



Bupa Great Run Series

**Charity Advertising and
Fundraising Packages 2010**

Table of Contents

I. BACKGROUND & INFORMATION

Company Background	2
The Great Run Series	2
Great Run Charity Management	3
Nova Team	3

2. 2010 DEVELOPMENTS

Online Charity Listings	4
Magazine Advertising & Listings	4
Online Magazine	5
Online Charity Search Facility	5

3. ADVERTISING & FUNDRAISING PACKAGES

Bupa Great North Run	6
Bupa Great Manchester Run & Bupa Great South Run	7

4. BENEFITS 8

5. CHARITY PACKAGE PRICES 2010

Bupa Great North Run	
Facts & Figures	9
Charity Advertising Package Prices	9
Bupa Great Manchester Run	
Facts & Figures	10
Charity Advertising Package Prices	10
Bupa Great South Run	
Facts & Figures	10
Charity Advertising Package Prices	10

6. TERMS AND CONDITIONS 11

I. Background & Introduction

Company Background

Nova International specialises in the development, design, organisation and rights management of mass participation, televised events. Our current brand portfolio includes:

- The Bupa Great North Run, the UK's largest mass participation running event with over 54,000 entrants.
- The Bupa Great Manchester Run, the UK's largest 10k run, 34,000 entrants.
- The Bupa Great South Run, the UK's largest 10 mile run, 21,000 entrants.
- The British Gas Great North Swim, the UK's largest open water swim, 6,500 swimmers.

Given the popularity of the current mass participation running programme, and the success of developing the swimming programme, Nova are introducing a range of new challenges for 2010 and 2011, involving cycling, walking and dance.

The complete programme supports the new Take to the Streets campaign (Taketothestreets.org) which aims to inspire people to get active and sign up to a challenging event which acts as a motivation to keep fit and healthy.

The Bupa Great Run Series

2010 sees the 30th Great North Run. Since the first event in 1981, the concept of a mass participation running event featuring a top class field of elite athletes followed by thousands of fun runners, has caught the imagination of the nation. The support of a million fun runners and their friends and families has enabled the Bupa Great Run Series to grow into the UK's biggest mass participation running programme with over 150,000 participants every year.

In the UK the Bupa Great Run Series comprises of:

Bupa Great Winter Run & Edinburgh XC
Bupa Great Edinburgh Run
Bupa Great Manchester Run
Bupa Great North 10k
Bupa Great Yorkshire Run
Bupa Great North Run
Bupa Great South Run

Great Run Charity Management

A central component of the Bupa Great Run Series are the charity runners who raise millions for their respective charities as well as bringing their personal stories and challenges to the event.

Nova are keen to maximise the funds our runners raise for their chosen charities as well as offer the best possible service to our charity partners.

Nova Team

Judith Wood - Charity Co-Ordinator (Newcastle)

judith.wood@nova-international.com

0191 226 3245

Claire Hunt - Account Manager (London)

claire.hunt@nova-international.com

0207 395 1561

Nicky Homes - Commercial Director (London)

nicky.homes@nova-international.com

0207 395 1560

2. 2010 Developments

We have taken feedback from charities and via the Event Managers Forum and where possible this feedback has influenced this year's developments.

a) On-Line Charity Listings

Due to the high demand for charity packages including an on-line listing in 2009 we will continue to offer this within the packages for 2010.

Platinum+ Listings: Approx 4cm high (130x130pixels) , logo, up to 250 characters of copy, optional micro-site or click through to specific page within charity website.

Gold+ Listing: Approx 3 cm high (130x110pixels), logo, up to 150 characters of copy, optional micro-site or click through to specific page within charity website.

Silver+ Listings: Approx 2.5 cm high (130x60pixels) , logo, up to 100 characters of copy, optional micro-site or click through to specific page within charity website.

Listings within each tier will receive a fair rotation within the site.

At confirmation stage (w/e 18th December 2009) charities requesting packages that include on-line listings will be required to upload any artwork, media copy and e-mail addresses to be displayed within the on-line listings. The online charity listings will only be displayed upon full payment.

It is still possible to purchase a fundraising package without an on-line listing if required.

b) Magazine Advertising and Listings

In order to increase the profile of the charity listings within the magazine we will dedicate a specific 6-8 page section on charity fundraising. This section will cover human interest stories and tips for help with fundraising, and the charity listings included within this section for Platinum, Gold and Silver Charity Packages will be given increased prominence.

