

TEAM GOLD



On 6th June 1944 George Batts and his fellow soldiers stormed Gold Beach to fight against the Germans in World War II. George lost many of his friends, in fact, 22,442 servicemen and women lost their lives during that brutal battle.

Since then George, now 96 and an MBE has fought tirelessly to raise money to create a memorial above Gold Beach to commemorate those lives lost which, he has achieved. To make sure the future generations understand what happened on that faithful day and to make sure it doesn't happen again, George wants to raise more funds to build an education and information centre and we want to help him achieve his dream.

On Thursday 16th September our team of 12 cyclists will be leaving the IAB offices in Kent, to cycle to The National War Memorial in Lichfield. Riding 187 miles with 5,000 feet of climb in order to raise these funds and we'd love you to help us to help George.

#TeamGoldIAB



International
association of
bookkeepers
Established 1973



Your chance to be part of the next generation's future



YOUR CHANCE TO BE PART OF THIS EXCITING EVENT.

Leading the 12 strong team will be Febian Hamilton MP who will also be orchestrating the press coverage for the event.

The whole event will be being broadcasted online via the IAB social media channels, posts and live video plus national and local press.

HOW TO GET INVOLVED?

Sponsor a day or the whole event

Day 1 The Start – £3k for sponsorship.

Your business will be part of the full press coverage for the start, showing logo and branding of your company, including social media posts, live videos and full coverage on the IAB website including the months leading up to the start.

Day 2&3 – £1k for sponsorship – Social media coverage during the days with your logo forming part of the coverage and the build up to the event.

Day 4 The Last Day – £2k for sponsorship. Your business will be part of the coverage of the final day, showing branding and mentions across all social media channels including live videos and posts. Plus the final press photography at the finish.

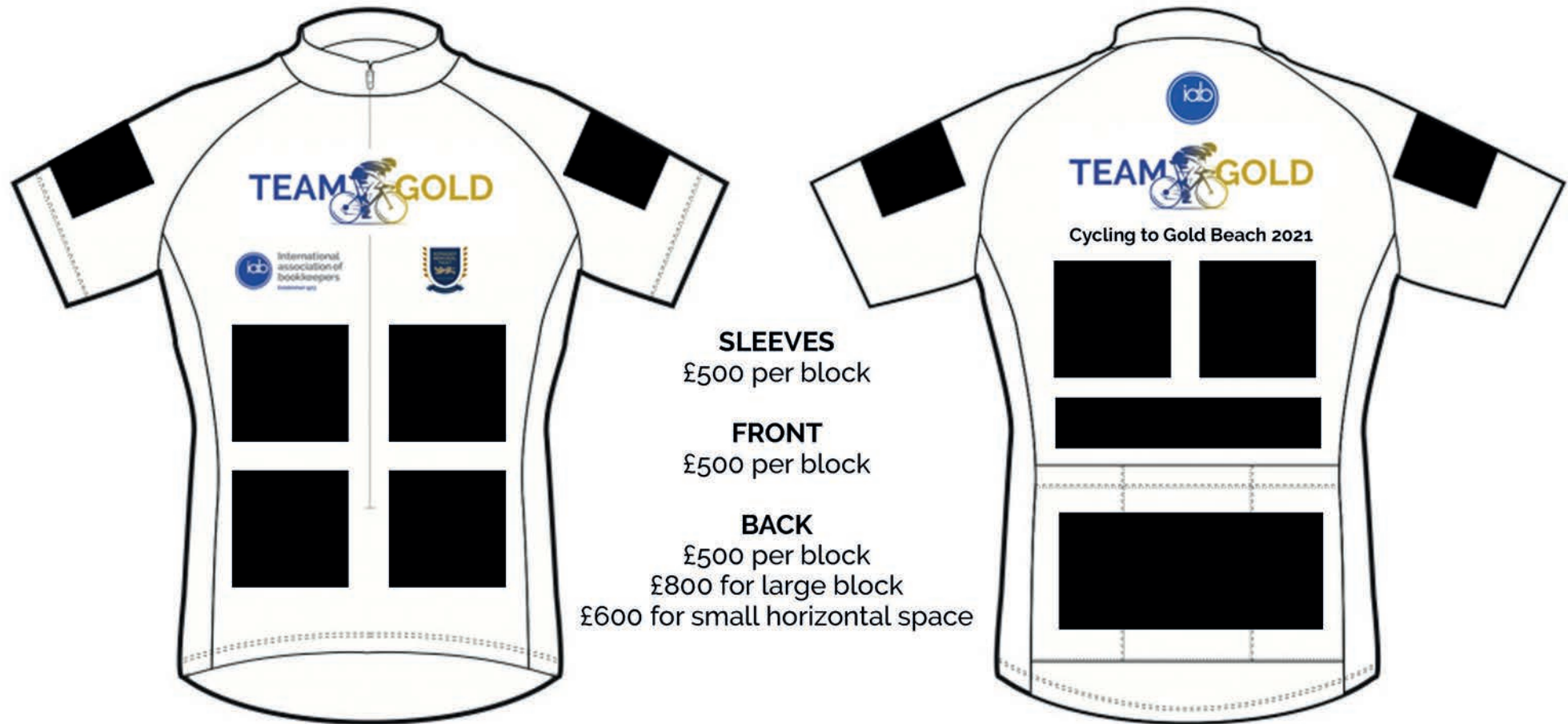
Or, lock out the competition, get maximum coverage and sponsor the whole event for just £5k.

Book your sponsorship today and call

Sarah Palmer on 0208 187 8888

or email sarahp@iab.org.uk

Have your logo on our team jersey



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TOGETHER WE CAN HELP GEORGE ACHIEVE HIS DREAM AND MAKE A DIFFERENCE