



THE WORLD'S FAVOURITE RUN

CHARITY PROSPECTUS 2018



GREATRUN.ORG

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1. COMPANY BACKGROUND

Brendan Foster (Olympic Medallist and Athletics Commentator) founded The Great Run Company in 1988, based on his simple belief that **running is good for you and should be encouraged!**

Using the blueprint of our original event, the Great North Run (today the World's Biggest Half Marathon), we've created a national series of televised mass participation sports events – it's the biggest in the world and still growing.

Our mission is to create challenging events, which engage communities, generate significant local economic impact, promote health and fitness and support charity fundraising.

Our events offer people of all abilities the chance to run with the world's best athletes and raise millions of pounds for charity.

We encourage people, young and old, to get fit and active – supporting them to lead healthier and happier lives.

We make a positive difference to cities, local communities and individuals – we make them **FEEL GREAT.**



2. CHARITY MANAGEMENT BENEFITS

A central component of our events is the participants who raise millions for their respective charities as well as bring their personal stories and challenges to each event.

We are keen to support you in maximising your participant fundraising as well as offer you our best support as an official charity partner.

BENEFITS

- Use of Great Run Official Charity Mark for promotional materials
- Comprehensive Information Directory
- Enhanced online charity search facility for potential entrants
- Dedicated 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

THE GREAT RUN COMPANY CHARITY TEAM

Judith Taylor – Charity Manager (Newcastle)

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Nicky Homes – Commercial Director (London)

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DEADLINES AND PACKAGES

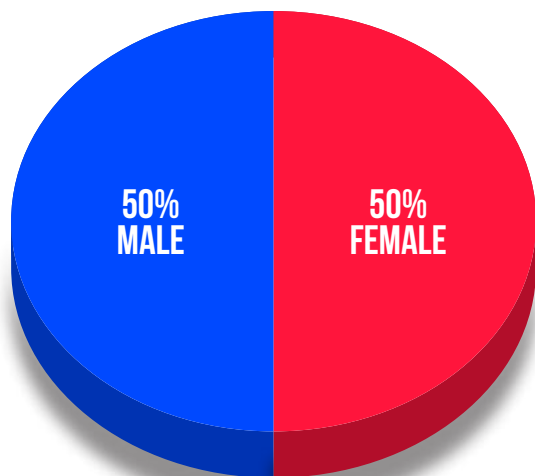
We aim to offer a variety of packages suitable for charities' varied needs:

Opening date for reservation of charity packages	w/c 25 September 2017
Closing date for reservation of charity packages	13 October 2017
Charities notified of successful/unsuccessful applications by	20 October 2017
Charities to accept/reject package by	27 October 2017

