



# 2018 ULTRA CHALLENGE SERIES

## CHARITY PACKAGE OPTIONS

### 2018 Events

2017 has seen a solid increase in participation figures across the Series, with many past participants returning to take on their 3<sup>rd</sup>, 4<sup>th</sup>, or even a 10<sup>th</sup> Challenge, whilst also continuing to attract new participants - young and old, from 1<sup>st</sup> time walkers to seasoned ultra runners - based on the accessibility of the events and the strong reputation we've established for delivering exceptional experiences. All our information surrounding the demand for walking events, and well organised endurance events, gives us absolute confidence that the 2018 Series will be able to expand significantly in terms of participant numbers, and Action Challenge will be clear market leaders in this sector.

For 2018 we're widening the portfolio of Challenges from 5 up to 7, with the introduction of 2 additional events following a similar format (walk, jog, or run – full, half, & quarter options) - within new areas of captivating geography with fantastic routes. Our loyal database of 30,000 past participants continues to engage with us, and many want more challenges! Our strategy remains to build new audiences and also retain the current one, and it's largely through the introduction of new challenges and routes that we will succeed in doing that, and create an inspirational journey and focus for all those who catch the endurance event bug! The success of our new Cotswold Way Challenge (which will recruit well over 2,000 participants in its 1<sup>st</sup> year) illustrates that that the market is out there - and we will continue to innovate with enhanced on-event hospitality, participant welfare, and deliver a participant experience that is second to none.

### The 2018 Calendar...

- **Isle of Wight Challenge** (5-6 May) – growing each year, and target is 2,000+ for 2018
- **London to Brighton Challenge** (26-27 May) – the original, and always delivers 2,000+ participants
- **Cotswold Way Challenge** (30 Jun - 1 July) – 2,500 participant target for its 2<sup>nd</sup> year
- **NEW** - **Jurassic Coast Challenge** (21-22 July) – we know our audience want this – 2,250 target
- **NEW** - **Wye Valley Challenge** (11-12 Aug) – stunning route – 2,000 target for Year 1
- **South Coast Challenge** (25-26 August) – this event will settle at circa 2,000 participants
- **Thames Path Challenge & Thames Bridges Trek** (8-9 Sept) - the big one, 6,000+ participants!

We envisage 18,000+ participants taking on an Ultra Challenge in 2018, with strong marketing, promotional, and loyalty campaigns in place to drive recruitment, alongside re-vamped websites, our new App, on-event engagement initiatives, and pre-challenge training programmes to cement and build the Ultra Challenge brand reputation.



## Charity Partnerships – 2018 Summary

There will be a broadly similar charity partnership structure in place as in 2017. The options are tailored to suit both the larger type charities with very strong recruitment potential (and the budgets to deliver that) and also the smaller charities that still have good recruitment potential, want to maximise the potential of the events, and hopefully understand how endurance events for ‘normal people’ can deliver fantastic fundraising returns for their charity.

### ➤ Series Partners...

**10 major Charities** – which have the capability to recruit a thousand or so participants across the Series of 7 events. These places have already been allocated. Series Partnership package provides prominent positioning across all the events for the charities involved, including the websites, social media channels, and advertising material, alongside reduced Registration Fees for participants.

### ➤ Challenge Partners...

**6 Charities per Event** (maximum) - designed for charities which want to focus on one, two, or a few of the Ultra Challenge events, which best suit their audience and marketing plans. Challenge Partners get strong positioning (eg websites, social media channels, our app, and advertising material) on the Challenges that they are partnering on - and also benefit from the **REDUCED** participant Registration Fees on those challenges to drive recruitment. We still have Challenge Partner places available on all of the 7 events in 2018.

### ➤ Listed Charities...

Charities which want a ‘listing’ on the Ultra Challenge website to enable potential participants to easily nominate them to fundraise for, and also agree to position the Ultra Challenge Series on their own website. They are NOT classified as ‘Official Partners’, and pay a **£200 ‘Listing Fee’** (*lower than 2017*) – which is refundable if the charity recruits at least 7 full distance equivalent participants across the Series – just 1 per event! This option suits many charities (and may be your preferred option again) – and well over 300 will be joining us on this basis in 2018.

### ➤ Participating Charities...

Charities which will accept participants who ‘nominate’ them (to fundraise for) and are prepared to pay the cost the participant’s place - but are **NOT** listed on the Challenge websites in any form at all. Participating Charities are not obliged to promote the Ultra Challenge events, but do pay a higher per participant place cost compared to the Listed Charity option.

