

WELCOME DOCUMENT

SKYLINE EVENTS - LONDON TO BRIGHTON CYCLE

2025 REPORT



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MARKETING & ASSETS



BOOKING LINKS:

In your welcome email you will find your bespoke booking link for the event. If you would like to run any promotional discounts over a particular week or month (to align with the charities campaigns or awareness periods) or in the last few weeks to help fill remaining places, please just let us know and we simply email you a special booking link for it to run at any time frame of your choosing. These then just come off the overall refund, post event.

MEDIA & IMAGES:

Photos

[London to Brighton Media](#)

Video: Youtube

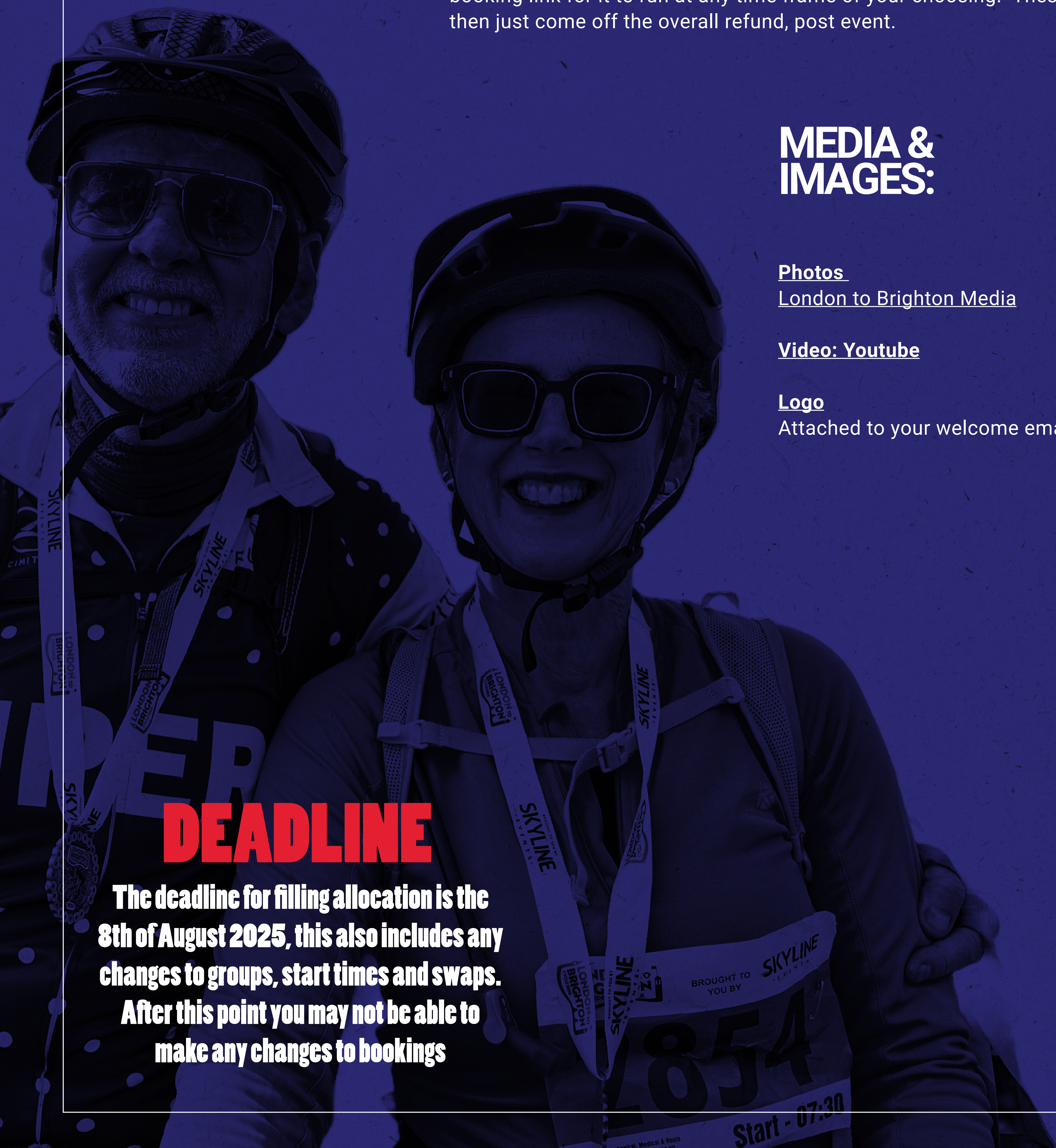
Logo

Attached to your welcome email

DEADLINE

The deadline for filling allocation is the 8th of August 2025, this also includes any changes to groups, start times and swaps.

After this point you may not be able to make any changes to bookings



MARKETING & ASSETS

MARKETING IDEAS:

Add the event to the charity website home page for maximum visibility for a weekend, a week or a month.

