

# Q U I N T E S S E N T I A L L Y   F O U N D A T I O N

Iconic cycling | Fully supported | Giving back

4th - 8th June 2025



# Ride the Scottish Highlands

## A challenge to change futures

The Quintessentially Foundation Bike Ride is the charities annual cycling fundraising event, taking its riders across Europe from Geneva to Paris, Bilbao to Barcelona, Zagreb to Split. The ride has raised over £5 Million and covered over 6,000 km in its 15 year history.

Taking part means you'll join a group of remarkable people, tackle some of Europe's most difficult yet rewarding cycling routes and travel through incredible scenery - all whilst giving back to an incredible cause.

### *Why join in 2025?*

2025's ride is set to be extra special. Riders will cycle across the heart of Scotland, from East to West coast, through some of the most picturesque countryside the British Isles has to offer.

In celebration of their 25th Anniversary, we will be partnering with Luxury Lifestyle Management Concierge, Quintessentially, to combine challenging cycling with luxury experiences, whilst immersed in Scotland's beautiful and rugged countryside.

The route is fully supported by our expert team from Roueler Travel, allowing riders to feel safe and supported, plus the Quintessentially Foundation team are here to help riders throughout their fundraising journey.





# Day 1: Banchory to Pitlochry

*Distance: 126km / 1160m elevation*

Your journey starts in the scenic town of Banchory, just outside of Aberdeen, where you'll head west along the River Dee, passing through lush forests and open fields.

- **Balmoral Castle:** Mid-morning coffee break will be in the historic town of Ballater, you'll take a detour to visit Balmoral Castle, the Scottish residence of the Royal Family.
- **The Fife Arms:** We will stop for lunch at the Fife Arms in Braemar, an award-winning hotel known for its art and historic charm. The hotel's restaurant offers a cozy, elegant atmosphere with locally sourced dishes, making it the perfect spot for a relaxed midday break.
- **Cairngorms National Park:** Continuing your ride, you'll cycle through the scenic Cairngorms National Park, passing by mountain vistas and rugged moorland, before arriving in Pitlochry.





# Day 2: Pitlochry to Glencoe

Distance: 124km / 1,230m elevation

Your second day starts with a scenic ride from Pitlochry, cycling through the beautiful Highland landscapes. As you make your way through Loch Tummel and the dramatic Pass of Killiecrankie, you'll enjoy sweeping views of Schiehallion and the surrounding mountains. The journey takes you further west through rugged terrain and dense forests, with each mile bringing you closer to the majestic peaks of Glencoe. As you cycle deeper into the Highlands, the vast wilderness and towering mountains make for an unforgettable experience.

- **Bentley Driving Experience:** After a full day of cycling, you'll enjoy an exhilarating Bentley driving experience. Take control of this luxurious car as you explore the scenic roads around Glencoe, surrounded by dramatic mountain views. The driving experience adds a touch of adventure and elegance to your day.
- **Macallan Whisky Tasting:** To finish the day, Macallan will host a special pop-up whisky tasting experience in the stunning setting of Glencoe. Under the shadow of the towering mountains, you'll sample some of Macallan's finest whiskies, learning about their heritage and craft. The combination of fine whisky and breathtaking views will provide a memorable and relaxing end to your day.





# Day 3: Glencoe to Oban

Distance: 83km / 570m elevation

The route from Glencoe to Oban is shorter but no less stunning. You'll cycle along the shores of Loch Linnhe, with panoramic views of Ben Nevis in the distance, before heading toward the coastal town of Oban.

- **Lunch on Lismore Island:** Midday, take a small ferry from Port Appin to the quiet island of Lismore for lunch. Lismore is a peaceful and scenic island located in the Inner Hebrides, with beautiful views of the surrounding sea lochs and islands. You'll enjoy a leisurely lunch, soaking in the island's serene atmosphere before returning by ferry to continue your journey.
- After lunch, the road to Oban offers more stunning coastal views, and as you approach, you'll see why Oban is known as the "Gateway to the Isles," with its busy harbor and lovely seaside atmosphere.





