

The UK's favourite outdoor swim series

great SWIM

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.

Background on the Great Swim

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. **Nova offer charity advertising packages associated with Great Swim. These can be found detailed in this prospectus.**

The British Gas Great Swim Series has seen fantastic growth in the past four years, from 3,000 participants at the British Gas Great North Swim in 2008 to over 22,000 participants taking part across the five events in 2011. Great Swim appeals to a wide variety of participants, the distances are 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. All of the events offer chip timing enabling participants to accurately measure their achievements. Our event team also ensure maximum participant safety in the water.

The key demographics and customer feedback of our swimmers:

- 52% Male: 48% Female
- Predominately our swimmers are between 26-45 (63%)
- Over 90% of swimmers graded the events as good or excellent





British Gas Great Swim Series is the biggest open water programme, currently staging in 5 UK venues:

British Gas Great North Swim

Location: Windermere, Lake District, Cumbria

Date: June TBC

Entrants: 10,000

Approx Spectators: 32,000

Distance: ½ Mile, 1 Mile & 2 Mile

TV Coverage: Live on BBC

British Gas Great East Swim

Location: Alton Water, Suffolk

Date: June TBC

Entrants: 3,500

Approx Spectators: 11,200

Distance: ½ Mile, 1 Mile & 2 Mile

TV Coverage: Highlights on Channel 4

British Gas Great London Swim

Location: Royal Victoria Dock, London

Date: July TBC

Entrants: 8,000

Approx Spectators: 25,600

Distance: 1 Mile

TV Coverage: Highlights on Channel 4

British Gas Great Scottish Swim

Location: Strathclyde, Scotland

Date: September TBC

Entrants: 2,500

Approx Spectators: 8,000

Distance: 2km & ½ Mile

TV Coverage: Highlights on Channel 4

British Gas Great Manchester Swim

Location: Salford Quays, Manchester

Date: July TBC

Entrants: 2,000

Approx Spectators: 6,400

Distance: 1 mile

TV Coverage: Highlights on Channel 4



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 online charity management system which charities can use to place their orders for advertising and fundraising packages, and upload images onto the www.greatswim.org website. The Charity Management System also enables them to manage their guaranteed token entries, thereby ensuring entries have been redeemed by fundraisers.

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

Nova Team

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2. Advertising and Fundraising Packages

British Gas Great North Swim 2012

BENEFITS	PACKAGE
	Official Charity
Number of guaranteed entries available	50 at face value
Online advertising	Listing on online entry system, charity listing with logo and rotating banner advert on website
Event village hospitality	3 x 3m marquee (inc signage and furniture)

BENEFITS	PACKAGE
	Supporting Charity
Number of guaranteed entries available	30 at face value
Online advertising	Charity listing with logo

BENEFITS	PACKAGE
	Partner Charity
Number of guaranteed entries available	Up to 5-25 at face value plus £13 admin fee per place
Online advertising	Listing and phone number

British Gas Great East Swim, British Gas Great Scottish Swim, British Gas Great London Swim & British Gas Great Manchester Swim

We advise Charities that guaranteed places are available, however these events will be open for public entry until 1 week before the event date, but will close earlier should the event reach its entry limit.

We recommend the following advertising packages which will enable Charities to recruit own place swimmers. The official Charity Advertising packages include 25 places at no additional cost.

BENEFITS	PACKAGE
	Official Charity
Entries included in package	25
Online advertising	Listing on on-line entry form Listing on charity section of event website and rotating advertising banner on event website Ad in one pre-event email
Charity village hospitality	3 x 3m marquee (inc signage and furniture)

BENEFITS	PACKAGE
	Supporting Charity
Entries	Option to purchase 5-25 places
Online advertising	Listing on charity section of event website
Charity village hospitality	3 x 3m marquee (inc signage and furniture)

BENEFITS	PACKAGE
	Partner Charity
Entries	Option to purchase 5-25 places plus £13 admin fee per place
Online advertising	Listing and phone number if places purchased

3. Charity Package Prices 2012

British Gas Great North Swim

Facts & Figures:

Location: Windermere, Lake District, Cumbria

Date: June TBC

Entries 10,000

Distance: ½ Mile, 1 Mile & 2 Mile

Entry Price: £38

PACKAGE	PRICE
Official charity packages (12 available)	£2,800 + 50 places at face value
Supporting charity packages (12 available)	£800 + 30 places at face value
Partner charity	5-25 places @ £38 per place + £13 admin fee per place

British Gas Great East Swim

Facts & Figures:

Location: Alton Water, Suffolk

Date: June TBC

Entries: 3,500

Distance: ½ Mile, 1 Mile & 2 Mile

Entry Price: £32

PACKAGE	PRICE
Official charity packages	£2,900 including 25 places
Supporting charity packages	£650

British Gas Great London Swim

Facts & Figures:

Location: Royal Victoria Dock, London

Date: July TBC

Entries: 8,000

Distance: 1 mile

Entry Price: £38

PACKAGE	PRICE
Official charity packages	£2,900 including 25 places
Supporting charity packages	£650

British Gas Great Scottish Swim

Facts & Figures:

Location: Strathclyde, Scotland

Date: September TBC

Entries: 2,500

Distance: 2km & ½ Mile

Entry Price: £27

PACKAGE	PRICE
Official charity packages	£2,900 including 25 places
Supporting charity packages	£650

British Gas Great Manchester Swim

Facts & Figures:

Location: Salford Quays, Manchester

Date: July TBC

Entries: 2,000

Distance: 1 mile

Entry Price: £32

PACKAGE	PRICE
Official charity packages	£2,900 including 25 places
Supporting charity packages	£650

4. 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 21st October 2011.
3. All submissions for entries and packages are requests only and charities will be notified w/e 4th November 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 net 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 are non-negotiable. Once payment has been made no refunds to the charity will be permissible, except in the event of cancellation (see point 12 below).
7. Nova International Ltd will commence activating the online management system on receipt of package payment.
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 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.
9. Each charity must ensure their swimmers are informed about the importance of training and seeking medical advice before undertaking a training programme.
10. An invoice will be raised detailing the package and number of entries requested. Payment is due 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, nor can places be rolled over to the following year.
11. Any charity that has requested and is successful in obtaining an Official Great Swim 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. This also applies to the advertising package associated with the Great London, East, Scottish and Manchester Swims.
12. 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 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.
13. Nova International Ltd reserves the right to change the location, date and entry limit of each Great Swim.