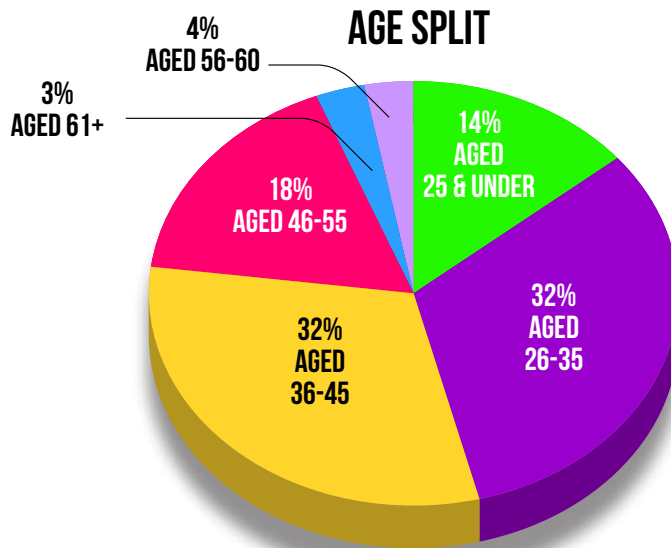


3. GREAT RUN SERIES KEY DEMOGRAPHICS

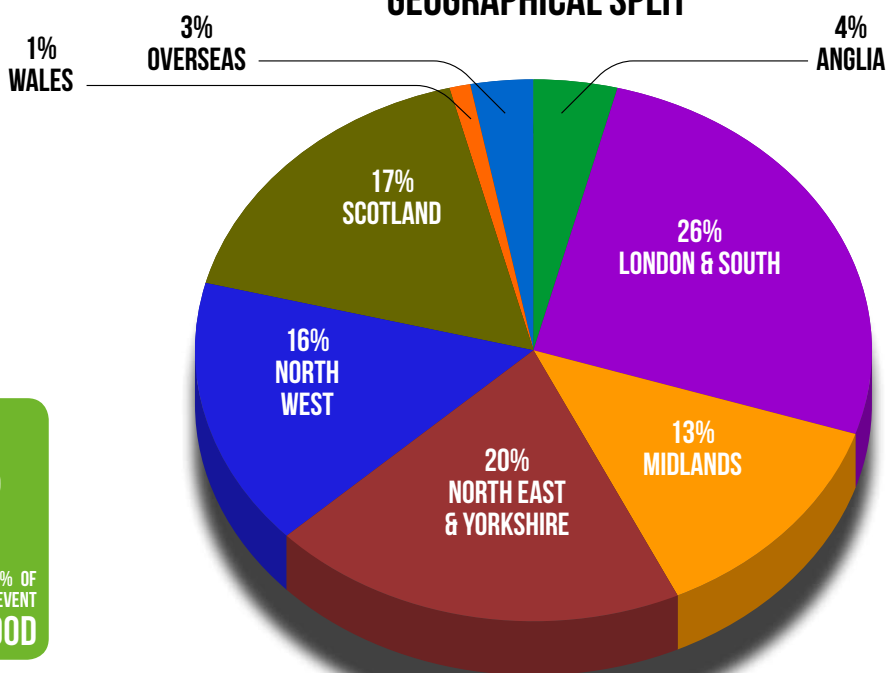
GENDER SPLIT



AGE SPLIT



GEOGRAPHICAL SPLIT



TESTIMONIALS

"The atmosphere was amazing, even when I was beginning to struggle at the 11 mile point, the crowd got me to the finish, the memories of that day will be with me forever, I never stopped smiling once even when it became really tough towards the end, the cheers from the crowd were so inspirational and the fact that everyone had their own personal reasons for running. I've never been so proud of a personal achievement in my life and raising money for my chosen charity made me feel even better" – **Great North Run participant**

"My favourite part of the event was feeling part of something amazing and doing something so beneficial for a vital charity, my children (to encourage them to run), my fitness and confidence" – **Great Manchester Run participant**

