

CHARITY ADVERTISING & FUNDRAISING PACKAGES



Bupa great run®

2014



TABLE OF CONTENTS

1. Background & introduction

Company Background.....	3
Bupa Great Run Series	3
Map of Great Run Series Locations	3

2. Great Run Charity Management

Great Run Charities Benefits	6
Nova Team	6
Deadlines & Packages	6

3. Advertising & Fundraising Packages

Bupa Great North Run	7
Bupa Great Manchester Run & Bupa Great South Run	9
Bupa Great Birmingham Run	10
Bupa Great Edinburgh Run / Bupa Great Women's 10k	11

4. Charity Package Prices 2014

Bupa Great North Run

Facts & Figures	12
Charity Advertising Package Prices	12

Bupa Great Manchester Run

Facts & Figures	12
Charity Advertising Package Prices	12

Bupa Great South Run

Facts & Figures	13
Charity Advertising Package Prices	13

Bupa Great Birmingham Run

Facts & Figures	13
Charity Advertising Package Prices	13

Bupa Great Edinburgh Run

Facts & Figures	14
Charity Advertising Package Prices	14

Bupa Great Women's 10k

Facts & Figures	14
Charity Advertising Package Prices	14

5. Terms & Conditions17

1. BACKGROUND & INTRODUCTION

Company Background

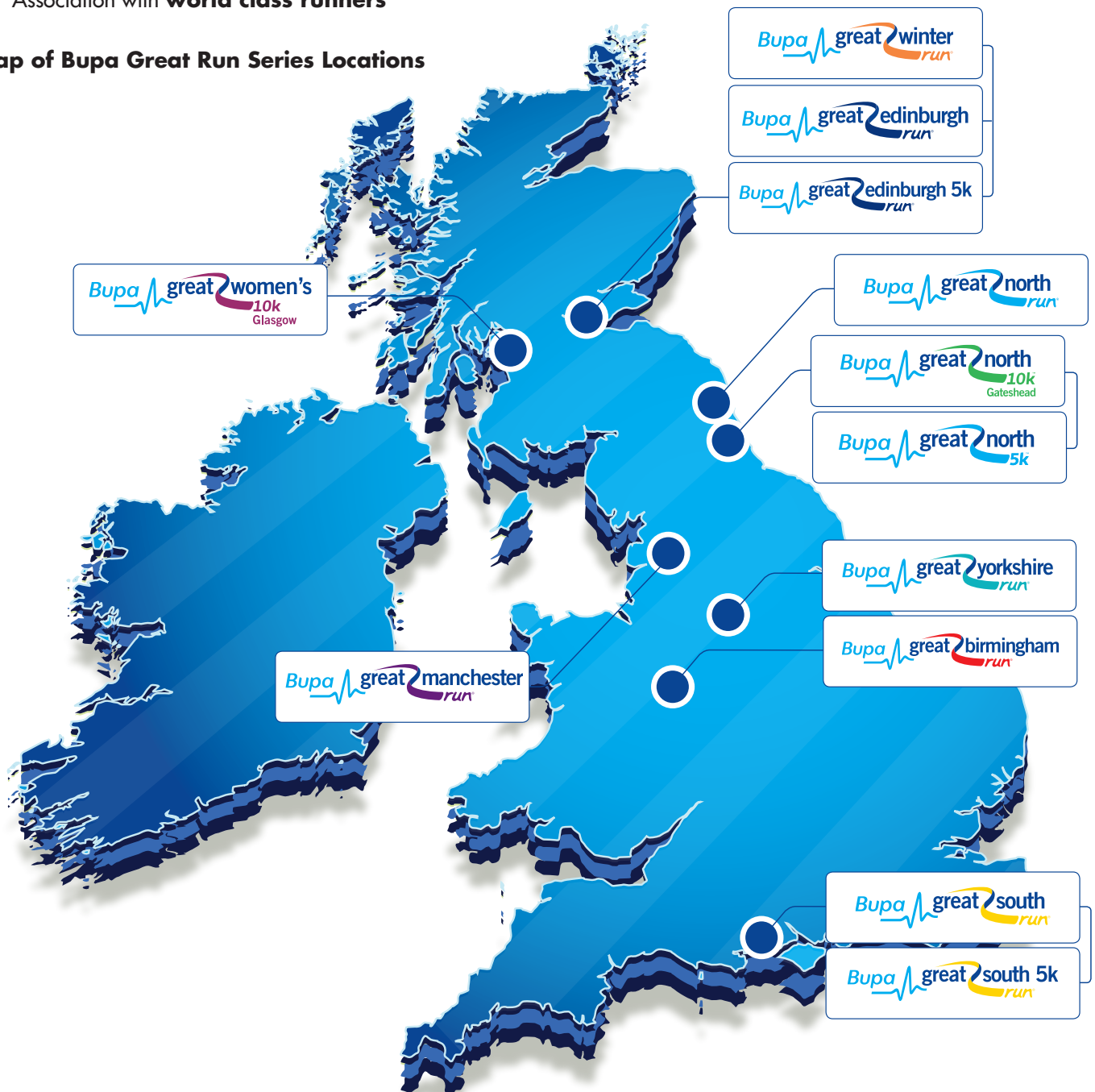
Established in 1988 by former Olympic medalist Brendan Foster, Nova specialises in the development, design, organisation and rights management of mass participation, televised sports events.

