



Great Swim Series

**Charity Advertising and
Fundraising Packages 2011**

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1. Background & Introduction

Company Background

Established in 1988 by former Olympic medalist Brendan Foster, Nova specialises in the development, design, organisation and rights management of mass participation, televised sports events.

Nova creates challenging events which engage the community, generate significant local economic impact, promote health and fitness to the masses and have local and national political support.

The Bupa Great Run Series, inspired by the Bupa Great North Run (now in its 30th year), comprises 7 events nationwide with a total of 165,000 participants based on the Bupa Great North Run, the UK's largest mass participation running event with over 54,000 entrants.

In 2008 Nova launched Great Swim, based upon the same unique formula of televised elite sporting events and mass participation. The British Gas Great Swim series now comprises five open water swim events. For the first time in 2011, Nova will be offering charity advertising packages associated with Great Swim. These can be found detailed in this prospectus.



A central component of all Nova events is charity fundraising. Every year our participants raise millions of pounds for their respective charities as well as bringing their own personal stories and challenges to the event.

The British Gas Great Swim Series 2011

In its 4th year in 2011, the British Gas Great Swim series will comprise five one mile mass participation open water swim events:

British Gas Great North Swim

British Gas Great East Swim

British Gas Great London Swim

British Gas Great Scottish Swim

British Gas Great Salford Swim

The Great Swim series has seen fantastic growth in the past three years, from 3,000 participants at the Great North Swim in 2008 to almost 20,000 participants taking part across the five events in 2010. Great Swim appeals to a wide variety of participants, the distance (64 lengths of a 25m pool) is achievable with training to beginners while also being a motivational distance to experienced swimmers who may have never taken to open water before. We have picked a variety of locations for the events, from reservoirs to lochs and docks, and all the events offer chip timing enabling participants to accurately measure their achievement and our event team the ability to ensure maximum participant safety in the water.

Current demographics suggest that the participants are equally split male/female, with the most popular group being 25-35 year olds.

Great Swim Charity Management

A central component of the British Gas Great Swim Series are the charity swimmers 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 swimmers raise for their chosen charities as well as offer the best possible service to our charity partners. Nova operate an on-line charity management system which charities can use to place their orders for advertising and fundraising packages, and upload images onto the website. The Charity Management System also enables them to manage their guaranteed token entries, thereby ensuring entries have been redeemed by fundraisers.

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. Advertising and Fundraising Packages

British Gas Great North Swim 2011

BENEFITS	PACKAGE
	Official Charity
No. Guaranteed Entries available	75 at face value
On-line Advertising	Listing on on-line entry system, charity listing with logo and rotating banner advert on website
Event Village Hospitality	3m x 3m marquee (inc signage and furniture)

BENEFITS	PACKAGE
	Supporting Charity
No. Guaranteed Entries available	45 at face value
On-line Advertising	Charity Listing with logo

BENEFITS	PACKAGE
	Partner Charity
No. Guaranteed Entries available	Up to 5-25 at face value
On-line Advertising	Listing and phone number

British Gas Great East Swim, Great Scottish Swim, Great London Swim, Great Salford Swim

Guaranteed places for these events are not available.

A maximum of 8 advertising only packages are available for each event, delivering the following advertising benefits:

BENEFITS	PACKAGE
	Official Charity
No. Guaranteed Entries available	Not available
On-line Advertising	Listing on on-line entry form Listing on charity section of event website and rotating advertising banner on event website
Charity Village Hospitality	3m x 3m marquee (inc signage and furniture)

3. Benefits

Great Swim charities benefit from:

Use of Great Swim official charity mark for promotional materials

Comprehensive Information Directory

Dedicated Great Swim Charity team to handle enquiries

Use of Online Management System to manage entries

Post event results listing available via Online Management System

Charity Support Service

4. Charity Package Prices 2011

British Gas Great North Swim

Facts & Figures:

Location: Cumbria
Date: tbc
Entries: 9,000
Distance: 1 mile
Entry Price: £37

Charity Advertising Package Prices

PACKAGE	PRICE
Official Charity Packages (12 available)	£5,000 + 75 places
Supporting Charity Packages (12 available)	£1,000 + 45 places
Partner Charity	£20 administration fee per place + 5-25 places

British Gas Great East Swim

Facts & Figures:

Location: Alton Water, Suffolk
Date: 18/19 June
Entries: tbc
Distance: 1 mile
Entry Price: £31

PACKAGE	PRICE
Advertising only	£2,250

British Gas Great London Swim

Facts & Figures:

Location: Royal Docks
Date: 2/3 July
Entries: tbc
Distance: 1 mile
Entry Price: £37

PACKAGE	PRICE
Advertising only	£2,250

British Gas Great Scottish Swim

Facts & Figures:

Location: Strathclyde
Date: tbc
Entries: tbc
Distance: 1 mile
Entry Price: £26

PACKAGE	PRICE
Advertising only	£2,250

British Gas Great Salford Swim

Facts & Figures:

Location: Salford Quays
Date: 4/5 June
Entries: tbc
Distance: 1 mile
Entry Price: £31

PACKAGE	PRICE
Advertising only	£2,250

5. 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 1st October 2010.
3. All submissions for entries and packages are requests only and charities will be notified w/e 15th October whether they have been successful or not. All decisions are final.
4. Payment of Package and Entry Fees are to be made payable to Nova International Ltd.

Package and Entry Fees in respect of the British Gas Great Swim series are due 30 days nett from date of invoice.

5. 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.
6. 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 13 below).
7. Nova International Ltd will commence activating the online management system on receipt of package payment for British Gas Great North Swim.
8. The online management system gives all charities 100% flexibility in managing their entries until the pre-set closing date for the event. This closing date will be announced in January 2011. 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.

9. Each charity must ensure their swimmers are informed about the importance of training and seeking medical advice before undertaking a training programme.
10. Charities are required to ensure swimmers 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.
11. An invoice will be raised detailing the package and number of entries requested. Payment as per applicable deadlines. Charities allocated a Great Swim advertising package must complete the "Request for zero-rating" online. Refunds cannot be made for any unfilled entries.
12. Any charity that has requested and is successful in obtaining an Official Great North Swim package will be sent further details regarding the charity village at a later date. Nova reserves the right to make changes to the charity village should any be required for health and safety or logistical reasons. This also applies to the advertising package associated with the Great London, East, Scottish and Salford Swims.
13. 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 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.
14. Nova reserves the right to change the location, date and entry limit of each Great Swim.