

# Iconic Cycling Events

## **Charity policy**

The ICE charity position is as follows:

### **Level 1**

Each year we nominate 1 or 2 "supported" charities giving the riders the option to make a £5 or £10 donation when going through the registration process.

ICE has adopted this position to make our charity donation element optional and flexible, which some of our riders have indicated is preferred to a blanket donation.

### **Level 2**

Any charity can purchase 10 discounted places and we offer them a space for a gazebo at the event and feature their logo on the website. The places are sold on to riders by the charity who hope riders will raise funds.

### **Level 3**

Individual riders purchase a place and set up a just giving page or equivalent. Those who tell us that they are taking part we promote by adding their chosen charity to the website and through social media.

For levels 1,2 and 3 ICE use the language as "supporting" the charity.