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 - Key Stats

- First Great North Run in **1981**
- **180,000+** participants
- **9** Great Run Events
- **Televised** live on BBC & Channel 5
- Association with **world class runners**

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: Sunday 7 September 2014

Entrants: 56,000

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 18 May 2014

Entrants: 40,000

Distance: 10k

TV Coverage: Live on BBC



Bupa great south run

The world's premier 10 mile running event

Location: Southsea, Portsmouth

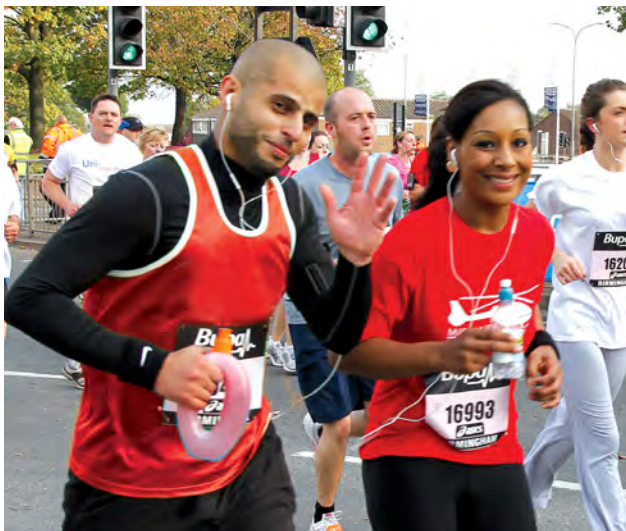
Date: Sunday 26 October 2014

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: Sunday 19 October 2014

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: 10k



Bupa great **women's** 10k Glasgow

The UK's biggest women-only running event

Location: Glasgow

Date: Sunday 11 May 2014

Entrants: 10,000

Distance: 10k

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:

Opening date for reservation of charity packages	1 October 2013
Closing date for reservation of charity packages	11 October 2013
Charities notified of successful/unsuccessful application	1 November 2013
Charities to accept/reject package	8 November 2013

3. Advertising & Fundraising Packages



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 85 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



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.

