

THE UK'S FAVOURITE OUTDOOR SWIM SERIES



**CHARITY
ADVERTISING
& FUNDRAISING
PACKAGES
2015**



TABLE OF CONTENTS

1. Background & Introduction	
Company Background	3
Great Swim Background	3
Great Swim Series	4
Great Swim Charity Management	5
Benefits for Charities	5
Great Swim Team	5
2. Advertising & Fundraising Packages	
Great North Swim	6
Great East, Manchester, London and Scottish Swim	6
3. Charity Package Prices for 2015	
Great North Swim Facts & Figures	8
Charity Advertising Package Prices	8
All other Great Swim events Facts & Figures	9
Charity Advertising Package Prices	9
4. Terms & Conditions	13



1. BACKGROUND & INTRODUCTION

Company Background

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

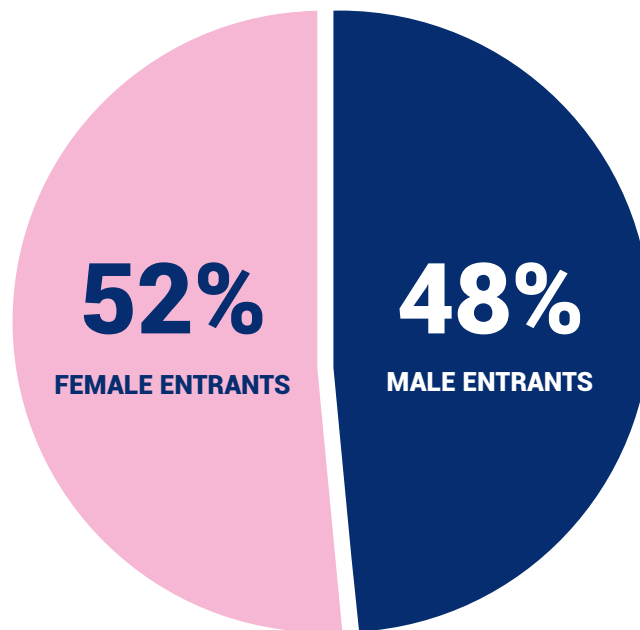
Nova creates challenging events which engage the community, generate significant local **economic impact, promote health and fitness to the masses and has local and national political support.**

Great Swim Background

In 2008 Nova launched Great Swim, based upon the same unique formula of televised elite sporting events and mass participation as the Great Run series of events. The Great Swim series now comprises of five open water swim events. **Nova offer charity advertising packages associated with Great Swim. These can be found detailed in this prospectus.**

The Great Swim series has seen fantastic growth in the past six years, from 3,000 participants at the Great North Swim in 2008 to over 22,000 entrants taking part across the five events in 2014. Great Swim appeals to a wide variety of participants, the distances are achievable with training for beginners while also being a motivational distance for experienced swimmers who may have never taken to open water before.

The key demographics and customer feedback of our swimmers:



Overall rating – excellent/good

For the series overall 97% of participants rated the event as Excellent/Good .





The Great Swim Series is the biggest open water programme, currently staged in 5 UK venues:



Great London Swim
Location: Royal Victoria Dock, London
Date: TBC
Entrants: 5,000
Distance: 1 Mile and Family Mile



Location: Windermere, Lake District, Cumbria
Date: 12-14 June 2015
Entrants: 10,000
Distance: Half Mile, 1 Mile, 2 Miles & 5k
TV Coverage: Highlights on Channel 4



Location: Alton Water, Suffolk
Date: 20 June 2015
Entrants: 3,500
Distance: Half Mile, 1 Mile, 2 Miles & 5k



Location: Salford Quays, Manchester
Date: TBC
Entrants: 3,000
Distance: 1 Mile



Location: Loch Lomond, Scotland
Date: August
Entrants: 2,500
Distance: Half Mile, 1 Mile & 2 Miles
TV Coverage: Highlights on Channel 4



Great Swim Charity Management

A central component of the Great Swim Series are the charity swimmers who raise millions for their respective charities as well as bring their personal stories and challenges to the event.

Great Swim 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. Great Swim operate an online charity management system which charities can use to place their orders or advertising and fundraising packages, and upload images onto the **greatswim.org** website. The charity management system also enables charities to manage their guaranteed token entries, thereby ensuring entries have been redeemed by fundraisers.

