

Guidance for Sponsors

Like the ABC? That's great, become a sponsor!



Please feel free to suggest your way of contribution. Don't hesitate to ask for consultation if you want to be one of the ABC's main sponsors that will benefit from visibility within the ABC beyond the ordinary.

We will reward the top 10 of the leaderboard categories 1-4 below. Moreover we plan to allot prizes amongst the top 100 teams and the top 1,000 individuals (leaderboard categories 3-4).

The following information gives an overview as to the leaderboard categories you may provide prizes for.

Leaderboard category	To be rewarded	Sponsorship scope
1 Universities and colleges worldwide	Top 10 universities and colleges as a whole The sum of miles cycled by all participants from different universities counts. The result for each university is based on the ratio between the amount of cycled miles and the number of staff and students, so that universities of different size are comparable.	<ul style="list-style-type: none">• should be attractive for universities as a whole or for a larger group of allotted staff and students• please feel free to reward one or several universities
2 Best performing academic disciplines worldwide	Top 10 academic disciplines as a whole The sum of miles cycled by all participants broken down into academic disciplines counts.	<ul style="list-style-type: none">• should be attractive for allotted individuals from winning disciplines• feel free to reward as many individuals as you want
3 Best performing user-generated teams worldwide	Top 100 teams of 5-10 participants The sum of miles cycled by each team on an international level counts as measured by the average number of miles per team member.	<ul style="list-style-type: none">• should be appealing for groups of 5 to 10 individuals• feel free to reward as many teams as you want
4 Best performing Individuals worldwide	Top 1,000 individual ABC participants The individual miles cycled by each participant at worldwide level counts.	<ul style="list-style-type: none">• should be appealing for best performing or allotted individuals• feel free to reward as many individuals as you want

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