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 £14 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 £14 admin fee per entry
Online listing	Listing via search facility

BENEFITS	PACKAGE
	Gold
Number of guaranteed entries included in package	25
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 £14 admin fee per entry

BENEFITS	PACKAGE
	Bronze
Number of guaranteed entries available	Option to purchase 5-25 places if required, plus £14 admin fee per entry
Online listing	Listing via search facility

4. CHARITY PACKAGE PRICES 2014



Facts & Figures:

Date: Sunday 7 September 2014

Entries: 56,000

Distance: Half marathon

Entry Price: £50

Charity Advertising Package Prices

PACKAGE	PRICE
Platinum	£21,685 + up to 320 places
Gold	£10,500 + up to 160 places
Silver	£4,990 + up to 85 places
Bronze +	£1,875 + 35 places
Bronze	Admin fee of £21 per place + 5-25 places @ £50 per entry



Facts & Figures:

Date: Sunday 18 May 2014

Entries: 40,000

Entry Price: £38

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 £14 per place + 5-25 places @ £38 per entry



Facts & Figures:

Date: Sunday 26 October 2014

Entries: 25,000

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 £14 per place + 5-25 places @ £41 per entry



Facts & Figures:

Date: Sunday 19 October 2014

Entries: 20,000

Entry Price: £33

Charity Advertising Package Prices

PACKAGE	PRICE
Gold	£5,100 (inc. 50 places)
Silver	£1,550 (places optional)
Bronze	Admin fee of £14 per place @ £33 per entry



Facts & Figures:

Date: TBC

Entries: 10,000

Entry Price: TBC

Charity Advertising Package Prices

PACKAGE	PRICE
Gold	£3,125 (inc. 25 places)
Silver	£1,500 (places optional)
Bronze	Admin fee of £14 per place @ TBC price per entry



Facts & Figures:

Date: Sunday 11 May 2014

Entries: 10,000

Entry Price: £25

Charity Advertising Package Prices

PACKAGE	PRICE
Gold	£3,125 (inc. 25 places)
Silver	£1,500 (places optional)
Bronze	Admin fee of £14 per place @ £25 per entry

Sponsored 5k Run

JustTextGiving
by  **vodafone**



May all the funds be with you

Every penny goes directly to your charity when your fundraisers use JustTextGiving by Vodafone. It's free, easy to set up and a great way for fundraisers to increase their donations whatever network they're on.



Find out more at
justtextgiving.com

JustTextGiving™
by  **vodafone**

WANT TO HELP YOUR SUPPORTERS BOOST THEIR FUNDRAISING?

When your supporters use JustTextGiving by Vodafone as part of their fundraising, every penny they raise goes to you. There's also the option to add GiftAid, which gives you an extra 25% on all donations.

It's free on any UK mobile network, so any of your fundraisers can add text donations to their fundraising tool kit. It means they won't miss any opportunities to get spontaneous donations, using their own unique text code.

Children's charity, Tree of Hope, has raised thousands of pounds via JustTextGiving. CEO, Jeremy Marris says, "If our supporters are in the texting space, you have to make it easy for them to be there. It's not about the technology, it's about people and behaviour. We have to make it easier for donors to give."

It's easy

Well we've made it really easy. Just ask your supporters to follow these 3 simple steps...

1. Go to their fundraising page on **JustGiving.com**
2. Personalise their unique JustTextGiving code
3. Share their code to boost their fundraising

Free fundraiser packs

Another way to help your supporters is to let them know about the free marketing packs they can download online at JustTextGiving.com. They can get hold of digital packs, Facebook profiles and a variety of templates to help them with their fundraising efforts.

As a charity, if you're registered with JustGiving, you can also order a free printed JustTextGiving exclusive charity pack, which includes leaflets, stickers, business cards and a great outdoor banner. You can, of course, download the digital packs as well. It's a great way to promote your own JustTextGiving code.

Good luck with all your fundraising!



JustTextGiving[™]
by  **vodafone**

www.justtextgiving.com

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 11 October 2013.
3. Due to demand for entries Great Run cannot guarantee charities will be allocated the same number of entries as in 2013. Any charity that has found difficulty in filling their entry allocation in the past may be asked to reduce their entries in 2014.
4. All submissions for entries and packages are requests only and charities will be notified w/e 1 November 2013 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 2014. 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 2014 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.