

Charity challenge 2011

An uplifting dewy Base One early morning hike
(Austria 2008)



2400 Miles
OF **Mayhem**

1 **Amazing children's charity**
(The Shooting Star Childrens Hospice)

3 **Base One (ahumm)**
'Athletes' - fairly unfit
old men who like bikes but
really should know better

1 **Challenge fuelled by pub**
'crazy talk' and a few too
many beers



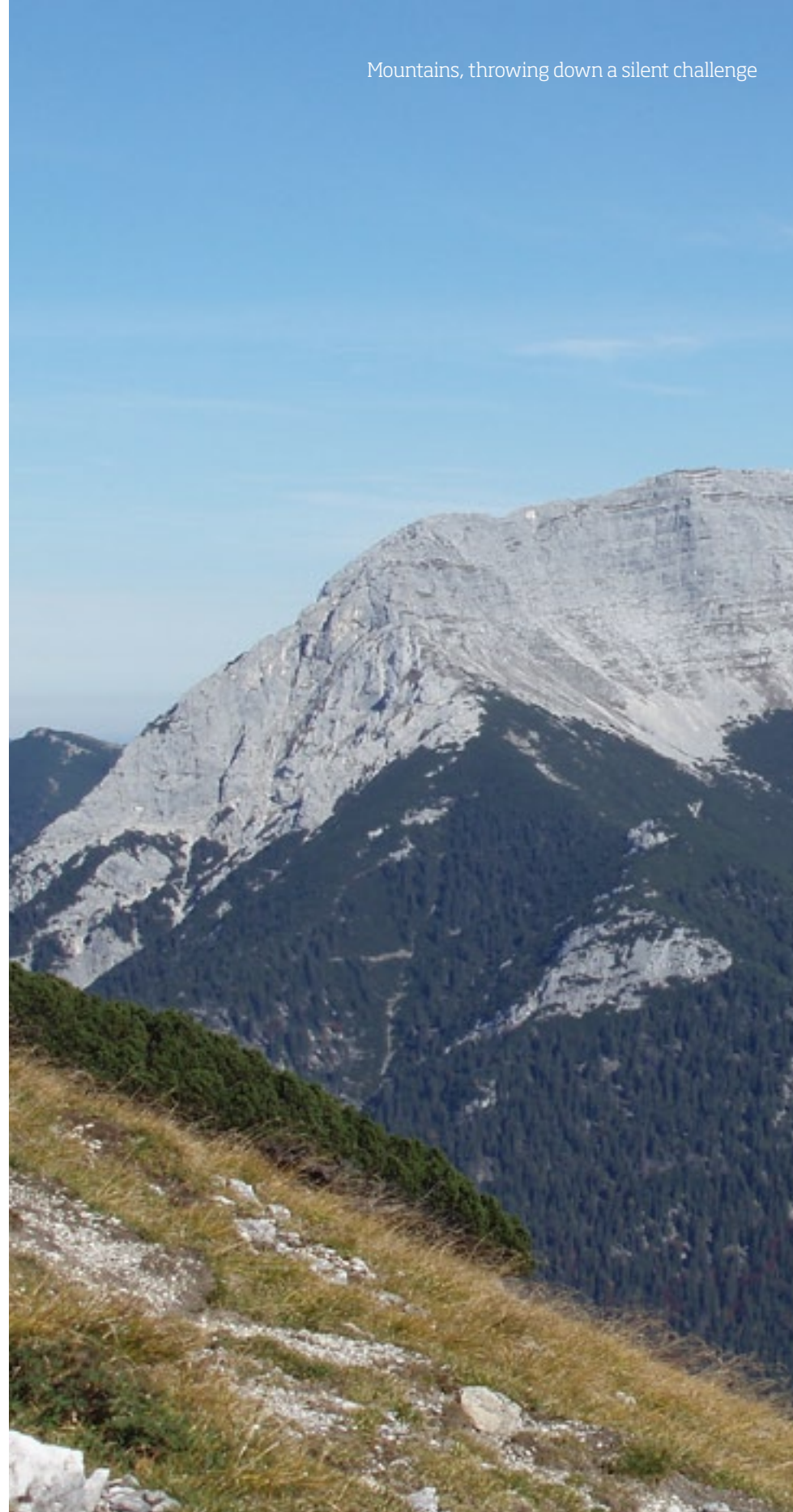
At Base One we love a challenge. We love supporting the underdog (even if it's us) and we certainly love a good cause - especially if it means we have to get out of our office chairs and onto our bikes and really earn it. Which is why this year, the mountain bike enthusiasts here at Base One got together to hatch a devious plan of self-inflicted suffering, which we'd like to invite you to help make happen.

