

Partnership Program

An opportunity to make a difference



THINK PEACE, ACT PEACE, SPREAD PEACE, IMAGINE PEACE, SUPPORT PEACE, GROW PEACE

Sponsoring / Partnership Programs

Management summary



cycle4peace unites a global community of cycling and peace enthusiasts striving for a healthier, more sustainable and peaceful world.



cycle4peace presents a well-rounded, compelling case to potential sponsors, demonstrating both the positive social impact and tangible benefits they will gain from supporting the initiative.



cycle4peace was founded by Swiss Adrian Huber. He holds a Masters degree in Advanced Marketing Management of the St. Gallen Management Institute. He served in several management roles and was part of the management board with a leading outdoor market brand. In recent years he focused on corporate social responsibility where he proved the relevance and business feasibility of meaningful initiatives and partnerships to strengthen the core business as well as the corporate reputation, long term success and employee satisfaction.

Sponsoring / Partnership Programs

Management summary - Key benefits overview



1. SOCIAL IMPACT & GLOBAL PEACE

- Promoting peace and understanding
- Community Empowerment



2. SUSTAINABILITY & ENVIRONMENTAL BENEFITS

- Supporting Eco-friendly Transportation
- Align with Global Sustainability Goals (SDGs)



3. BRAND VISIBILITY & TARGET AUDIENCE

- Access to a Diverse Audience
- Positive Brand Associations



4. MEDIA COVERAGE & EXPOSURE

- Wide Media Reach
- Event Marketing Opportunities



5. LONG-TERM STRATEGIC PARTNERSHIPS

- Ongoing Collaboration
- Corporate Social Responsibility Alignment



6. EMPLOYEE ENGAGEMENT & TEAM BUILDING

- Engaging Employees in Meaningful Activities
- Promoting a Positive Corporate Culture
























7. CUSTOMER LOYALTY & TRUST

- Building Customer Loyalty through Values
- Demonstrating Ethical Commitment

Sponsoring / Partnership Programs

Partnership structure



| Partnership Levels | Invest / commitment | Servicepackage (tbd) | Influence | Industry Partners (exemplary) |
|---|---------------------------------|--|-----------|---|
|  <small>CYCLE 4 PEACE.ORG</small> SUPERPARTNER | CHF 50k / PA 2 year contract | <ul style="list-style-type: none"> ✓ Branding and Visibility ✓ Co-marketing activities ✓ Events – community access ✓ CSR-Partnership 2.0 | high |     |
|  <small>CYCLE 4 PEACE.ORG</small> MASTERPARTNER | CHF 25K / PA 2 year contract | <ul style="list-style-type: none"> ✓ Branding and Visibility online ✓ Events ✓ CSR-Partnership 2.0 | mid |     |
|  <small>CYCLE 4 PEACE.ORG</small> MAXIPARTNER | CHF 15k / PA 1 year contract | <ul style="list-style-type: none"> ✓ Branding and Visibility online ✓ CSR-Partnership 2.0 | low |     |
| Donating equipment & services | CHF (free) | <ul style="list-style-type: none"> ✓ Branding and Visibility online | - |       |

Sponsoring / Partnership Programs

Potential sponsors (selection)



Bicycle / Outdoor Brands, Federations / Associations



Physical & Health



Mobility / Car Brands* (eBikes)



*Many of these car brands see bicycles, and especially e-bikes, as a way to position their brands as environmentally conscious and forward-thinking, especially in urban areas where the bicycle plays an increasingly important role in transport.

Sponsoring / Partnership Programs

Benefits & opportunities (Deep dive)



1. Social Impact and Global Peace

- ✓ **cycle4peace** is about fostering cross-cultural exchange and collaboration, and helping to build bridges between communities, regions, and nations. Sponsors can align their brand with the positive, global mission of promoting peace and unity, values that very much resonates with the current time quality and expectations of various stakeholders.
- ✓ By supporting **cycle4peace**, sponsors contribute to social change, providing opportunities for people to connect, share, and work together toward common goals. This is especially true in conflict-prone or underrepresented regions.

2. Sustainability and Environmental Benefits

- ✓ The focus on cycling ties the project to sustainability, reducing carbon footprints, and promoting cleaner, healthier environments. Sponsors with a green or environmentally-conscious brand identity can enhance their public image by supporting eco-friendly initiatives such as **cycle4peace**.
- ✓ **Cycle4peace** can be framed as contribution to the United Nations Sustainable Development Goals (SDGs), particularly those related to health, climate action, and sustainable cities. Sponsors can showcase their alignment with these global goals, enhancing their CSR credentials.

Sponsoring / Partnership Programs

Benefits & opportunities (Deep dive)



3. Brand Visibility and Target Audience

- ✓ **cycle4peace** appeals to a wide range of people – cyclists, sports enthusiasts, peace advocates, and those interested in social and environmental causes. Sponsors can tap into this broad audience, gaining visibility among consumers who care about these issues.
- ✓ Sponsors can benefit from being associated with **cycle4peace**, a project, that promotes peace, health, sustainability, and social good. This connection can enhance their brand image and reputation, and foster a sense of pride among customers, employees, and partners.

4. Media Coverage and Exposure

- ✓ Through events, social media campaigns, and press coverage, **cycle4peace** offers sponsors the opportunity for significant exposure. Sponsors can be prominently featured in event materials, online platforms, and media reports, leading to enhanced visibility .
- ✓ **Cycle4peace** may organize cycling events, rallies, or challenges that draw attention and create media buzz, offering sponsors multiple opportunities to showcase their logos, products, and commitment to the cause.

Sponsoring / Partnership Programs

Benefits & opportunities (Deep dive)



5. Long-term Strategic Partnerships

- ✓ **Cycle4peace** offers opportunities for long-term partnerships, allowing sponsors to integrate their brand into the project's continued efforts. This can include sponsoring recurring events, funding programs, or supporting year-round initiatives.
- ✓ Supporting **cycle4peace**, enables sponsors to showcase their commitment to social responsibility. This can be especially appealing for companies looking to strengthen their CSR initiatives, with measurable impacts on both local and global communities.

6. Employment Engagement and Team Building

- ✓ Sponsors can get their employees involved in **cycle4peace** activities, such as participating in cycling events or volunteering. This strengthens employee morale, fosters team-building, and aligns corporate values with social responsibility.
- ✓ Supporting a cause like **cycle4peace** can enhance internal culture by emphasizing shared values of collaboration, environmental stewardship, and peace.

Sponsoring / Partnership Programs

Benefits & opportunities (Deep dive)



7. Customer Loyalty and Trust

- ✓ **Cycle4peace** offers Sponsors the possibility to foster a strong emotional connection with customers who share the project's values of peace, sustainability, and social justice. This can lead to enhanced customer loyalty and long-term brand trust.
- ✓ In today's market, consumers are increasingly choosing brands that aligned with their values. Sponsorship of **cycle4peace** signals that the company is socially responsible and cares about creating positive change in the world.



Adrian Huber

Cycle4peace c/o BeShiro Foundation

Wierenzwil 271

3255 Rapperswil/BE

SWITZERLAND

[Connect \[adrian@hotmail.com\]\(mailto:adrian@hotmail.com\)](mailto:adrian@hotmail.com)

[+91 91 36 44 55 20](tel:+919136445520)

[LinkedIn](#)

