



Bupa Great Run Series

Charity Advertising and Fundraising Packages 2009

3 November 2008



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1. Background & Introduction

Company Background

Nova International specialises in the development, design, organisation and rights management of mass participation, televised events and is structured to deliver total event solutions from concept to implementation.

Great Run

The company's current brand portfolio includes some of the biggest mass participation events in the world all based on the original formula of the Bupa Great North Run, the UK's largest mass participation running event with over 52,000 runners.

The programme now stretches across the UK with events staged in Manchester, Portsmouth, Sheffield, Edinburgh, Cardiff, Sunderland and internationally in Dublin, Melbourne and Addis Ababa.

Given the popularity of the current mass participation running programme Nova is introducing a range of new challenges in 2009 involving swimming, cycling, walking and dance.

The first open water swimming event, The Great North Swim in Lake Windermere was staged in 2008 and attracted over 2,500 swimmers and the Great North Sport Dance was premiered at this year's Bupa Great North Run. We will keep you posted as the new events are launched during the year.

The complete programme is proud to support the new Take to the Streets initiative with its objective to get 2 million people participating in activity by 2012.

Great Run Charity Management

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

To deliver an improved service to our charity partners, many of whom are based in London and the South East, we have opened a new London Office and appointed Claire Weston as Account Manager.

Judith Wood will continue to work from the Newcastle Office looking after the entry administration.

Nova Team

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2. 2009 Developments

We have been working with our charity partners in 2008 to evaluate our services and have attempted to address the feedback in the new 2009 prospectus.

The key changes are outlined for your information.

Magazine Listings

In order to improve the editorial content of the Great Run Magazine and improve its readability we have reduced the number of pages of advertising. Unfortunately this means we will only be able to accommodate advertising from a relatively small group of charities.

To compensate for this we will be increasing the size and prominence of the Platinum and Gold charity listings within the magazine:

Platinum Listings will be featured as a double page spread within the magazine. Each listing will be full colour, with space for a logo, contact details and specific charity information.

Gold Listings will be featured as a single page within the magazine. Each listing will be in full colour; with space allocated for a logo and charity contact details

Magazine Dates

MAGAZINE TITLE	DATE
Bupa Great Manchester Run	Mid-April
Bupa Great North Run	Mid-August
Bupa Great South Run	Mid-September

3. On-Line Charity Advertising

To improve the editorial control of the Great Run website we have decided to bring all website advertising in house.

All charity advertising will be incorporated into the charity packages. It will not be possible for charities to purchase website advertising outside of these packages.

From January 2009 we will be producing the event pages of **www.greatrun.org**.