Magazine Dates

Bupa Great Manchester Run	Early April 2010
Bupa Great North Run	Mid August 2010
Bupa Great South Run	Mid September 2010

c) On-line Magazine

We will not be offering an on-line magazine in 2010. Instead we will be distributing two dedicated charity e-mails for the Bupa Great North Run :

“Still a Chance” - will be sent to all those unsuccessful ballot entries and will encourage the runners to apply for one of the places held by charities. This e-mail will link directly back to the on-line charity listings.

“Great Run Challenge” - will be sent to the entire Great Run database, excluding those people who already have a place confirmed, one month before the charity entry system closes. This will act as a reminder to the runners that they can run for a charity, and link directly back to the on-line charity listings.

There will also be a dedicated charity email for the Bupa Great Manchester Run and Bupa Great South Run, which will be sent to the entire Great Run database one month before the charity deadline reminding runners that it is not too late to run each event, and link directly back to the on-line charity listings.

d) On-line Charity Search Facility

All charities will be listed within the Great Run website via a search function enabling customers to search for a charity by category.

At ordering stage charities will be required to select a category to be displayed within the on-line search facility.

These lists will be displayed on both the charity home page and on each event page upon full payment.

3. Advertising and Fundraising Packages

Bupa Great North Run 2010

BENEFITS	PACKAGE	
	Platinum + Online	Platinum
No. Guaranteed Entries available	Up to 320 at face value	Up to 300 at face value
On-line Advertising	Platinum Listing + Listing by search facility	Listing by search facility
Event Magazine	Large Listing with logo	Large Listing with logo
Charity Village Hospitality	6m x 12m marque (inc signage and furniture)	6m x 12 marque (inc signage and furniture)
Sport & Fitness Pasta Party	3mx3m space (shell scheme not inc)	3mx3m space (shell scheme not inc)

BENEFITS	PACKAGE	
	Gold + Online	Gold
No. Guaranteed Entries available	Up to 165 at face value	Up to 150 at face value
On-line Advertising	Gold Listing + Listing by search facility	Listing by search facility
Event Magazine	Medium listing with logo	Medium listing with logo
Charity Village Hospitality	6m x 6m marquee (inc signage and furniture)	6m x 6m marquee (inc signage and furniture)

BENEFITS	PACKAGE	
	Silver + Online	Silver
No. Guaranteed Entries available	Up to 85 at face value	Up to 75 at face value
On-line Advertising	Silver Listing + Listing by search facility	Listing by search facility
Event Magazine	Small Listing	Small Listing
Charity Village Hospitality	6m x 6m marquee (inc signage and furniture)	6m x 6m marquee (inc signage and furniture)

BENEFITS	PACKAGE	
	Bronze	
No. Guaranteed Entries available	15 – 25 at face value	
Event Magazine	Listing and phone number	
On-Line Listing	Listing via search facility	

Bupa Great Manchester Run & Bupa Great South Run 2010

BENEFITS	PACKAGE	
	Gold + Online	Gold
No. Guaranteed Entries available	Up to 165 at face value	Up to 150 at face value
On-line Advertising	Gold Listing + Listing by search facility	Listing by search facility
Event Magazine	Large listing with logo	Large listing with logo
Charity Village Hospitality	6m x 6m marquee (inc signage and furniture)	6m x 6m marquee (inc signage and furniture)

BENEFITS	PACKAGE	
	Silver + Online	Silver
No. Guaranteed Entries available	Up to 85 at face value	Up to 75 at face value
On-line Advertising	Silver Listing + Listing by search facility	Listing by search facility
Event Magazine	Medium listing with logo	Medium listing with logo
Charity Village Hospitality	6m x 6m marquee (inc signage and furniture)	6m x 6m marquee (inc signage and furniture)

BENEFITS	PACKAGE	
	Bronze	
No. Guaranteed Entries available	15 – 25 at face value	
Event Magazine	Listing and phone number	
On-Line Listing	Listing via search facility	

NB The charity village at Manchester will consist of a shell scheme arrangement rather than a marquee.