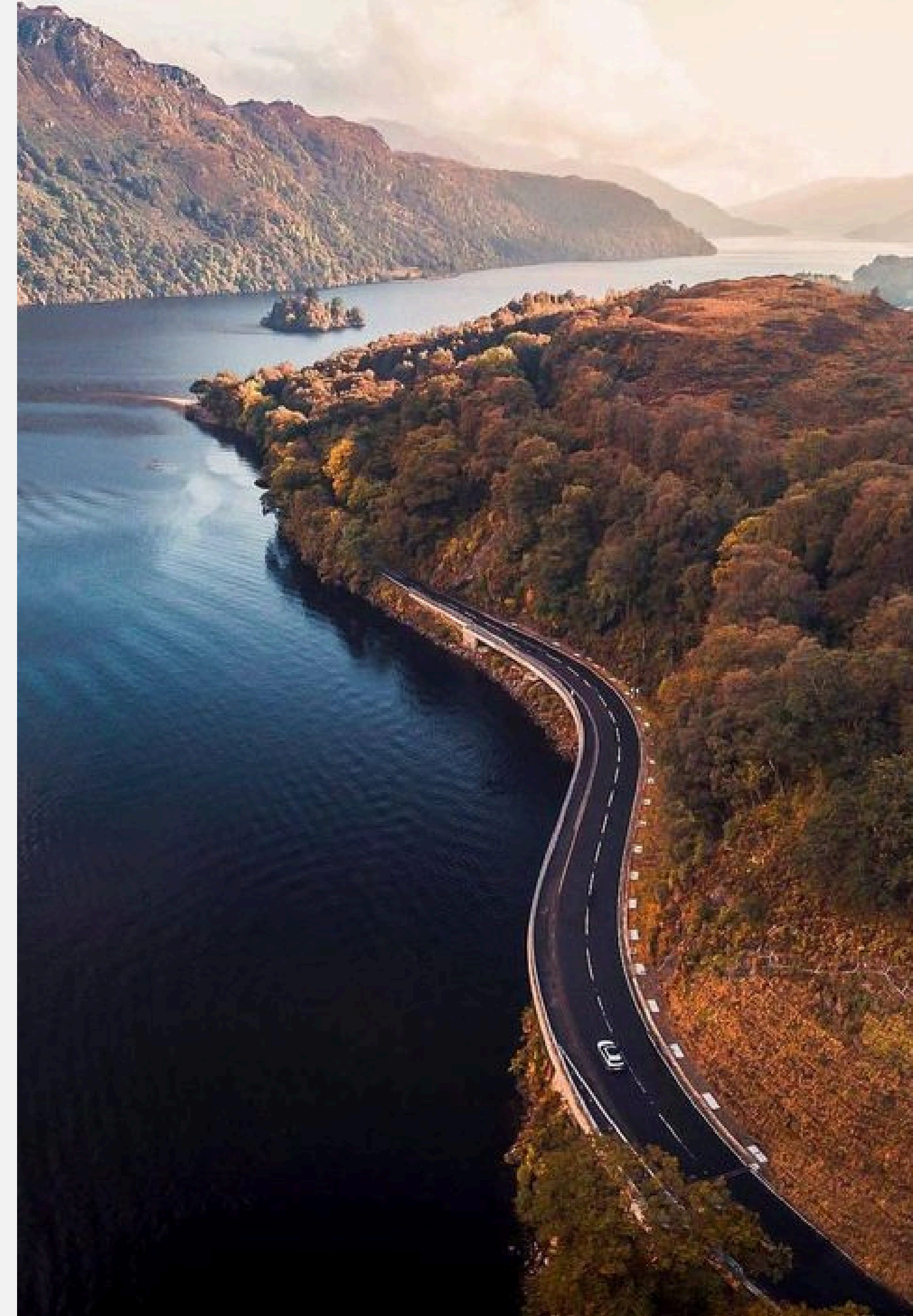
# Day 4: Oban to Loch Lomond

Distance: 126km / 1,050m elevation

On the final day of your adventure, you'll cycle from the coastal town of Oban to the tranquil shores of Loch Lomond. The road leads past Loch Awe and through scenic glens, offering stunning views of the rolling hills and glistening waters as you approach the iconic Loch Lomond and The Trossachs National Park. The landscape gradually softens as you near your destination, with the serene waters of Loch Lomond welcoming you to the finish line.

- **Celebrations at Cameron House:** After completing your ride, you'll arrive at the luxurious Cameron House, a stunning hotel situated on the banks of Loch Lomond. Here, you and your fellow cyclists will gather to celebrate the successful completion of your epic journey. The celebrations will kick off with a well-deserved BBQ by the loch, where you'll enjoy delicious local food, prepared with fresh ingredients, while soaking in the breathtaking views of the water and surrounding mountains.
- **Paddle Boarding and Jet Skiing:** After the BBQ, the festivities continue with opportunities for paddle boarding and jet skiing on Loch Lomond. Whether you choose to relax on the water or take part in some high-energy activities, the day will end with plenty of fun and excitement.

We will fly back to London that evening from Glasgow airport.



# A route for everyone

With a Rouleur difficulty rating of 3 stars, the route has been designed to offer a rewarding challenge amidst Scotland's stunning landscapes, whilst offering much-needed rest stops at some of the most iconic locations in the Highlands. Covering 459km across four days and over 4,000 meters of climbing, the ride is no mean feat however with training, novice cyclists are also able to take part.

### Want more support?

For those seeking extra support, e-bikes are available to hire, ensuring that participants of varying abilities can fully enjoy this remarkable experience. Don't be fooled into thinking this means you don't have to train, although the battery power will give you a boost, those hills will still feel tough- so you still need to train!

### Think you could do more?

For those seeking an extra challenge, there will be an add-on 'Heroes Route'. This optional extension provides additional distance and elevation, perfect for participants looking to truly test their endurance and achieve something extraordinary during the ride.

