Our open events offer participants a truly memorable experience, while allowing them to raise money for a charity of their choice. All accommodation, meals, transport, support vehicles and staff, and insurances are included in the price. These longer events are available with charity representative places included, giving you the opportunity to build strong relationships with your supporters. We deliver events across the continent, from western and southern Europe up to the Baltic states.



### France – Channel to the Med

We have run this event many times as an open challenge and also exclusively for Marie Curie. One of the best places to cycle in Europe, this ride covers 627 miles (1,000 km) top to bottom along the length of France, climbing 27,500 feet (8,382 m) across eight days.



### Cycling World Championships flag relay for Leeds Cares

A bespoke cycling challenge to celebrate the UCI World Championships coming to Harrogate in 2019, developed for the official fundraising partner, Leeds Cares. Participants carried the official UCI flag from the 2018 host city, Innsbruck, back to Harrogate, travelling through the Austrian Alps, following the Rhine through Germany and onto Belgium, before taking the ferry for the last day in rolling Yorkshire.

## What our clients say about us

“Beatson Cancer Charity has worked with Sport Ecosse for many years now. The team are incredibly helpful and knowledgeable and make everything extremely easy for us, in particular for our flagship event, Off the Beatson Track. With over 2,000 participants taking on a 10k walk, Sport Ecosse deal with the logistics and route, liaise with the venue and other contacts for set up and they support our walkers throughout the day. We have never had any problems; they are a pleasure to work with and I can’t recommend them enough.”

**Maisie McCormick, Community Fundraising Manager**

“New Ways has been working with Sport Ecosse for 10 years and are delighted by the quality of events they have organised for us – especially the bike rides. They make it work for people of all abilities, so everyone feels part of the team and enjoys themselves while raising money for a great cause. The team are very helpful, knowledgeable and professional and provide great support and encouragement along the way. I wouldn’t hesitate to recommend Sport Ecosse to others and I am looking forward to working with them in 2021.” **Angela Docherty, Chief Executive**

“St Columba’s Hospice has been working with Sport Ecosse Events for more than ten years now. I can’t speak highly enough of Kevin and his team. They have delivered our Celtic Challenge seamlessly each year and the event would not be the same without their professionalism and positive attitude. They are also great fun to be around and are always very popular with our participants.” **Jon Heggie, Director of Fundraising**

“In 2019, Sport Ecosse supported Leeds Cares with our UCI partnership and events programme, including our flag relay challenge. The team were fantastic, not only planning the event and looking after all the logistics, but also looking after our supporters – many of whom have gone on to do further fundraising for us since. I cannot recommend Sport Ecosse highly enough to look after your event and give your supporters a really positive experience.” **Giles Fretwell, Head of Events**

# Get in touch

To find out more about how Sport Ecosse can help you with your next event:

Call us on **0141 946 5323** or

Email Kevin Gerrie at  
[kevin@sportecosse.co.uk](mailto:kevin@sportecosse.co.uk)

Alternatively, visit us at  
[sportecossevents.co.uk](http://sportecossevents.co.uk)

Our sister company,  
**Top of the Col**, delivers quality  
cycling breaks and holidays.

For more information, visit:  
[www.topofthecol.cc](http://www.topofthecol.cc)



**Sport Ecosse Events**