

# Bupa great run®



## CHARITY ADVERTISING AND FUNDRAISING PACKAGES



2012

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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.

## Bupa Great Run Series

Since the first Great North Run in 1981, the concept of mass participation running events featuring a top class of 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 165,000 participants taking part every year.

## Map of Bupa Great Run Series Locations



Our three biggest races offer charities a wide range of opportunities to target charity fundraisers who not only raise millions for a wide cross section of worthy causes but also bring their personal stories and challenges to the event.

The Series boasts 3 major events for which public demand for entries exceeds the event capacity:



## Bupa Great North Run

The World's largest half marathon.

**Location:** Newcastle-Gateshead-South Shields

**Date:** Sunday 16 September 2012

**Entrants:** 54,000

**Distance:** Half marathon

**TV Coverage:** Live on BBC



## Bupa Great Manchester Run

The UK's largest 10k run.

**Location:** Manchester City Centre

**Date:** Sunday 20 May 2012

**Entrants:** 40,000

**Distance:** 10 km

**TV Coverage:** Live on BBC



## Bupa Great South Run

The UK's largest 10 mile run.

**Location:** Southsea, Portsmouth

**Date:** Sunday 28 October 2012

**Entrants:** 24,000

**Distance:** 10 Miles

**TV Coverage:** Live on Channel 5

Our other events have seen rapid increases in popularity and local awareness offering excellent opportunities for charities to recruit own place runners.



## Bupa Great Birmingham Run

The leading half marathon in the Midlands

**Location:** Birmingham City Centre

**Date:** October 2012

**Entrants:** 15,000

**Distance:** Half marathon

**TV Coverage:** Live on Channel 5



## Bupa Great Edinburgh Run

A Great Run in Scotland's capital city

**Location:** Edinburgh City Centre

**Date:** October 2012

**Entrants:** 10,000

**Distance:** 10km

**TV Coverage:** Live on Channel 5

## 2. 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.

### 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
- Access to Great North Run deferment places
- Charity Support Service

### Nova Team

Judith Wood - Charity Manager (Newcastle)  
judith.wood@nova-international.com  
0191 226 3245

Sian Nicholls - Account Manager (London)  
sian.nicholls@nova-international.com  
0207 189 8376

Nicky Homes - Commercial Director (London)  
nicky.homes@nova-international.com  
0207 395 1560

### Deadlines & Packages

We aim to offer a variety of packages suitable for charities varied needs:

Closing date for reservation of charity packages	21 October 2011
Charities notified of successful/unsuccessful application	W/E 4 November 2011
Charities to accept/reject package	W/E 11 November 2011

### 3. Advertising & Fundraising Packages

#### Bupa Great North Run 2012

BENEFITS	PACKAGE
	<b>Platinum +</b>
Number of guaranteed entries available	Up to 320 at face value
Online advertising	Platinum Listing + Listing by search facility and listing on online entry system
Event Magazine	Large listing with logo
Charity village hospitality	6 x 12m marquee (inc. signage & furniture)
Great North Run Show Pasta Party	2 x 2m space (shell scheme not inc)

BENEFITS	PACKAGE
	<b>Gold +</b>
Number of guaranteed entries available	Up to 160 at face value
Online advertising	Gold Listing & Listing by search facility
Event Magazine	Medium listing with logo
Charity village hospitality	6 x 6m marquee (inc. signage & furniture)
Great North Run Show Pasta Party	2 x 2m space (shell scheme not inc)

BENEFITS	PACKAGE	
	<b>Silver +</b>	<b>Silver</b>
Number of guaranteed entries available	Up to 85 at face value	Up to 75 at face value
Online advertising	Silver Listing & Listing by search facility	Listing by search facility
Event Magazine	Small listing	Small listing
Charity village hospitality	6 x 6m marquee (inc. signage & furniture)	6 x 6m marquee (inc. signage & furniture)

BENEFITS	PACKAGE
	<b>Bronze +</b>
Number of guaranteed entries available	35 at face value
Event magazine	Listing & phone number
Online listing	Listing via search facility
Charity Village Hospitality	Shared Marquee Area

BENEFITS	PACKAGE
	<b>Bronze</b>
Number of guaranteed entries available	5-25 at face value
Event magazine	Listing & phone number
Online listing	Listing via search facility



