

# HEAD

John O'Groats  Lands End

# SOUTH

**2 Head Masters, 1 Deputy Head, 3 bikes, 1,045 miles**  
Raising money for Devon Air Ambulance and Blundell's Foundation  
[www.blundells.org/headsouth](http://www.blundells.org/headsouth)



**Be Part of Something Special – No doubt the most taxing cycle ride in Britain but probably the most fulfilling challenge, cycling the length of Britain is an ambition many cyclists aspire to and fulfil each year. This forthcoming school year Blundell's Prep and Senior School Two Headmasters and a Deputy Head will be undertaking this test in a unique partnership with Devon Air Ambulance Trust.**

**Tuesday 7<sup>th</sup> July – Sunday 19<sup>th</sup> July 2009**

Cycling from Land's End to John O'Groats, is the furthest possible distance in the British Isles. A challenge taking in many wonderful parts of Britain including Mountains and lochs throughout Scotland, skimming the Lake District, down on through Wales and across Dartmoor culminating in the coastal region of Cornwall. Over 1000 miles in just 13 days. A demanding and tough challenge but what a wonderful way to raise money for Devon Air Ambulance and some key projects identified by the Students themselves for the Junior and Senior Schools.

**Caroline Creer, Fundraising Director at Devon Air Ambulance Trust said** *"We would like to thank Blundell's for their support of the charity and for choosing us as co-beneficiary for all of their hard work in this event. Without the support of people like them we would not be able to continue to further develop this essential life saving service. We ask everyone to support this event as generously as they can".*

**Ian Davenport, Head Master of Blundell's School said** *"Bob Monkhouse once said "Growing old is compulsory, but growing up is optional", I followed his advice when I agreed to cycle from John O'Groats to Land's Ed because it allows me to support the Devon Air Ambulance Trust and also raise some funds for a couple of additional projects such as the Fives Court restoration at school."*

**Nick Folland, Headmaster of Blundell's Prep School said** *"One of my heroes was cricketing legend David Gower. I had the great pleasure of playing against him several times and I was always disappointed when he was out! When asked about his gift for batting he replied that it was actually "hard work making batting look effortless." I already realise that John O'Groats to Lands End will be hard work and I also know that I will not be making it look effortless! I look forward to finishing, hopefully being able to enjoy some of it and raising money for two great causes- Devon Air Ambulance and our School."*

**Richard Cross, Deputy Headmaster of Blundell's Prep School** said *"I have always been a keen cyclist and many years ago cycled from the English Channel across France to the Mediterranean. John O'Groats to Lands End is a greater challenge – 200 miles longer and I'm 15 years older! The greatest challenge though will be to raise a lot of money to support the Devon Air Ambulance and the pupils of Blundell's School".*

### **Introduction**

The sponsorship opportunity outlined below has four main objectives:

- To encourage Blundell's parents and supporters to consider (Sponsor) when making purchases
- To offer (Sponsor) an opportunity to promote its products to the Blundell's Community
- To raise awareness of the products provided by (Sponsor)
- To raise awareness of Blundell's and Devon Air Ambulance Trust working in partnership with (Sponsor)

### **The Sponsorship Opportunity**

The Devon Air Ambulance Trust (DAAT) is the charity which raises the funds to keep Devon's two Air Ambulances airborne. This costs in excess of £3.5 million each year. Being independent from government funding, and not eligible for Lottery funding, means that each and every penny of this sum must be raised by the community, businesses and friends of Devon.

The charity's mission statement is 'To relieve sickness and injury in the county of Devon by assisting in the provision of an Air Ambulance service'.

Relationships formed within the Blundell's community are at the heart of what is a special school. We work very hard together to ensure strong academic success, we also believe in a sense of wholeness. Manners, kindness, courtesy and humility are very important; they are not a veneer at Blundell's but deeply rooted in the pupils. They show consideration and support for others. We are, of course, continually introducing our pupils to developments in the educational world and giving them the framework to move forward successfully into the complex world because we see Blundell's as a gateway to a wider perspective both nationally and internationally. In short our role is to provide the pupils with the gift of both roots and wings.

### **Project Fulfilment**

All money raised will be split equally between DAAT and Blundell's School with funding to support the newly acquired Devon Air Ambulance and support at Blundell's to Restore the Fives court at the Senior School, Additional Provision of mobile laptops for the Science Department and a covered Play Area together with playground recreational equipment at the Prep School.

### **Benefits to Sponsor**

- Accreditation in various news items in editions of each of the School Publications, Review and Diary circulation 9,000 homes. The DAAT Helipad magazine, circulation 10,000 and is also distributed via e-news to a growing database.
- Editorial could feature (Sponsor) promotion offer and invite to Blundell's community to contact (Sponsor) for details quoting a special reference number.
- Included on DAAT & Blundell's Websites as a news item, regularly updated
- Picture opportunity of sponsor

## **Marketing and Media Visibility**

- Photo opportunity at photo call highlighting the partnership, (Sponsor) support and the projects the ride will support
- Opportunity for your company to be present and to be featured at press activities, events & photo calls
- Press releases highlighting the partnership, promotion and projects, distributed widely amongst local media both newspaper and TV & Radio.
- Your company name and logo featured on a sponsors board at activities & events
- A paragraph on your company will be included in the press pack announcing the ride, & itinerary
- Feature article in The Diary and The Review including your logo on approx 9000 distributed widely to Parents, ex parents, old Blundellians.
- Your company logo listed on the sponsors collective page of credits in Foundation annual report and on the website & limited period 'Sponsors Board' on display at the schools
- Opportunity to promote your sponsorship of the Devon Air Ambulance and Blundell's Prep & Senior School on your company literature and to use the wording 'Member of the DAAT/BS Sponsors
- Your company name announced as a sponsor in the Blundell's School Annual report and accounts distributed to Governors, members and available nationally
- Recognition of support on DAAT and Blundell's School websites
- Supporter's branding – (along the lines of 'proud to be supporting Devon Air Ambulance' with either a button or banner design)
- The DAA and BS will make every effort to ensure that sponsors names are mentioned in press articles about the ride, any press releases issued regarding this event will have a full list of sponsors in the notes section and request if possible that editors include them.

## **Special Event**

- Invitation to the Ride Drinks Party at Bovey Castle with local VIPs, press and supporters of DAAT and BS

The invited sponsorship fee for the above package is £200 +(VAT) to support one day of the ride.

**David Fursdon Chairman of Governors said** *"Blundell's is deeply rooted in the Devon Community and if there is one service that provides an essential service to that community it is the Devon Air Ambulance so I applaud this initiative to raise money for such a worthwhile cause".*

## **Further Information**

For additional information on this and other opportunities with Blundell's School, please contact Amber Oliver, Development Director, Blundell's School, Blundells Road, Tiverton, EX16 4DT  
Office 01884-232324 Mobile 07831`453044 Home 01404841514 Email [a.oliver@blundells.org](mailto:a.oliver@blundells.org)