The charity

It's all in aid of Shooting Stars, an incredible charity worthy of everyone's support. As a company, our target is to raise £10,000 by July, though we want to exceed this as much as we can.

Shooting Stars is a children's hospice based in Hampton, near to Base One. They support local families with a child or teenager not expected to reach their 19th birthday. Their aim is to make every day count for children and teenagers with life-limiting conditions - and provide support for every step of their journey, sharing the good times, and helping them through the tough times with practical, nursing and emotional support.

Shooting Stars support families free of charge, 365 days a year, in their own homes and communities and at their children's hospices. With no guaranteed Government funding they need to raise £23,000 a day to continue this vital service. For more information please visit their website, www.shootingstarchase.org.uk We urge you to help us support this amazing charity: read on to find out how you and your business can do so by sponsoring us three fools attempting the 2400 Miles of Mayhem.



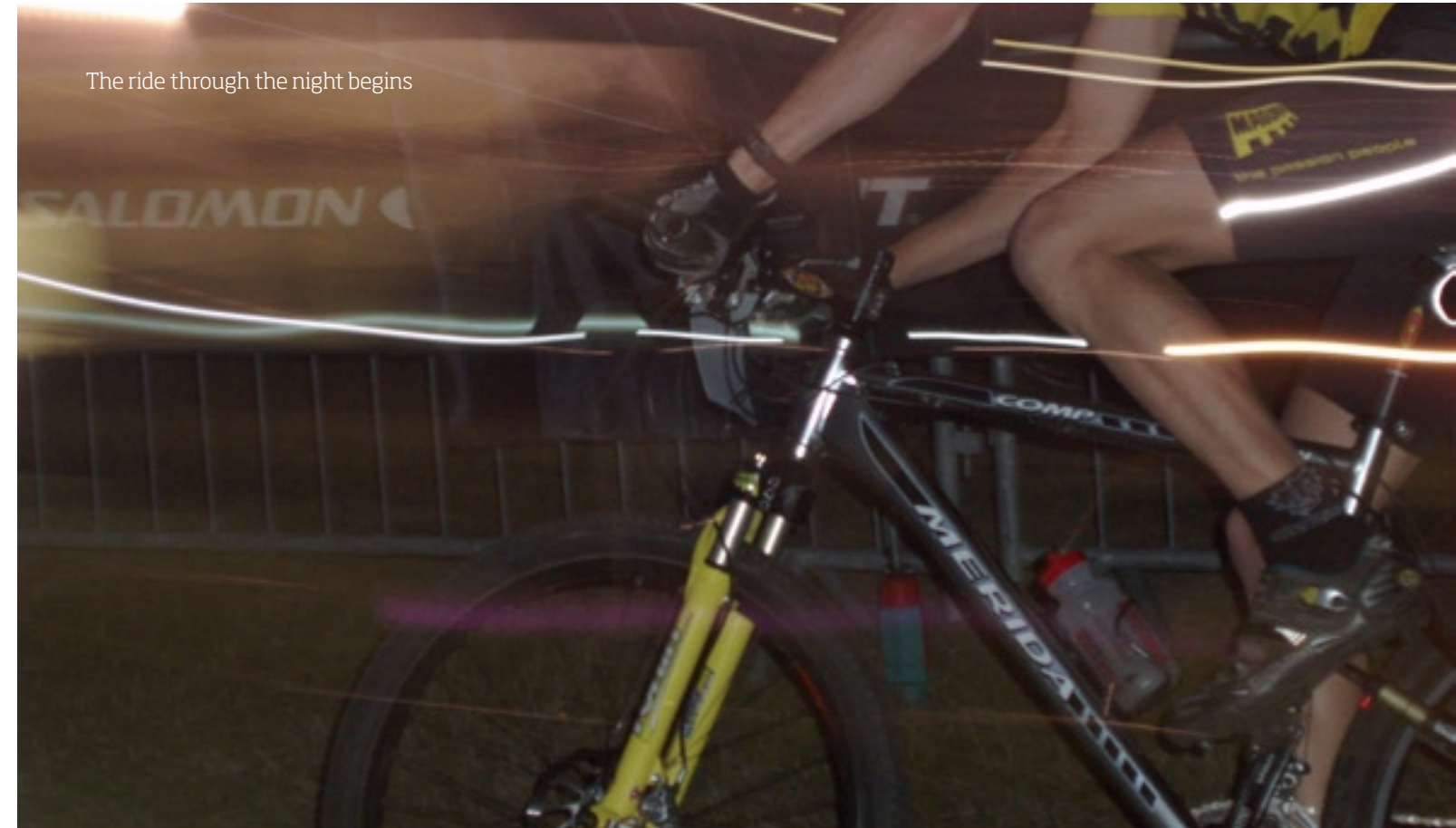
The challenge



As if competing in Mountain Mayhem, the biggest & toughest 24 hour mountain bike endurance race wasn't enough, the team got talking about upping the ante. **Pushing the challenge to a new level to maximise the money we could make for charity.** After all, if a challenge is worth doing, it's worth making it almost impossible to achieve - well that's what the beer said.

We're calling it **The 2400 miles of Mayhem**. Ok, we're not superhuman so we're not planning to cover that distance in just 24 hours but our promise to you is to cover 2400 miles as a team from now (April 1st, ok the timing might say a lot about the foolhardy nature of this whole thing) up until the sound of the finishing klaxon marking the end of Mountain Mayhem 2011 (19th June).

And just to put this into context, that's a few miles more than cycling from one side of America to the other! Which with wives and kids to keep happy and team members who haven't ridden a bike for almost a year, certainly won't be an easy undertaking.



And don't forget, no matter how bleak a prospect getting up at 3:30 am to go out on 'another lap' will inevitably be, **we do know this:**

- 1** We'll be powered on, just knowing what a great cause it is we're doing it all for.
- 2** It will feel amazing when we get back after completing that lap (until the next one).
- 3** And ultimately, if you help support us in any way, we're all going to feel alive as human beings, which really is a fight worth celebrating considering the cause we're supporting.

If this is something you'd like to get involved in, **check out the next page.**



