

IT'S TOO

Faro



**STEVE BERNARD
FOUNDATION**

Partnership Opportunities • Bilbao to Faro • October 2023



INTRODUCING THE STEVE BERNARD FOUNDATION

The Steve Bernard Foundation has been supporting sporting projects across the South Coast since February 2006. To date, the Foundation has raised more than £500,000 and supported more than 400 projects covering more than 60 sports and 4 continents.

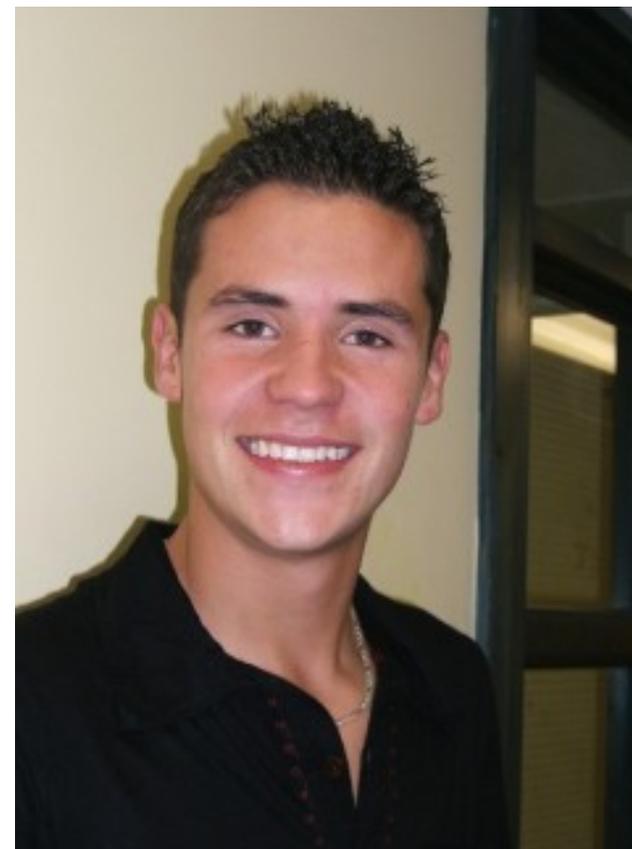
The SBF was established in memory of the affectionately named 'Stevie B' following his tragic passing in a car accident in November 2005. Following his death, his family and friends were inundated with support and donations. It seemed right, even in the earliest stages that these funds should go to that which Steve loved best, Sport.

The foundation, run entirely by volunteers, has offered guidance, financial support and predominantly equipment to a range of good causes ranging from supporting Olympic and Invictus athletes of the future; providing new kit and equipment to local schools and sports clubs to funding outreach projects in Thailand, Uganda and Kenya.

Everything which has been achieved has been guided by Steve's memory and an incredible passion for sport. We love what we do and we would love for you to join us on our journey.

The Steve Bernard Foundation is a charity registered in England and Wales, number 1167766. More information about the foundation can be found at stevebernardfoundation.com

SBF Team x





THE LATEST EPIC ADVENTURE FROM SBF



It's Too Faro is the latest high profile cycling fundraiser organised by, and in aid of, the Steve Bernard Foundation.

Taking place just over 8 years after the successful Rome to Home adventure, 20 avid supporters of the SBF will be undertaking a brand new challenge to raise funds for sporting projects based across Dorset, Hampshire and Sussex but taking place around the world.

The It's Too Faro Tour will see an eclectic mix of total amateurs, passionate enthusiasts and a few pros cycle the 1000 mile route from Bilbao, in the Basque region of Northern Spain, to Faro on the South Coast of Portugal.

As well as our biggest fundraising event since 2015, the It's Too Faro Challenge presents an amazing opportunity for the Foundation and its partners to secure local, regional and national profile. Originally planned for 2020, It's Too Faro is a crucial part of the foundation's activities as we return to full fundraising following the global pandemic, an event which severely impacted charities across the UK and beyond.

We would love for you to support our challenge in order that all of the funds raised can go towards the projects we support.

[stevebernardfoundation.com/ITF](https://www.stevebernardfoundation.com/ITF)



Please note: Packages can be tailored on request.

PARTNERSHIP PACKAGES

GOLD

Contributions from £5000

- **OFFICIAL PARTNER OF SBF IT'S TOO FARO CHALLENGE**
- Prominent branding across all It's Too Faro PR & marketing materials
- Prominent advertisement on SBF It's Too Faro website
- Prominent front of kit logo on all training wear and cycling kit
- Mentions in any press coverage achieved ahead of tour
- Branding prominently on all promotional videos and images used for PR Purposes
- Regular inclusions and promotion on social media relating to challenge



SILVER

Contributions from £2000

- **PROUD SUPPORTER OF SBF IT'S TOO FARO CHALLENGE**
- Branding inclusions across selected PR & marketing materials
- Medium logo on selected training wear and cycling kit
- Branding included on selected promotional videos and images used for PR purposes
- Inclusions and promotion on social media relating to challenge



BRONZE

Contributions from £500

- Mentions across selected It's Too Faro PR & marketing materials
- Small logo on cycling kit
- Inclusions and promotion on Social Media relating to Tour



WHAT DOES THE STEVE BERNARD FOUNDATION DO?



Sport was central to every element of Steve's life and the foundation strives to match his passion for sport.

In the 17 years since the SBF was formed the foundation has supported over 400 sporting projects based across the South Coast. These projects cover a vast array of sports but can be broadly categorised as below:

- Purchasing, or contributing to the purchase of, sporting equipment for sports teams, clubs and individuals based predominantly in Dorset, Hampshire or Sussex
- Purchasing of equipment which enables disabled youngsters to undertake sporting or leisure activities.
- Funding of training for coaches or officials across a wide variety of sports.
- Funding of sporting facilities or apparel for clubs, teams and associations based across the South.
- Sponsorship of awards, competitions and talent programmes
- Funding of overseas projects with local connections. These have ranged from church projects to providing sporting equipment for schools in Thailand, Uganda, Kenya and many more.



It's Too Faro Partnership Opportunities



KEY DATES

Travel to Bilbao: Wednesday 18th October 2023

Cycle Complete: Sunday 29th October 2023

*Subject to confirmation



CONTACT US

**FOR MORE INFORMATION REGARDING SPONSORSHIP
PACKAGES FOR IT'S TOO FARO PLEASE CONTACT:**

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