

Bupa great run®

OFFICIAL
great run
CHARITY
2013



CHARITY ADVERTISING & FUNDRAISING PACKAGES



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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

Britain's biggest mass participation event

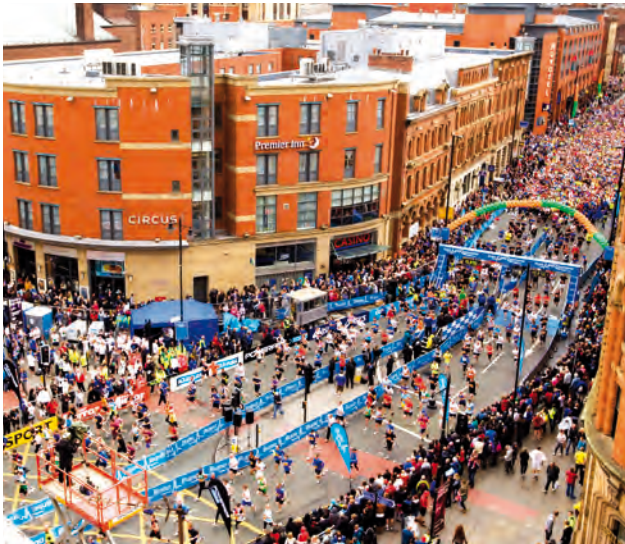
Location: Newcastle-Gateshead-South Shields

Date: 15 September 2013

Entrants: 55,000

Distance: Half marathon

TV Coverage: Live on BBC



Bupa Great Manchester Run

The UK's biggest 10k running event.

Location: Manchester City Centre

Date: Sunday 26 May 2013

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: 27 October 2013

Entrants: 25,000

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. As these are growth events for Nova, please note general entries will remain open until we are at capacity.



Bupa Great Birmingham Run

The UK's fastest growing half marathon.

Location: Birmingham City Centre

Date: 20 October 2013

Entrants: 20,000

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: TBC

Entrants: 10,000

Distance: 10km



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 550 5995

Nicky Homes - Commercial Director (London)
nicky.homes@nova-international.com
0207 550 5997

Deadlines & Packages

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

Closing date for reservation of charity packages	12 October 2012
Charities notified of successful/unsuccessful application	W/E 26 October 2012
Charities to accept/reject package	W/E 2 November 2012

3. Advertising & Fundraising Packages

Bupa Great North Run 2013

BENEFITS	PACKAGE
	Platinum
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
	Gold
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
	Silver
Number of guaranteed entries available	Up to 80 at face value
Online advertising	Silver Listing & Listing by search facility
Event Magazine	Small listing
Charity village hospitality	6 x 6m marquee (inc. signage & furniture)

BENEFITS	PACKAGE
	Bronze +
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
	Bronze
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 2013

BENEFITS	PACKAGE
	Gold
Number of guaranteed entries available	Up to 165 at face value
Online advertising	Gold Listing & Listing by search facility plus listing on online entry system
Event magazine	Large listing with logo
Charity village hospitality	5m x 5m 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	5m x 5m marquee (inc. signage & furniture)	5m x 5m 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 2013

BENEFITS	PACKAGE
	Gold
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
	Silver
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
	Bronze
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 2013

BENEFITS	PACKAGE
	Gold
Number of guaranteed entries included in package	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
	Silver
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
	Bronze
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 2013

Bupa Great North Run

Facts & Figures:

Location: Newcastle-Gateshead-South Shields

Date: 15 September 2013

Entries: 55,000

Distance: Half marathon

Entry Price: £49

Charity Advertising Package Prices

PACKAGE	PRICE
Platinum	£20,950 + up to 320 places
Gold	£9,995 + up to 160 places
Silver	£4,550 + up to 80 places
Bronze +	£1,785 + 35 places
Bronze	Admin fee of £20 per place + 5-25 places @ £49 per entry

Bupa Great Manchester Run

Facts & Figures:

Location: Manchester City Centre

Date: Sunday 26 May 2013

Entries: 40,000

Distance: 10k

Entry Price: £37 (*Promotional Price)

Charity Advertising Package Prices

PACKAGE	PRICE
Gold	£5,995 + up to 165 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: 27 October 2013

Entries: 25,000

Distance: 10 miles

Entry Price: £41

Charity Advertising Package Prices

PACKAGE	PRICE
Gold	£5,995 + up to 165 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 @ £41 per entry



Bupa Great Birmingham Run

Facts & Figures:

Location: Birmingham City Centre

Date: 20 October 2013

Entries: 20,000

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

Bupa Great Edinburgh Run

Facts & Figures:

Location: Edinburgh City Centre

Date: TBC

Entries: 10,000

Distance: 10k

Entry Price: £25

Charity Advertising Package Prices

PACKAGE	PRICE
Gold	£3,550 (inc. 50 places)
Silver	£1,500 (places optional)
Bronze	Admin fee of £13 per place @ £25 per entry



MyDonate makes fundraising sense

If all the donations made in 2011's Bupa Great Run and British Gas Great Swim series had gone through MyDonate's free service an extra £2.5m would have been raised for charity.

Charities and fundraisers across the UK are benefiting from a boost in donations thanks to the free online fundraising service - MyDonate.

Launched by BT, MyDonate's promise is that unlike other online donation services, one hundred per cent of all money, donated through the service goes to charity (with the exception of charges levied by the donor's own credit or debit card company). Because of this, UK charities registered with the site will receive up to 50p more for every £10 donated (excluding Gift Aid).

The Bupa Great Run Series and British Gas Great Swim Series facilitate massive fundraising opportunities for participants, and because MyDonate charges no registration or set up fees, every penny the participants raise can go directly to their chosen charities.

Unlike many online fundraisers, MyDonate charges no registration or set-up fees, so every penny of the donor's cash goes to their selected charity. That's one of the key reasons why the Bupa Great Run series and British Gas Great Swim series have partnered with MyDonate.

For instance, if all the donations made in last year's Bupa Great Run and British Gas Great Swim series had gone through MyDonate's free service an extra £2.5m would have been raised. This would have made a real difference to charities that know that every penny they collect can make a difference in these challenging economic times.

BT, the company behind MyDonate, has a proud history of helping communities over the past 30 years. BT is also a major force behind mega-telethon appeals such as BBC's Children in Need and Comic Relief. MyDonate is a significant part of the company's commitment to making a positive difference to society.

To find out more just visit:

bt.com/mydonatefindoutmore

Get your charity registered on





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 Friday 12 October 2012.
3. Due to demand for entries Great Run cannot guarantee charities will be allocated the same number of entries as in 2012. Any charity that has found difficulty in filling their entry allocation in the past may be asked to reduce their entries in 2013.
4. All submissions for entries and packages are requests only and charities will be notified w/e 26 October 2012 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 2013. 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 withdrawal 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 2013 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.