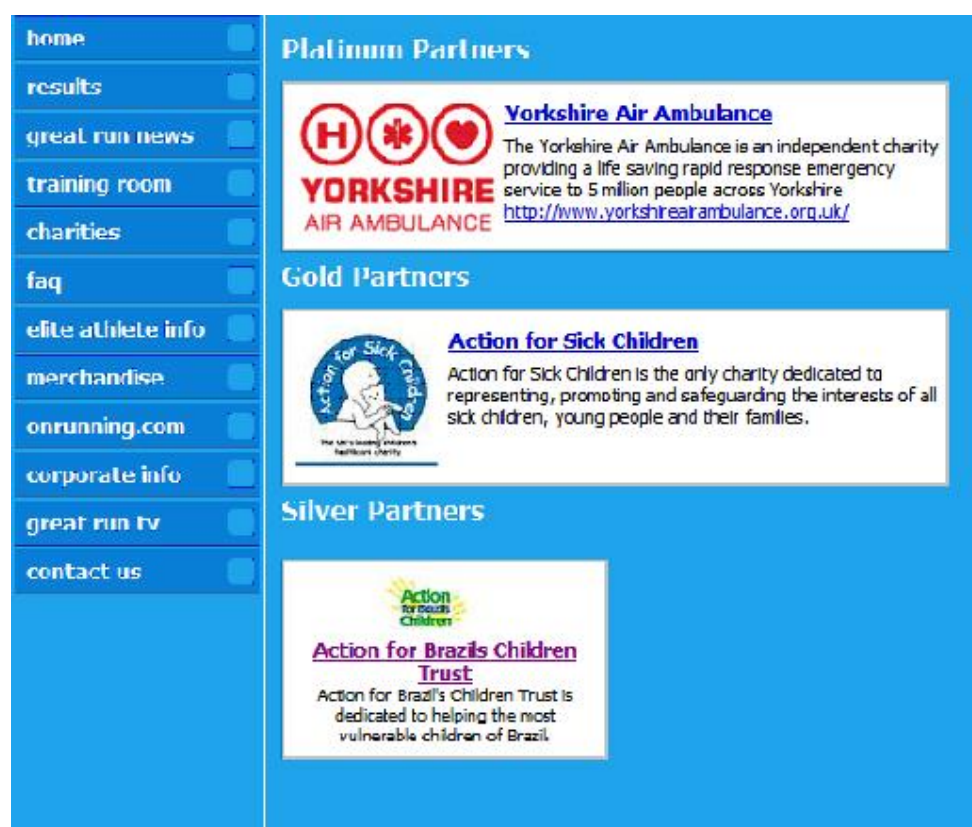


Figure 1: Example of Tier Listing

The new charity listings available on the website will be displayed in a similar format to the current listings in order to maintain continuity. These listings will be included within specific package options, (detailed in this document). It will not be possible for charities to purchase an on-line charity listing without the associated package, although there are packages available without on-line listings.

Platinum Listing: Approx 4cm high, logo, up to 50 words of copy, "click-thru" to optional event micro-site, or specific page on website.

Gold Listing: Approx 2.5cm high, logo, up to 25 words of copy, "click-thru" to optional event micro-site, or specific page on website.



Silver Listing: Approx 1.5 cm high, logo, contact details, "click-thru" to optional event micro-site, or specific page on website.

Once we have confirmed a package that includes online listings, charities will be required to upload any artwork, media copy and e-mail address that they require to be displayed on their tier listing section.

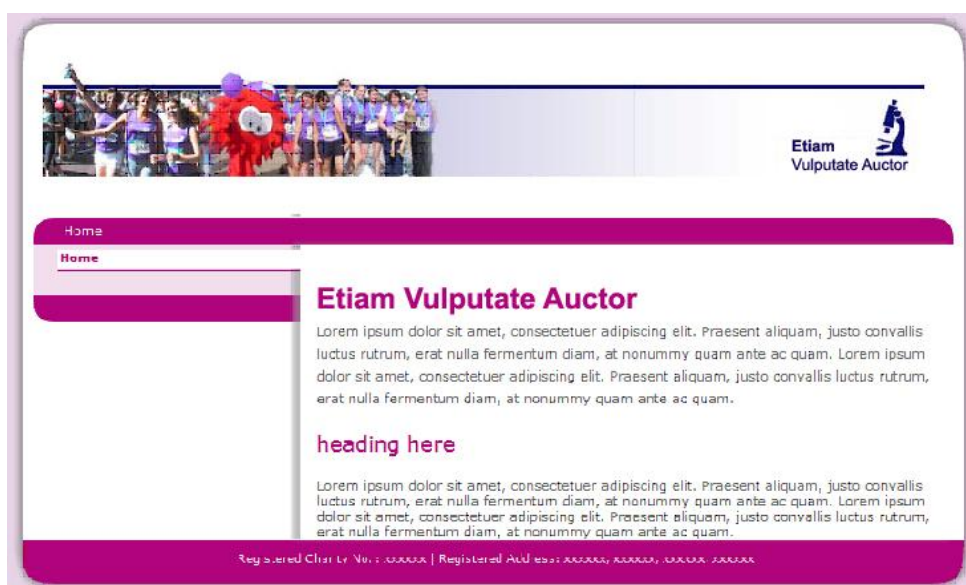


Figure 2: Example of microsite

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



4. On-line Magazine

Bupa Great North Run

The format of the on-line magazine will be changed in 2009 to deliver an improved consumer experience:

There will be two on-line magazines:

1. **"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 the charities.
2. **"Great Run Challenge"** will be sent to the entire Great Run database, excluding those people who already have a place confirmed in the Bupa Great North Run one month before the charity process closes. This will act as a reminder to the runners that they can run for a charity.