## Bupa Great Manchester Run and Bupa Great South Run 2012

BENEFITS	PACKAGE	
	Gold+	Gold
Number of guaranteed entries available	Up to 165 at face value	Up to 145 at face value
Online advertising	Gold Listing & Listing by search facility plus listing on online entry system	Listing by search facility
Event magazine	Large listing with logo	Large listing with logo
Charity village hospitality	6 x 6m marquee (inc. signage & furniture)	6 x 6m marquee (inc. signage & furniture)

BENEFITS	PACKAGE	
	Silver+	Silver
Number of guaranteed entries available	Up to 85 at face value	Up to 70 at face value
Online advertising	Silver Listing & Listing by search facility	Listing by search facility
Event magazine	Medium listing with logo	Medium listing with logo
Charity village hospitality	6 x 6m marquee (inc. signage & furniture)	6 x 6m marquee (inc. signage & furniture)

BENEFITS	PACKAGE
	Bronze
Number of guaranteed entries available	5-25 at face value
Event magazine	Listing & phone number
Online listing	Listing via search facility

**NB** The Bupa Great Manchester Run Charity Village will consist of a shell scheme arrangement rather than a marquee.



## Bupa Great Birmingham Run 2012

BENEFITS	PACKAGE
	<b>Gold</b>
Entries included in package	50
Event hospitality	3 x 3m marquee at the finish
Online listing	Gold listing, listing by search facility & listing on online entry system. Plus banner on event website page.

BENEFITS	PACKAGE
	<b>Silver</b>
Event hospitality	3 x 3m marquee at the finish
Extras	Advert in one pre-event email to runners
Optional	Option to purchase 5-25 places if required, plus £13 admin fee per entry.
Online Listing	Silver Listing & listing by search facility

BENEFITS	PACKAGE
	<b>Bronze</b>
Entries	Option to purchase 5-25 places if required, plus £13 admin fee per entry.
Online listing	Listing via search facility



## Bupa Great Edinburgh Run 2012

BENEFITS	PACKAGE
	<b>Gold</b>
Number of guaranteed entries available	50
Event hospitality	3 x 3m Marquee at the finish and cheering point
Online listing	Gold Listing + Listing by search facility and listing on online entry system. Plus banner on event website page.

BENEFITS	PACKAGE
	<b>Silver</b>
Event Hospitality	3 x 3m Marquee at the finish
Online listing	Silver Listing + Listing by search facility
Extras	Advert in one pre-event email to runners
Optional	Option to purchase 5-25 places if required, plus £13 admin fee per entry

BENEFITS	PACKAGE
	<b>Bronze</b>
Number of guaranteed entries available	Option to purchase 5-25 places if required, plus £13 admin fee per entry
Online listing	Listing via search facility

## 4. Charity Package Prices 2012

### Bupa Great North Run

**Facts & Figures:**

**Location:** Newcastle-Gateshead-South Shields

**Date:** Sunday 16 September 2012

**Entries:** 54,000

**Distance:** Half marathon

**Entry Price:** £48

#### Charity Advertising Package Prices

PACKAGE	PRICE
Platinum+	£20,650 + up to 320 places
Gold+	£9,995 + up to 160 places
Silver +	£4,995 + up to 85 places
Silver	£4,000 + up to 75 places
Bronze +	£1,785 + 35 places
Bronze	Admin fee of £20 per place + 5-25 places @ £48 per entry

### Bupa Great Manchester Run

**Facts & Figures:**

**Location:** Manchester City Centre

**Date:** Sunday 20 May 2012

**Entries:** 40,000

**Distance:** 10k

**Entry Price:** £37

#### Charity Advertising Package Prices

PACKAGE	PRICE
Gold+	£6,550 + up to 165 places
Gold	£4,550 + up to 145 places
Silver+	£3,250 + up to 85 places
Silver	£2,300 + up to 70 places
Bronze	Admin fee of £13 per place + 5-25 places @ £37 per entry

## Bupa Great South Run

### Facts & Figures:

**Location:** Southsea, Portsmouth

**Date:** Sunday 28 October 2012

**Entries:** 24,000

**Distance:** 10 miles

**Entry Price:** £40

### Charity Advertising Package Prices

PACKAGE	PRICE
Gold+	£6,550 + up to 165 places
Gold	£4,550 + up to 145 places
Silver +	£3,250 + up to 85 places
Silver	£2,300 + up to 70 places
Bronze	Admin fee of £13 per place + 5-25 places @ £40 per entry

## Bupa Great Edinburgh Run

### Facts & Figures:

**Location:** Edinburgh City Centre

**Date:** October 2012

**Entries:** 10,000

**Distance:** 10k

**Entry Price:** £27

### Charity Advertising Package Prices

PACKAGE	PRICE
Gold	£3,550 (inc. 50 places)
Silver	£1,500 (places optional)
Bronze	Admin fee of £13 per place @ £27 per entry