4. Benefits

Great Run charities benefit from:

- Use of Great Run official charity mark for promotional materials
- Comprehensive Information Directory
- Enhanced online charity search facility for potential entrants
- Dedicated Great Run Charity team to handle enquiries
- Use of Online Management System to manage entries
- Post event results listing available via Online Management System
- Use of Charity Clearing System

5. Charity Package Prices 2010

Bupa Great North Run

Facts & Figures:

Location: Newcastle - South Shields
Date: 19th September 2010
Entries: 54,000
Distance: 13.1 miles
Entry Price: £44

Charity Advertising Package Prices

PACKAGE	PRICE
Platinum + Online	£19,720 + up to 320 places
Platinum	£16,420 + up to 300 places
Gold + Online	£10,600 + up to 165 places
Gold	£8,360 + up to 150 places
Silver + Online	£4,995 + up to 85 places
Silver	£4,000 + up to 75 places
Bronze	Admin fee of £20 per place for 15-25 places

Bupa Great Manchester Run

Facts & Figures:

Location:	Manchester City Centre
Date:	16 th May 2010
Entries	34,000
Distance:	10k
Entry Price:	£34

Charity Advertising Package Prices

PACKAGE	PRICE
Gold + Online	£6,530 + up to 165 places
Gold	£4,690 + up to 150 places
Silver + Online	£3,120 + up to 85 places
Silver	£2,270 + up to 75 places
Bronze	Admin fee of £13 per place, 15-25 places

Bupa Great South Run

Facts & Figures

Location:	Southsea-Portsmouth
Date:	24 th October 2010
Entries	21,000
Distance:	10 miles
Entry Price:	£36

Charity Advertising Package Prices

PACKAGE	PRICE
Gold + Online	£6,530 + up to 165 places
Gold	£4,690 + up to 150 places
Silver + Online	£3,120 + up to 85 places
Silver	£2,270 + up to 75 places
Bronze	Admin fee of £13 per place, 15-25 places

6. Terms and Conditions

1. All charities must acknowledge and adhere to the specified dates and deadlines for the return of all charity correspondence.
2. The closing date for the reservation of charity level packages is Friday 27th November 2009 at 12 noon.
3. Due to demand for entries Great Run cannot guarantee charities will be allocated the same number of entries as in 2009. Any charity that has struggled to fill their entry allocation in the past may be asked to reduce their entries in 2010.
4. All submissions for entries and packages are requests only and charities will be notified w/e 18th December 2009 whether they have been successful or not. All decisions are final.
5. Payment of Package and Entry Fees are to be made payable to Nova International Ltd.

Package and Entry Fees in respect of the Bupa Great North Run, Bupa Great Manchester Run and Bupa Great South Run are due by 26th February 2010.

6. All charges for the various advertising packages are zero-rated for VAT purposes and exclude the cost of entry for the relevant number of guaranteed applications. The charges for event entries are stated inclusive of VAT.
7. The details of the packages are as specified, and non-negotiable. Once payment has been made no refunds to the charity will be permissible, except in the event of cancellation (see point 15 below).
8. Nova International Ltd will commence activating the online management system on receipt of package payment (Platinum, Gold & Silver) and Bronze level entry and management fees.
9. The online management system gives all charities 100% flexibility in managing their entries until the pre-set closing date for each event. This closing date will be announced in January 2010. Once entries have been submitted after the closing date no swapping of race numbers or transfer of entries is allowed. Any charity found to be doing so would be contravening their involvement with the event and the organisers would take relevant action.

10. Each charity must ensure their runners are informed about the importance of training and seeking medical advice before undertaking a training programme.
11. Charities are required to ensure runners not able to take part in the event once the closing date has passed are advised of the deferral procedure as set by the organisers.
12. An invoice will be raised detailing the package and number of entries requested. Payment as per applicable deadlines. Charities allocated a Platinum, Gold or Silver package level must complete the "Request for zero-rating" online. Refunds cannot be made for any unfilled entries.
13. Any charity with a number of entries remaining unfilled by a date to be announced in January 2010 will be asked to enter the clearing system. Nova International Ltd will then endeavour to reallocate those entries to a charity with spare capacity. The payment for transfer of entries will be between the charities involved.
14. Any charity that has requested a Platinum, Gold or Silver package will be sent further details regarding the charity village at a later date. Should additional space become available it will be allocated via a ballot. Nova reserves the right to make changes to the charity village should any be required for health and safety or logistical reasons.
15. In the event of cancellation of any event Nova will endeavour to re-arrange the event on another date. In the event that it is not possible to re-arrange the event to another date Nova will offer a full refund for both the charity package and the cost of entries. However, Nova will not be liable for any charity's loss of potential fundraising income.