## Challenge Partners – 2018 Charity Package

*Ideal if your charity wants to really focus on a single event and go for high recruitment levels – or a few of the events within the Series to optimise returns and match the charity’s marketing plans.*

- ✓ **25% OFF Participant Registration Fees** on the chosen event (s) for charity participants (compared to standard / listed charities).



- ✓ **Charity Logo** - prominently displayed on the Challenge website – with links to the charity’s website
- ✓ **Challenge Advertising** – Charity logo / details included within press adverts and digital advertising.
- ✓ **Charity Page** – on the challenge websites – charity’s position as an ‘official partner’ – with easy registration links is made clear.
- ✓ **Charity promotional brochure & video** – we provide bespoke charity branded versions of the core marketing support material for positioning on the charity’s website
- ✓ **Charity Reg Form** – URL for positioning on charity’s website pages, with automatic Justgiving page set up to reduce admin – and the ability for dedicated charity TEAMS to sign up easily.
- ✓ **Promotions** – automatic inclusion within Challenge ‘Early Bird’ type promotions & incentives, and an additional ‘promotional window’ for Series Partners in the autumn of 2017.
- ✓ **Multi Buy Deal** – inclusion within the ‘discounted’ Participant option to sign up for 2 or more Challenges (only available for Partner charities). This is becoming a popular option!
- ✓ **Dedicated Gazebo** - on the Challenge (start / finish)
- ✓ **Free Charity Sail Flags & Banners (4 of each)** – displayed on the Challenge (start / middle / finish)
- ✓ **5 Free Places / Challenge** - for charity staff / key volunteers / special supporters etc.
- ✓ **Challenge Partnership Fee** = £2,000 / Challenge – Discounts are available if a charity becomes a ‘Challenge Partner’ on more than one of the 2018 events.
- ✓ **£10 OFF / participant Charity Fee** (compared to a Listed Charity) for full challenge / 100km participants & £5 off for 50km / 25km participants.

## Listed Charity – 2018 details

*This option suits many charities because of the risk free / low commitment level (and may be your preferred option again) – and well over 300 will be joining us on this basis in 2018.*

- ✓ Listing on the Challenge websites, by charity category, and alphabetically on the Registration Form - making it easy for participants to sign up for your charity!
- ✓ URL link from the Challenge websites listing to the charity’s own website - making it easy for potential participants to find out more about you!
- ✓ Standard Charity promotional brochure & video for positioning on the charity’s website.
- ✓ Automatic inclusion within Challenge ‘Early Bird’ type promotions & incentives, and at other times including the New Year / January ‘push’
- ✓ Participants Registration forms forwarded to you – making administration as easy as possible
- ✓ £200 Listing Fee payable to Action Challenge - NOT paid upfront – and fully refundable if you get 7 ‘full distance’ equivalent sign ups (50% refundable if over 4 full distance equivalent sign ups are achieved). This is all reconciled prior to the last event (Thames Path Challenge – Sept 2018).





### Listed Charity Participant Place Costs & Fundraising:

	<u>Participant Reg Fee</u>	<u>Min Fundraising</u>	<u>Cost to Charity</u> *	<u>Min Income/Cost Ratio</u>
100km (Full):	£80	£425	£140	3.0
50km (Half):	£60	£275	£90	3.0
25km (Quarter):	£40	£175	£60	2.9

\* **Note** - Cost **includes** VAT. For 2018 50% of the Participant Place Cost (to Charity) is treated as 'Event Cost' – and includes VAT at 20%, and 50% is treated as 'Advertising Services Fee' associated with recruitment & listing, and is exempt from VAT.

### Non-Listed 'Participating Charity' – 2018 details

*This option really just suits charities that don't want to be actively involved with the Ultra Challenge Series (as they are not listed or promoted in any way) but will accept participants if they are the nominated charity, and therefore are not seen to let them down. Of course the charity still benefits from the associated fundraising.*

- ✓ Participating Charities get sign up registrations forwarded to them.
- ✓ A Participating Charity can select to become a listed Charity if they change their mind.
- ✓ Participant Registration Fees are as per 'Listed Charities' (set out above). Cost to Charity (for Participant Places) are approx **12 % higher** than for Listed Charities (£156 for 100km / £102 for 50km / and £66 for 25km. All prices include VAT at the full rate of 20%)

### Timeline

We will be introducing 'promotional incentives' to participants to sign up for 2018 Challenges after each of the 2017 events – and want our Charities in place as soon as possible so they can be incorporate – so please let us know as soon as possible the package that suits you for 2018.

### Contact

Email us at [charity@actionchallenge.com](mailto:charity@actionchallenge.com) or give us a call on 0207 609 6695 if you have any questions

Action Challenge – June 2017