JUNE	START	END	DISTANCE	CLIMBING
Wednesday 4th	Arrive in Aberdeen and transfer to Banchory to stay the night.			
Thursday 5th	Banchory	Pitlochry	126km	1,160m
Friday 6th	Pitlochry	Glencoe	124km	1,230m
Saturday 7th	Glencoe	Oban	83km	570m
Sunday 8th	Oban	Loch Lomond	126km	1,050m



# Our work

Quintessentially Foundation is a charitable foundation set up to tackle child poverty and the limitations it places on the futures of children and young people. We do this by finding, funding and supporting small frontline charities well-positioned to make a big difference.

These small frontline charities often have some of the best solutions to society's biggest problems. However, they are overlooked and underfunded. So, through our flagship programme 'The Firefly Project', we scale our charity partners' successful interventions for young people tackling child poverty in all forms, by providing the charities with:

- Unrestricted funding - so that our partner charities can invest in increasing their internal capacity and prepare for growth.
- Tailored organisational support – ensuring they develop the proper infrastructure for their model to increase the number of young people they support and optimise the quality of their impact.
- Untapped networks and connections – so that they can have more supporters amplifying their cause and continue to grow sustainably once our funding ends.





# Corporate Sponsorship

We are looking to work with companies to feature as our official Quintessentially Foundation Bike Ride 2025 partners.

*The benefits of the corporate sponsorship include:*

- Brand exposure across the Quintessentially Group network and membership
- Direct CSR initiative supporting five charities and over 9,000 children and young people
- For employees across the business to take part in the ride, it's a fantastic team-building experience!
- With a final added benefit of business and networking opportunity, given that other business professionals and high net worth individuals participate in the ride to raise funds

*CSR Benefits explained: (depending on partnership)*

- Impact Data: Sponsors will receive social impact data from The Firefly Project, which will contribute to their Corporate Social Responsibility initiatives
- Volunteering opportunities: Potentially highlight opportunities for staff volunteering and engagement, further enhancing the sponsors' CSR offering and wider employee engagement
- Complete CSR package: Marketing, CSR data and employee engagement all in one sponsorship opportunity

Packages start from £10,000 but we are open to discussing bespoke collaborations that work for you.



# Headline Sponsor

*From £50,000 includes:*

- Editorial coverage
- Noted article feature
- What's on feature
- Email feature
- Social media coverage
- Global feature
- Logo inclusion (comms and equipment)
- Impact data
- Volunteering support
- Complete CSR package
- Networking
- Speech recognition
- Photography access
- Four complimentary spaces

# Associate Sponsor

*From £25,000 includes:*

- Editorial coverage
- What's on feature
- Email feature
- Social media coverage
- Logo inclusion (comms)
- Impact data
- Complete CSR package
- Networking
- Speech recognition
- Photography access
- Two complimentary spaces

# Product Partner

*From £10,000 includes:*

- Social media coverage
- Logo inclusion (equipment)
- Impact data
- Speech recognition
- Photography access



# Access to Quintessentially’s network

*Quintessentially Foundation is an independent organisation which is passionately supported by the Quintessentially Group. This provides us with a unique ability to elevate and promote our partners and sponsors to a high-net worth audience.*

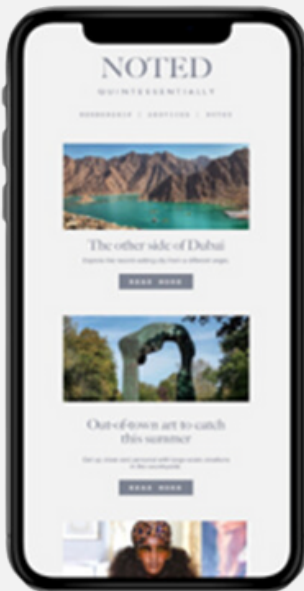
\*Marketing features are at the discretion of Quintessentially, all copy and creative will be at the control of Quintessentially Global Marketing

## Social



Global following  
150K

## Website



New Users  
35k per month

Page Views  
110k per month

User Sessions  
50k per month

## Noted Newsletter



Frequency  
Monthly

Reach  
9,000  
(Members & online)

## What's On



Open rate  
38%

Reach  
9,000  
(Members & online subscribers)



# Other ways to join us

*If you choose not to commit to a corporate partnership, there are other ways to take part and help us in our mission to reduce child poverty in the UK:*

## *Send a Team*

Encourage your employees to use their volunteer days and send a group of enthusiastic cyclists from your business to take part in the cycle ride with our other remarkable riders and collectively raise funds for the challenge

## *Donate / Match Funding*

Make a contribution to support our existing group of riders and help us reach our £400,000 fundraising target. Make a match funding donation as part of our 10 for £10,000 matched giving day. Promote your company by offering to match any donations up to £10,000 over a 24 hour campaign period.

To find out more check out what our riders said about 2024's ride in our video





# Previous Partners





# Q U I N T E S S E N T I A L L Y   F O U N D A T I O N

*Let's work together to help smash the barriers of inequality,  
to bring children and young people brighter futures*

For more information, please contact:

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