Benefits for Charities:

- 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

Great Swim team:

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

Sian Keen – Account Manager (London)
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0207 550 5995

Nicky Homes – Commercial Director (London)
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0207 550 5997



2. ADVERTISING AND FUNDRAISING PACKAGES



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 (signage and furniture included)

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 £14 admin fee per place
Online advertising	Listing and phone number



We advise charities that guaranteed places are available; however these events will be open for public entry until one week prior to the event date unless the entry limit is reached.

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 at face value	
Online advertising		Listing on online entry system, listing on charity section of event website and rotating advertising banner on event website plus an advert in one pre-event email	
Charity village hospitality		3 x 3m marquee (signage and furniture included)	

BENEFITS		PACKAGE	
		Supporting Charity	
Entries		Option to purchase up to 5-25 places at face value plus £14 admin fee per place	
Online advertising		Listing on charity section of event website	
Charity village hospitality		3 x 3m marquee (signage & furniture included)	

BENEFITS		PACKAGE	
		Partner Charity	
Entries		Option to purchase 5-25 places at face value plus £14 admin fee per place	
Online advertising		Listing and phone number if places purchased	

3. CHARITY PACKAGE PRICES 2015



Facts & Figures:

Date: 12-14 June 2015

Entries 10,000

Entry Price: 1 mile - £40

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 @ £40 per place + £14 admin fee per place



Facts & Figures:

Date: 20 June 2015

Entries: 3,500

Entry Price: 1 mile - £34

PACKAGE	PRICE
Official charity packages	£2,900 + including 25 places
Supporting charity packages (12 available)	£650
Partner charity	5-25 places @ £34 per place + £14 admin fee per place

NB All charity places are for the one mile Great Swim events.



Facts & Figures:

Date: TBC

Entries: 3,000

Entry Price: 1 mile - £35

PACKAGE	PRICE
Official charity packages	£2,900 including 25 places
Supporting charity packages	£650
Partner charity	5-25 places @ £35 per place + £14 admin fee per place



Facts & Figures:

Date: TBC

Entries: 5,000

Entry Price: 1 mile - £40

PACKAGE	PRICE
Official charity packages	£2,900 including 25 places
Supporting charity packages	£650
Partner charity	5-25 places @ £40 per place + £14 admin fee per place



Facts & Figures:

Date: TBC

Entries: 2,500

Entry Price: 1 mile - £30

PACKAGE	PRICE
Official charity packages	£2,900 including 25 places
Supporting charity packages	£650
Partner charity	5-25 places @ £30 per place + £14 admin fee per place





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to 70070

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FRID93 £5
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The most difficult thing about raising money for your charity shouldn't be asking for it. With our JustTextGiving service it's easy. Because anyone from any network can donate to your cause by just sending a simple text. And every penny goes to your charity. Leaving your fundraisers to do the really tough stuff.

Visit vodafone.co.uk/justtextgiving

#RealSuperHeroes

JustTextGiving™
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We've made donating easy

Because fundraising is hard enough



We've found that fundraisers who use JustTextGiving as a way of raising money are likely to raise on average 59% more for their charities and get twice as many donations on their JustGiving pages. This is because we've made it easy for supporters to donate.

With every JustGiving page your fundraisers set up online, they automatically get a free text code to boost their fundraising efforts. This means they can raise money easily by mobile, down the pub, during their training sessions or after the event itself.

The great thing is that 100% of the donation goes to your Charity thanks to the Vodafone Foundation. It's also free to use on any network and GiftAid can be added to boost your funds by 25%.

There are more than 175k fundraisers using JustTextGiving, so make sure yours are too. Why not let them know how easy it is to get set up?

1. Set up a fundraising page at justtextgiving.com
2. Personalise the text code
3. Share it far and wide
4. Donors just need to text the code with a value to 70070: eg JUDY76 £1, £2, £3, £4, £5 or £10 to 70070

So help make it easy for your fundraisers to raise money for your cause and they can concentrate on the really tough stuff – the training.

JustTextGiving by Vodafone is supported by the Vodafone Foundation, Charity no: 1089625

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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 Friday 10 October 2014.
3. All submissions for entries and packages are requests only and charities will be notified w/e 31 October 2014 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 Great Swim series and entries 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 each event. This closing date will be announced in January 2015. 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 Swim, Great East Swim, Great Manchester Swim and Great Scottish Swim.
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 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.
13. Nova International Ltd reserves the right to change the location, date and entry limit of each Great Swim.