Bupa Great Manchester Run and Bupa Great South Run

There will be one on-line magazine per event "Great Manchester/South Challenge", which will be sent to the database one month before the charity deadline reminding runners that it's not too late to run each event and encouraging them to contact their preferred charity.

Note: charities must supply an appropriate-sized advert for *all* online magazines. The specification will be provided at a later date.



5. Advertising & Fundraising Packages

Bupa Great North Run

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	Not applicable
On-line Magazine	Full Page Advert	Full Page Advert
Event Magazine	Large Listing with logo	Large Listing with logo
Charity Village Hospitality	6m x 12m marque (inc signage and furniture)	6m x 12m 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	Not applicable
On-line Magazine	Half Page Advert	Half Page Advert
Event Magazine	Listing with logo	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	Not applicable
On-line Magazine	Quarter Page Advert	Quarter Page Advert
Event Magazine	Listing	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

*At confirmation stage (15th December) charities requesting packages that include online listings will be required to upload any artwork, media copy and e-mail address that they require to be displayed on their tier listing section.

Bupa Great Manchester Run & Bupa Great South Run

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	Not applicable
On-line Magazine	Half Page Advert	Half Page Advert
Event Magazine	Listing with logo	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	Not applicable
On-line Magazine	*Quarter Page Advert	Quarter Page Advert
Event Magazine	Listing	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



* At confirmation stage (15th December) charities requesting packages that include online listings will be required to upload any artwork, media copy and e-mail address that they require to be displayed on their tier listing section.

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



6. Benefits

Great Run charities benefit from:

- Use of Great Run official charity mark for promotional materials
- Comprehensive Information Directory
- 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



7. Charity Package Prices 2009

Bupa Great North Run

Facts & Figures:

Location: Newcastle - South Shields
Date: Provisional Date 4th October 2009, **still TBC**
Entries: 55,000
Distance: 13.1 miles
Entry Price: £42

Charity Advertising Package Prices

PACKAGE	PRICE
Platinum + Online	£19,620 + up to 320 places
Platinum	£16,320 + up to 300 places
Gold + Online	£10,500 + up to 165 places
Gold	£8,260 + up to 150 places
Silver + Online	£4,995 + up to 85 places
Silver	£4,000 + up to 75 places
Bronze	Admin fee of £18 per place for 15-25 places

Bupa Great Manchester Run

Facts & Figures:

Location: Manchester City Centre
Date: 17th May 2009
Entries: 32,000
Distance: 10 Kilometres
Entry Price: £32

Charity Advertising Package Prices

PACKAGE	PRICE
Gold + Online	£6,430 + up to 165 places
Gold	£4,590 + up to 150 places
Silver + Online	£3,120 + up to 85 places
Silver	£2,270 + up to 75 places
Bronze	Admin fee of £11 per place, 15-25 places



Bupa Great South Run

Facts & Figures

Location: Southsea-Portsmouth-Southsea
Date: 25th October 2009
Entries: 22,000
Distance: 10 miles
Entry Price: £34

Charity Advertising Package Prices

PACKAGE	PRICE
Gold + Online	£6,430 + up to 165 places
Gold	£4,590 + up to 150 places
Silver + Online	£3,120 + up to 85 places
Silver	£2,270 + up to 75 places
Bronze	Admin fee of £11 per place, 15-25 places



8. 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 5th December 2008
3. Due to demand for entries Great Run cannot guarantee charities will be allocated the same number of entries as in 2008. Any charity that has struggled to fill their entry allocation in the past may be asked to reduce their entries in 2009.
4. All submissions for entries and packages are requests only and charities will be notified w/c 15th December 2008 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. Due dates for payment are as follows:
 - Package and Entry Fees in respect of the Bupa Great North Run and Bupa Great Manchester Run due on 28th February 2009
 - Package and Entry Fees in respect of the Bupa Great South Run due on 30th April 2009
6. All charges for the various package levels 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 at 17.5%.
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 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 2009. 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 charities 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 2009 will be asked to enter the clearing system. Nova International 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.