# Bupa Great Birmingham Run

## Facts & Figures:

**Location:** Birmingham City Centre

**Date:** October 2012

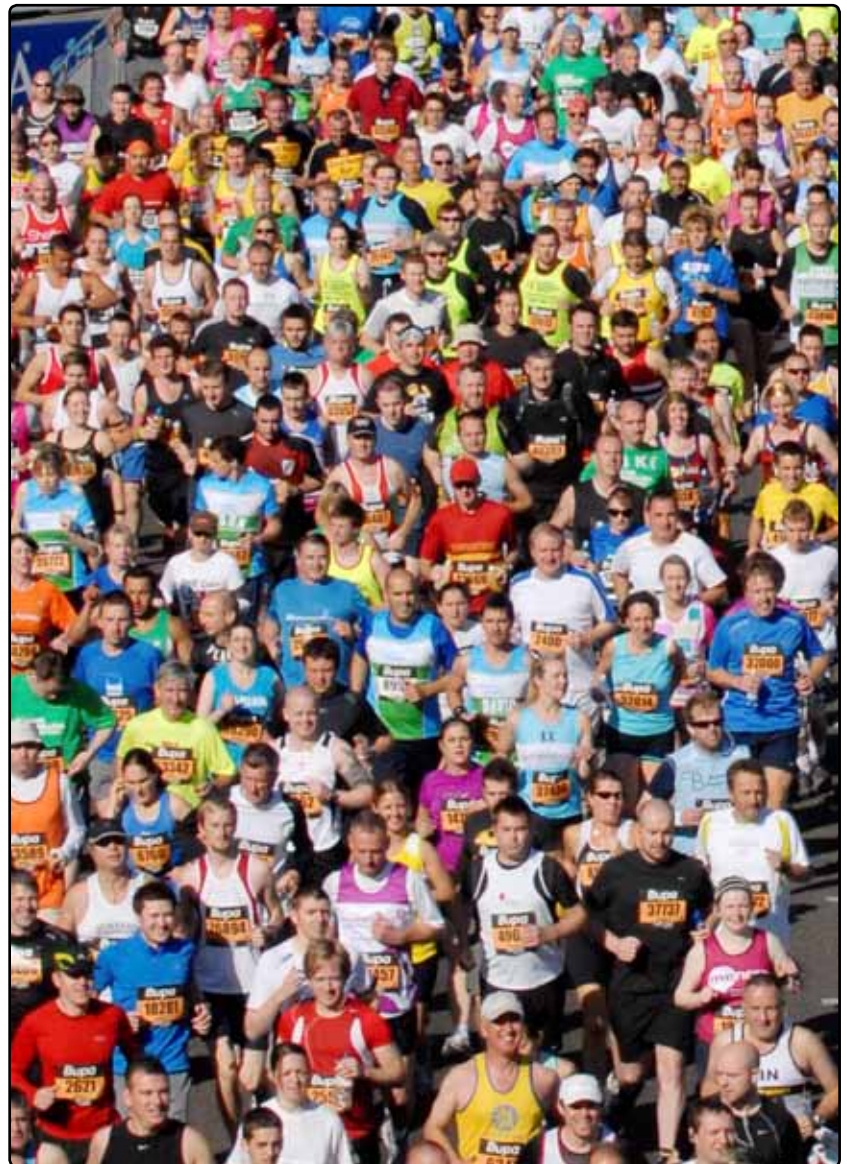
**Entries:** 15,000

**Distance:** Half marathon

**Entry Price:** £32

**Charity Advertising Package Prices**

PACKAGE	PRICE
Gold	£4,950 (inc. 50 places)
Silver	£1,500 (places optional)
Bronze	Admin fee of £13 per place @ £32 per entry



## 5. Terms & 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 21st October 2011.
3. Due to demand for entries Great Run cannot guarantee charities will be allocated the same number of entries as in 2011. Any charity that has found difficulty in filling their entry allocation in the past may be asked to reduce their entries in 2012.
4. All submissions for entries and packages are requests only and charities will be notified w/e 4th November 2011 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 all packages and entries are due 30 days net from date of invoice.
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 are 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 2012. 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. Each charity is required to ensure that those runners who are unable to take part in the Bupa Great North Run 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 is due 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 2012 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. Nova International Ltd 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 International Ltd 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 International Ltd will not be liable for any charity's loss of potential fundraising income.