4. CHARITY PACKAGES AND PRICES



Entry Price: £55

Location: Newcastle – Gateshead – South Shields

Date: Sunday 9 September 2018

Entrants: 57,000

Distance: Half Marathon

TV Coverage: Live on BBC

PLATINUM	GOLD	SILVER	BRONZE +	BRONZE
Number of guaranteed entries available: Up to 320 at face value	Number of guaranteed entries available: Up to 160 at face value	Number of guaranteed entries available: Up to 85 at face value	Number of guaranteed entries available: 35 at face value	Number of guaranteed entries available: 5-25 at face value plus £17.50 + VAT admin fee per place
<input checked="" type="checkbox"/> Online advertising Platinum listing plus listing by search facility	<input checked="" type="checkbox"/> Online advertising Gold listing plus listing by search facility	<input checked="" type="checkbox"/> Online advertising Silver listing plus listing by search facility	<input checked="" type="checkbox"/> Online advertising Listing by search facility	<input checked="" type="checkbox"/> Online advertising Listing by search facility
<input checked="" type="checkbox"/> Online Entry Platform Drop down listing at point of entry including runner data	<input checked="" type="checkbox"/> Event Magazine Medium listing with logo	<input checked="" type="checkbox"/> Event Magazine Small listing	<input checked="" type="checkbox"/> Event Magazine Listing and phone number	<input checked="" type="checkbox"/> Event Magazine Listing and phone number
<input checked="" type="checkbox"/> Event Magazine Large listing with logo	<input checked="" type="checkbox"/> Charity Village Hospitality 6 x 6m marquee (signage and furniture included)	<input checked="" type="checkbox"/> Charity Village Hospitality 6 x 6m marquee (signage and furniture included)	<input checked="" type="checkbox"/> Charity Village Hospitality Shared marquee area	
<input checked="" type="checkbox"/> Charity Village Hospitality 6 x 12m marquee (signage and furniture included)	<input checked="" type="checkbox"/> Great North Run Pasta Party 2 x 2m space (shell scheme not included)			
<input checked="" type="checkbox"/> Great North Run Pasta Party 2 x 2m space (shell scheme not included)				
PACKAGE COST: £21,935 + VAT (not including cost of entries)	PACKAGE COST: £10,750 + VAT (not including cost of entries)	PACKAGE COST: £6,085 + VAT (not including cost of entries)	PACKAGE COST: £2,235 + VAT (not including cost of entries)	ADMIN FEE PER PLACE: £17.50 + VAT (not including cost of entries)

*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.

If you would like to purchase either a **Gold** or **Silver** package for the Great Manchester Run (10k & Half Marathon), please email judith.taylor@thegreatruncompany.com with your request and split of 10k/half marathon places. These packages will not be available via the charity management system in 2018. If you require a bronze package only, please order online via the charity management system.



Entry Price: £38 (10K) and £44 (Half Marathon)

Location: Manchester City Centre

Date: Sunday 20 May 2018

Entrants: 30,000

Distance: Half Marathon & 10K

TV Coverage: Live on BBC

*For 2018 Great Manchester Run Half Marathon - there will be an Exclusive charity sales window, where general entries will close giving a number of weeks for charities to sell their places for this distance.

GOLD

Number of guaranteed entries available: Up to 165 at face value (split 10k & half marathon distance)

☒ **Online advertising**
Gold listing plus listing by search facility

☒ **Online Entry Platform**
Drop down listing at point of entry including runner data

☒ **Event Magazine**
Large listing with logo

☒ **Charity Village Hospitality**
5 x 5m marquee (signage and furniture included)

SILVER

Number of guaranteed entries available: Up to 70 at face value (split 10k & half marathon distance)

☒ **Online advertising**
Silver listing plus listing by search facility

☒ **Event Magazine**
Medium listing with logo

☒ **Charity Village Hospitality**
5 x 5m marquee (signage and furniture included)

BRONZE

Number of guaranteed entries available: 5-25 at face value plus £11.67 + VAT admin fee per place

☒ **Online advertising**
Listing by search facility

☒ **Event Magazine**
Listing and phone number

PACKAGE COST:

£5,995 +VAT

(not including cost of entries)

PACKAGE COST:

£2,900 +VAT

(not including cost of entries)

ADMIN FEE PER PLACE:

£11.67 +VAT

(not including cost of entries)

*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.



Entry Price: £42

Location: Southsea, Portsmouth

Date: October 2018

Entrants: 25,000

Distance: 10 Miles

TV Coverage: Live on Channel 5

GOLD

Number of guaranteed entries available: Up to 165 at face value

- ✓ **Online advertising**
Gold listing plus listing by search facility
- ✓ **Online Entry Platform**
Drop down listing at point of entry including runner data
- ✓ **Event Magazine**
Large listing with logo
- ✓ **Charity Village Hospitality**
5 x 5m marquee (signage and furniture included)

SILVER

Number of guaranteed entries available: Up to 70 at face value

- ✓ **Online advertising**
Silver listing plus listing by search facility
- ✓ **Event Magazine**
Medium listing with logo
- ✓ **Charity Village Hospitality**
5 x 5m marquee (signage and furniture included)

BRONZE

Number of guaranteed entries available: 5-25 at face value plus £11.67 + VAT admin fee per place

- ✓ **Online advertising**
Listing by search facility
- ✓ **Event Magazine**
Listing and phone number

PACKAGE COST:

£5,495 +VAT

(not including cost of entries)

PACKAGE COST:

£2,900 +VAT

(not including cost of entries)

ADMIN FEE PER PLACE:

£11.67 +VAT

(not including cost of entries)

*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.





