



ECIA Coast-to-Coast Charity Ride

Join Us in Supporting the Chemotherapy Day Unit

This July, a team of 5 staff from the ECIA will take on the iconic Coast-to-Coast cycle challenge in support of the Chemotherapy Day Unit at James Cook University Hospital in Middlesbrough. This unit provides vital care to individuals and families across our region.

We're inviting our member companies to join us as official ride sponsors. A £1,000 contribution will help our fundraising target, showcasing the collective impact our sector can make when we unite behind a cause that touches so many lives.

Why This Matters

Cancer care touches nearly every family at some point. The Chemotherapy Day Unit plays a crucial role in delivering compassionate, life-changing treatment, and the funds raised will help improve patient comfort, enhance facilities, and support the incredible staff who provide care every day.

Your sponsorship is more than a donation. It is a visible commitment to community wellbeing and a powerful demonstration of CSR.

All fundraised money goes to the chosen charity with the ECIA covering the cost of the ride.



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Losing a dear friend after more than 40 years of shared history, including many miles together on our Coast to Coast ride, has been a deeply humbling experience. As I reflect on Dan's life, I feel a profound sense of gratitude, not only for our friendship but for the incredible team who cared for him during his final year at the Chemotherapy Day Unit at James Cook University Hospital.

Everyone deserves to face their final days with dignity and peace. The staff at the Unit went above and beyond to provide exactly that for Dan.

To honour his memory, my team and I are raising funds to support their vital work by enduring the same riding challenge I faced with Dan over 15 years ago. We sincerely hope you will join us in contributing to this cause; your support will ensure other families receive the same exceptional care that meant so much to us.

John Simpson
Managing Director, ECIA

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Sponsorship Package

We have put together a comprehensive package that will provide a lasting brand exposure over digital media as well as on the road.

Pre-Event Promotion

- Company logo featured on official ride announcement graphics and digital posters and email banners
- Press release mentioning all sponsors
- Social media countdown posts
- Inclusion in a "Meet Our Sponsors" carousel shared across Social media channels
- A standalone social post highlighting your support
- Tagging of your company pages to maximise reach and engagement
- An event template to share on your channels
- A short video message from the riders thanking sponsors on LinkedIn

On-Ride Promotion

- Logos on rider jerseys
- Logo stickers on bikes, helmets (if provided)
- Daily live video / photo updates mentioning Sponsors

Post-Event Promotion

- Thank-you video from riders shared across all association channels
- Professionally edited highlight reel featuring footage from the route, rider interviews and sponsors' logos
- A photo of a "cheque" handover to the Hospital featuring sponsors' logos
- Verbal thanks at the next AGM and Conference
- A framed photo of the riders with sponsor logos
- A "sponsor wall" banner displayed on the ECIA website homepage for 12 months

Contact us