



**Devon Air Ambulance**  
**Cycle Challenge** est. 2026

[daat.org//pack-2026](http://daat.org//pack-2026) | **Saturday 12 September 2026**

**Sponsorship  
Opportunities**



**Saving lives. Together**

# About us & your opportunity to make a difference

Since our first mission in 1992, Devon Air Ambulance has evolved into a vital, life-saving service for our county.

We operate two helicopters and four Critical Care Cars, delivering advanced emergency care when every second counts.

## Your sponsorship enables us to:

- **Equip our crews with the specialist equipment they need**
- **Enhance the critical service our patients rely on**
- **Reach those in the most difficult and remote locations**

Entirely funded by the people of Devon, we rely on partnerships like yours to plan strategically and invest in innovation.

## Together, we can:

- **Save lives**
- **Support families**
- **Make a lasting impact on the health and resilience of our communities**

# Devon Air Ambulance Cycle Challenge

This brand new event will be a bold, energising celebration of challenge, determination and community spirit. The Devon Air Ambulance Cycle Challenge will bring together riders of every ability level for a shared journey through some of the region's most beautiful landscapes.

- **Saturday 12 September**
- **7:30am - 4pm**
- **Start and finish at Winslade Manor, Exeter**
- **This event welcomes adults 18+, from seasoned cyclists to newcomers, offering routes for all abilities, with a vibrant, family-friendly event village at Winslade Park for everyone.**

# Why supporting us is good for your business

Devon Air Ambulance is a trusted and much-loved brand, proudly serving the people of Devon for over 30 years. Our presence is felt across communities through our shops, Helipad magazine, and the vital work we deliver every day. By partnering with us, your business will gain visibility with new audiences, strengthen its corporate reputation, and demonstrate a commitment to help save lives. Together, we can create a meaningful impact for both your brand and our community.

# Your opportunity to help save lives:

## Headline sponsor **£3000**

- **Exclusive Team Experience:** Enter a team of up to ?? for free, perfect for team building and showcasing your brand.
- **VIP Airbase Visit:** Gain private access to our airbase, including a photo opportunity with one of our helicopters (subject to mission availability). Photos will be shared on relevant social media channels and provided for your own use.
- **Publicity Boost:** Benefit from a dedicated press release announcing your sponsorship.
- **Website Recognition:** Your business featured as an official sponsor on our event page.
- **Brand Visibility:** Prominent inclusion of your logo on all event promotional materials (subject to print deadlines and confirmation of sponsorship in advance).
- **Headline Visibility:** Your logo featured prominently on the email footer for all event communications.
- **Social Media Spotlight:** A tailored post across our relevant platforms to celebrate your support.
- **Magazine Inclusion:** A thank-you mention in our Helipad magazine as part of the event round up. (23,000 copies printed and distributed across Devon)
- **Event Presence:** Your own stand at the event with opportunities for product placement.
- **On Site Branding:** Display your banner prominently at the event.
- **Goodie Bag Inclusion:** Add your own branded literature or promotional items to our event goodie bags for maximum reach.
- **Finish Line Celebration:** Host a cheer crew at the finish line! Join us in handing out medals and celebrating with participants as they complete their emotional challenge.
- **Participant Pack Inclusion:** Your logo and testimonial featured in the participant's pack.
- **Internal Recognition:** Your support promoted across our organisation's intranet, reaching over 170 staff members.



# More opportunities to be involved:

## Sponsor a route:

### Legend (100 miles)

£500

This is the big one! A test of endurance, strength, and pacing. Longer miles, tougher climbs, and stretches where riders may need to dig deep to complete the challenge.

### Heroic (50 miles)

£500

Built for riders who've put in the work, this mid-distance route is a chance for riders to put those training miles into practice.

### Explorer (30 miles)

£500

This route offers a relaxed, beginner-friendly ride, perfect for easing back into the saddle. Ideal for those light on training, it provides a short, scenic loop at a comfortable pace.

- **On Site Branding:** Display your own banners prominently at the event, as well as along your chosen route, for maximum visibility.
- **Event Hub Recognition:** Your logo featured on our A1 Sponsors Board at the event hub.
- **Social Media Spotlight:** A tailored post across our relevant platforms to celebrate your sponsorship of the Heroic route.
- **Route Presence:** Boost your visibility on your chosen route with your banner prominently displayed, as well as provide a team to cheer on riders or marshal, creating memorable, on-the-ground brand engagement.
- **Post-Event Acknowledgment:** Receive a thank-you mention in our post-event promotion across Helipad magazine, our website, and social media channels.

# Contact us

Thank you, we hope this sponsorship opportunity appeals to you. If you have any questions or want to discuss anything further, please contact Lottie via:

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