Entry Price: £32

Location: Queen Elizabeth Olympic Park, Stratford

Date: July 2018

Entrants: 10,000

Distance: 10K

GOLD

Number of guaranteed entries available: 50 places included in the package

- ✓ **Online advertising**
Gold listing plus listing by search facility plus banner on event web page
- ✓ **Online Entry Platform**
Drop down listing at point of entry including runner data
- ✓ **Charity Village Hospitality**
3 x 3m marquee at the event finish

SILVER

Optional entries: Option to purchase 5-25 places if required

- ✓ **Online advertising**
Silver listing plus listing by search facility
- ✓ **Charity Village Hospitality**
3 x 3m marquee (signage and furniture included)
- ✓ **EComms**
Email Advert in one pre event email

BRONZE

Number of guaranteed entries available: 5-25 at face value plus £11.67 + VAT admin fee per place

- ✓ **Online advertising**
Listing by search facility

PACKAGE COST:
£4,350 + VAT

PACKAGE COST:
£1,950 + VAT

ADMIN FEE PER PLACE:
£11.67 + VAT

*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.



If you would like to purchase either a **Gold** or **Silver** package for the Great Aberdeen Run (10k & Half Marathon), please email judith.taylor@thegreatruncompany.com with your request. These packages will not be available via the charity management system in 2018. If you require a bronze package only, please order online via the charity management system.



Entry Price: £28 (10k) & £36 (Half Marathon)

Location: Aberdeen City Centre

Date: August 2018

Entrants: 7,000

Distance: Half Marathon & 10k

GOLD

Number of guaranteed entries available: 25 half marathon/25 10k included in package

- ☒ **Online advertising**
Gold listing plus listing by search facility and listing on online entry system plus banner on event website page

- ☒ **Charity Village Hospitality**
3 x 3m marquee at the event finish

PACKAGE COST:
£5,100 + VAT

SILVER

Optional entries: 15 half/10 10k included in package

- ☒ **Online advertising**
Silver listing plus listing by search facility

- ☒ **Charity Village Hospitality**
3 x 3m marquee (signage and furniture included)

- ☒ **EComms**
Email Advert in one pre event email

PACKAGE COST:
£2,250 + VAT

BRONZE

Number of guaranteed entries available: 5-25 at face value plus £11.67 + VAT admin fee per place

- ☒ **Online advertising**
Listing by search facility

ADMIN FEE PER PLACE:
£11.67 + VAT

*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.



Entry Price: £40

Location: Bristol City Centre

Date: Sunday 23 September 2018

Entrants: 10,000

Distance: Half Marathon

GOLD

Number of guaranteed entries available: 75 places included in the package

- ✓ **Online advertising**
Gold listing plus listing by search facility and listing on online entry system plus banner on event website page
- ✓ **Charity Village Hospitality**
3 x 3m marquee at the event finish

SILVER

Optional entries: Option to purchase places if required

- ✓ **Online advertising**
Silver listing plus listing by search facility
- ✓ **Charity Village Hospitality**
3 x 3m marquee (signage and furniture included)
- ✓ **EComms**
Email Advert in one pre event email

BRONZE

Number of guaranteed entries available: 5-25 at face value plus £11.67 + VAT admin fee per place

- ✓ **Online advertising**
Listing by search facility

*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.