Ok, we're not going to lie, we'd love to accept donations of any size but we're also after something big to go with the size of this challenge, so we've set up the following options, allowing you to get personally involved, or better still, get your company involved and who knows, when we're in the first row on the start-line and the world's media are taking photos, your logo will be up there front and centre, proudly representing what a great cause we're all standing for.

OPTION 1

Bid for the right to **put your company logo on our team jerseys** plus our event web pages as a key **'team sponsor'**. We're offering lots of places of different sizes on the team riding tops that we'll be wearing at the event. Biggest donations get the biggest slots in the best places on the jerseys. Contact us for more details.

OPTION 2 £80

Your own team Base One cycling jersey (hopefully with your company's logo on it if you chose option 1). These jerseys will be of a professional riding quality with the logos built into the actual fabric, meaning they'll always look great and never peel or fade. Yours to keep as a memento of your support or to give to a cycle lover in your family.

OPTION 3 £25

Your own team Base One event T-shirt with all the team sponsor logos on.

OPTION 4

A simple straight donation. As generous as you can afford would also be lovely.

Your company logo here



Our promise to you is to get as much positive exposure for you and The Shooting Star Children's Hospice as we can on our site, blog, twittersphere. And whilst at the event, act as true brand ambassadors for your company.

ONE LAST WAY TO HELP

If there's anything else your business could offer in the way of supporting the team whilst at the event - from shameless banners promoting your company we can hang at our basecamp in the event village, to a box of energy bars to keep our spirits up. If your company can help, we'd love to hear from you.

Some ideas

Your company's banners or marquees with your name on, branded vehicles, communication technology, energy supplies (we're thinking food and drink rather than LPG or diesel). Any other ideas, just drop us a line.

NEXT STEPS

Just **visit our Just Giving page** to make your donation or visit the **Base One site**.

We'd love to hear from you regarding company logo sponsorship of the jerseys, just buying a team jersey or simply a team T-shirt.

For more information please contact **Caz Taylor** on the following:

0208 943 9999

caz.taylor@baseone.co.uk

Thank you for your time.
It's really appreciated.



THE CHARITY

The Shooting Star Children's Hospice provides care, support and advice for children and young people with life-limiting conditions and their families. These care services are offered free of charge to families, 365 days a year across the western half of London and north Surrey.



www.shootingstar.org.uk

