

## Sponsorship Opportunities



**The Andy Cox Challenge**  
May 16 – 22, 2022

*How far will you go to save lives on our roads?*

#HowFarWillYouGo



**Be part of the biggest fundraising event in UK policing history -  
Become a sponsor and show your commitment to reducing road death**

### About the event

Every day, on average, **five people are killed and more than 60 people are seriously injured in collisions on the UK's roads.**

'The Andy Cox Challenge 2022' will bring together police forces and other emergency services from across the UK on **May 16-22, 2022** to show their united approach to reducing death – an issue which can affect any one of us.

Led by Det Chief Supt Andy Cox, Head of Crime at Lincolnshire Police and the national lead for fatal collision investigation reporting to the National Police Chiefs' Council (NPCC), teams of police officers and other emergency services personnel will run, cycle or swim across their counties to raise money for RoadPeace, the road victims' charity.

Andy has set an ambitious target of **£500,000** which will be used by RoadPeace to support people bereaved or seriously injured in road crashes and engage in evidence-based policy and campaigning work to fight for justice for victims.

Find out more about RoadPeace's invaluable work here: <https://youtu.be/hQAT3X2suxU>.

## Why get involved?

The national fundraising event is set to be biggest of its kind in UK policing history and is expected to attract considerable media coverage and social media engagement. This will offer significant promotional opportunities for companies involved, allowing them to **publicly demonstrate their support for reducing the unacceptable number of deaths and injuries that routinely occur every day.**

As many companies know, in May 2021, Det Chief Supt Cox embarked on an ambitious 200km run during Global Road Safety Week, raising £53,000 for RoadPeace, closely supported by families bereaved by road collisions.

On Twitter in May 2021, he alone achieved **3.9 million** tweet impressions. This year, this figure is expected to be considerably higher.

For too long, as a society, we have accepted that road death is an inevitable everyday occurrence, like disease or illness. But each and every crash is preventable, and **the time has now come, under the guidance of Det Chief Superintendent Andy Cox, to make a stand against road death, together, once and for all.**

Andy has caught the attention and gained the respect of the media, bereaved families, road safety professionals, politicians and many more – **if anybody can help us do this, he can.**

## More than money

But he doesn't just intend to raise money; he will use the event as an opportunity to publicly challenge a number of important national issues which he believes are key to reducing the road death endemic. His call-to-action video can be seen here:

<https://vimeo.com/556124399>.

Every police force is expected to be involved in this mammoth fundraising event, with every force being encouraged to actively publicise their involvement, through PR and using shared hashtags on social media.

In total, UK police forces have millions of followers on social media worldwide, so companies involved can expect to have their brand and products seen by a great number of people.



## Corporate sponsorship packages

We are offering companies a range of sponsorship opportunities to suit every budget.

Choose from one of three available packages:

	GOLD	SILVER	BRONZE
Support with PR & social media ideas in order to maximise your package	✓	✓	✓
Your logo displayed on RoadPeace sponsor webpage	✓	✓	✓
Excellent employee engagement opportunities to get involved with the challenge	✓	✓	✓
RoadPeace social media post announcing your company's involvement in the event	✓	✓	✓
Excellent PR opportunities - RoadPeace and DCS will share your news and social posts	✓	✓	
RoadPeace news release announcing your company's involvement in the event	✓	✓	
Opportunity to be the lead sponsor on a chosen day or chosen theme*	✓		
Your logo displayed on event shirts worn by all fundraisers & on event banners throughout the week	✓		
<b>COST:</b>	<b>£5,000</b>	<b>£3,000</b>	<b>£1,000</b>

To book your package or for further information please contact Sara Dowling, Deputy CEO at RoadPeace, at [sara.dowling@roadpeace.org](mailto:sara.dowling@roadpeace.org) or on 020 3987 5194.