PACKAGE COST:
£5,350 + VAT

PACKAGE COST:
£1,500 + VAT

ADMIN FEE PER PLACE:
£11.67 + VAT





Entry Price: £36

Location: Birmingham City Centre

Date: October 2018

Entrants: 20,000

Distance: Half Marathon

TV Coverage: Live on Channel 5

GOLD

Number of guaranteed entries available: 75 places included in the package

- ☒ **Online advertising**
Gold listing plus listing by search facility and listing on online entry system plus banner on event website page

- ☒ **Charity Village Hospitality**
3 x 3m marquee at the event finish

- ☒ **Magazine Advert**
One page advert

- ☒ **1 x Social Post**
on GBR Facebook Page

SILVER

Optional entries: Option to purchase if required

- ☒ **Online advertising**
Silver listing plus listing by search facility

- ☒ **Charity Village Hospitality**
3 x 3m marquee at the event finish

- ☒ **EComms**
Email Advert in one pre event email

- ☒ **1 x Social Post**
on GBR Facebook Page

BRONZE

Number of guaranteed entries available: 5-25 at face value plus £11.67 + VAT admin fee per place

- ☒ **Online advertising**
Listing by search facility

*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.

PACKAGE COST:
£5,350 + VAT

PACKAGE COST:
£2,100 + VAT

ADMIN FEE PER PLACE:
£11.67 +VAT





Entry Price: £30
Location: Bristol City Centre
Date: Sunday 13 May 2018
Entrants: 11,500
Distance: 10k

GOLD

Number of guaranteed entries available: 50 places included in the package

- ☒ **Online advertising**
Gold listing plus listing by search facility and listing on online entry system plus banner on event website page
- ☒ **Charity Village Hospitality**
3 x 3m marquee at the event finish

SILVER

Optional entries: Option to purchase places if required

- ☒ **Online advertising**
Silver listing plus listing by search facility
- ☒ **Charity Village Hospitality**
3 x 3m marquee (signage and furniture included)
- ☒ **EComms**
Email Advert in one pre event email

BRONZE

Number of guaranteed entries available: 5-25 at face value plus £11.67 + VAT admin fee per place

- ☒ **Online advertising**
Listing by search facility

*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.

PACKAGE COST:
£3,950 + VAT

PACKAGE COST:
£1,500 + VAT

ADMIN FEE PER PLACE:
£11.67 + VAT





Entry Price: £27
Location: Birmingham City Centre
Date: Sunday 6 May 2018
Entrants: 7,000
Distance: 10K



Entry Price: £32
Location: Ipswich
Date: September 2018
Entrants: 3,500
Distance: Half Marathon



Entry Price: £27
Location: Glasgow
Date: June 2018
Entrants: 4,000
Distance: 10K

GOLD

Number of guaranteed entries available: 25 places included in the package

- ☒ **Online advertising**
Gold listing plus listing by search facility and listing on online entry system plus banner on event website page

- ☒ **Charity Village Hospitality**
3 x 3m marquee at the event finish

PACKAGE COST:
£3,125 + VAT

SILVER

Optional entries: Option to purchase places if required

- ☒ **Online advertising**
Silver listing plus listing by search facility

- ☒ **Charity Village Hospitality**
3 x 3m marquee at the event finish

- ☒ **EComms**
Email Advert in one pre event email

PACKAGE COST:
£1,500 + VAT

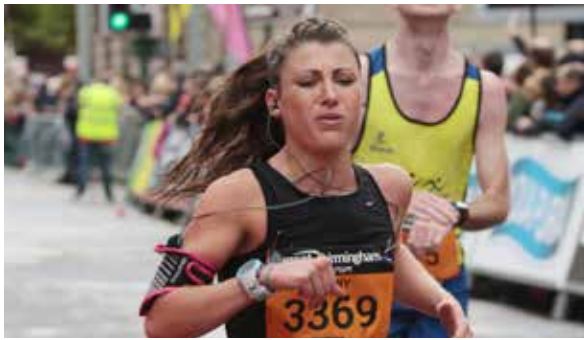
BRONZE

Number of guaranteed entries available: 5-25 at face value plus £11.67 + VAT admin fee per place

- ☒ **Online advertising**
Listing by search facility

*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.