Run a promotional discount on the £55 deposit. We can create a booking online link to work within a certain timeframe (w/e, a week or month). State the deadline to give it a sense of urgency. You can then direct supporters straight to the booking online link from your landing page on the charity website.

Google Ad's/PPC – some charities have grants for this.

Corporate Teams – to help promote this cycle out to their key partners/key Influencers

Cause led social media posts to really highlight and engage the unique services you offer.

Carousel Marketing ad(s). A carousel ad is an ad format used on Facebook. It allows a charity to showcase multiple different events in one reel (each event with its own image / headline / link to the website), and you can put Brighton as the front facing ad in the collection.

Add the London to Brighton cycle (with an effective image) to your email footer

Focus on teams taking part and the recruitment of them! Use images of past teams cycling, where possible, in marketing and communicate this in messaging (i.e. tag your team). You could look at doing a team discount, like buy 10 places and get 1 free, or similarly with 5 places.



PARTICIPANT JOURNEY

BOOKING & TRAVEL

Participants will follow the booking link from your website and or find you on the [London to Brighton Cycle Website](#) at the drop down list. The booking form comprises of simple information for the supporter to fill out such as:

- Full name, email, mobile, emergency contact information and payment details (if applicable)

There is also an option to book as a group, The main booker can book 20 people, getting their names and emails. Skyline will collect the remaining details. The main booker pays for everyone's entry.

Riders can choose their start time when booking. Once a slot is full, we can't add more to it. Riders are not grouped together unless they book as a group, the charity should get in touch to request this initially. Deadline for requesting changes is 08/08/25.

Every rider will have access to their participant portal, here they are also able to book a place on the coach transport for an additional cost. Places are limited so we would recommend everyone to book on as early as possible to avoid disappointment.

PARTICIPANT COMMS

From the moment they sign up , Participants will receive all resources they need to prepare for the event. You can access the portal yourself [here](#)

Participant Portal contains:

- Route Map and Files (including gradients, water stops and other key information about the route)
- Fundraising tips to keep them motivated
- Training plans to help them prepare physically
- Monthly email updates about the event and key information, including past emails sent out before they signed up
- Meaning you can leave all the event prep to us, all the charity needs to do is market the event, focus on filling allocation and stewardship



PARTICIPANT JOURNEY

SKYLINE REPORTING

You will receive notifications within 24 hours of someone booking via email (sometimes longer over weekends). The email will invite you to log on to Skyline Reporting to access their information. Once on please go to 'booked in the last 7 days' and remember to 'export' the report into an 'excel' to grab their contact information.

If you haven't already please use this link to register your email to the system:

<https://www.skylinereporting.co.uk/Account/Register>

SKYLINE REPORTING - BOOKING STATUS

When you run a report you may notice a column called 'status'. Please see below what each status means per booking:

Postponed until a later date	the participant has asked to pause their booking
Awaiting terms and conditions	Participant needs to fill out their emergency contact information via the link we sent them
Waiting to be booked into venue	We have all the details we need, time to be confirmed soon
Booked for the coming weeks	Participant confirmed for date and time
Cancelled	Participant has cancelled booking



ROUTE

The route map and other assets can be found on the participant portal. The route is open road but clearly lit and sign posted. Riders can use What3Words to find the exact starting point on Clapham common and access the route on their phone if they seek further guidance during the ride.

WHERE?

The starting point is Nightingale Walk, Clapham Common, London. Finishing Maderia Drive, Brighton.

SPACE

You are warmly welcomed, and we extend a special invitation to all our official partners to join us on event day in our designated Brighton Village area. This is an amazing opportunity to connect with your fantastic supporters after the ride and capture memorable moments at the finish line! In August, we will share a comprehensive Charity Info Document that will outline what you can bring to personalize your 3 x 3 area and provide details about the event day charity schedule.



EVENT DAY



Invoices & Payment terms

Soon you will receive an invoice for the full price of your partnership cost. Once your invoice has been received, we would expect payment within 7 days. This covers the entry places for how many places you have opted for and those partner benefits. If you need extra places down the line there is always an option to add more; this happens regularly as we get a surge of riders signing up across May – July.

Refunds & Cancellations

For every place you fill, you will be refunded the amount the participant paid. For example, if you fill 10 places and each rider paid £55, you will receive £550 back post event. Even if a participant cancelled and there are no refunds issued to that rider, you will still receive this entry cost back. Unfilled places will not be able to be refunded or rolled over with no exceptions.

Promotional discounts

Our standard entry cost to riders is £55 per person plus a £2.50 booking fee. If desired, you can offer the £55 entry at a discounted cost, i.e 50% off. As mentioned above you can be refunded the amount someone pays for their place, therefore if you decide to offer a discounted rate of entry, you would only be refunded that much. For example, if someone entered for a discounted rate of £10 then you would only be refunded £10 for this place.



FINANCIALS



Welcome