ADMIN FEE PER PLACE:
£11.67 + VAT



Entry Price: £58
Location: Birmingham
Date: October 2018
Entrants: 8,000
Distance: Marathon

GOLD

Number of guaranteed entries available: 30 places included in the package

- ✓ Gold Tiered Listing on Online Entry form at point of entry including weekly runner data on those that have ticked to hear from your charity
- ✓ Gold Tiered Listing on Event Website. Charity Page (including logo, words and link of choice)
- ✓ Banner advert (on rotation) on Event website
- ✓ 1 x Feature in a pre event email
- ✓ 2 x Social Media posts Magazine
- ✓ 3 x 3 marquee at finish
- ✓ Screen advertising at event

SILVER

Entries included in package: 20 places included in the package

- ✓ Silver Tiered Listing on Event website Charity Page
- ✓ 1 x Feature in a pre event email
- ✓ 1 x Social Media posts
- ✓ 3 x 3 marquee at finish

BRONZE

Opportunity to purchase 5-25 at face value plus £11.67 + VAT admin fee per place

- ✓ Bronze Tiered Listing on Event website Charity Page

*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.

PACKAGE COST:
£6,400 + VAT

PACKAGE COST:
£2,950 + VAT

ADMIN FEE PER PLACE:
£11.67 +VAT





Entry Price: £58
Location: Stirling
Date: Sunday 29 April 2018
Entrants: 6,500
Distance: Marathon

GOLD

Includes 30 places

- ✓ **Point Of Entry:**
PRIME listing within charity drop down within entry form.
- ✓ Weekly reporting on all runner data for those that opt to run on behalf of your charity.
- ✓ **Website Presence**
PRIME listing on charity page (inc logo and 50 word profile) within event website.
- ✓ Leaderboard advert on event homepage (1 of 8).
- ✓ **Pre Event Communications / Rights**
A minimum of 1 feature within a pre event charity email going to all entrants.
- ✓ A minimum of 2 social media posts about your charity or runners participating on your behalf.
- ✓ ½ page advert in the event guide.
- ✓ **At Event**
30 Guaranteed FREE marathon entries.
- ✓ 1 x cheer zone, including open topped bus, on course (volunteers to be provided by charity).
- ✓ 3m by 3m Marquee sited within the charity village at the end of the event.

PACKAGE COST:
£5,500 +VAT

SILVER

Includes 20 places

- ✓ **Point Of Entry:**
Listing within charity drop down within entry form.
- ✓ Weekly reporting on all runner data for those that opt to run on behalf of your charity.
- ✓ **Website Presence**
Listing on charity page (inc logo and 50 word profile) within event website.
- ✓ Leaderboard advert on event homepage (1 of 8).
- ✓ **Pre Event Communications / Rights**
A minimum of 1 feature within a pre event charity email going to all entrants.
- ✓ A minimum of 1 social media posts about your charity or runners participating on your behalf.
- ✓ ½ page advert in the event guide.
- ✓ **At Event**
20 Guaranteed FREE marathon entries.
- ✓ 3m by 3m Marquee sited within the charity village at the end of the event.

PACKAGE COST:
£4,250 +VAT

BRONZE

Opportunity to purchase 5-25 at face value plus £11.67 + VAT admin fee per place

- ✓ Bronze Tiered Listing on Event website Charity Page

*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.

ADMIN FEE PER PLACE:
£11.67 +VAT

JustGiving™

Get your runners raising more online with JustGiving

JustGiving makes raising money simple. In just a few quick steps your runners could set up an online fundraising page to help support your cause. On their page they can effectively tell their supporters why they have chosen to run for charity, and why your cause means so much to them, allowing them to reach out to more supporters who care.

It's easy for your runners to set up a page:

1. They sign up to an event on JustGiving and choose a charity to fundraise for
2. They build their personalised page
3. They spread the word via social media and email

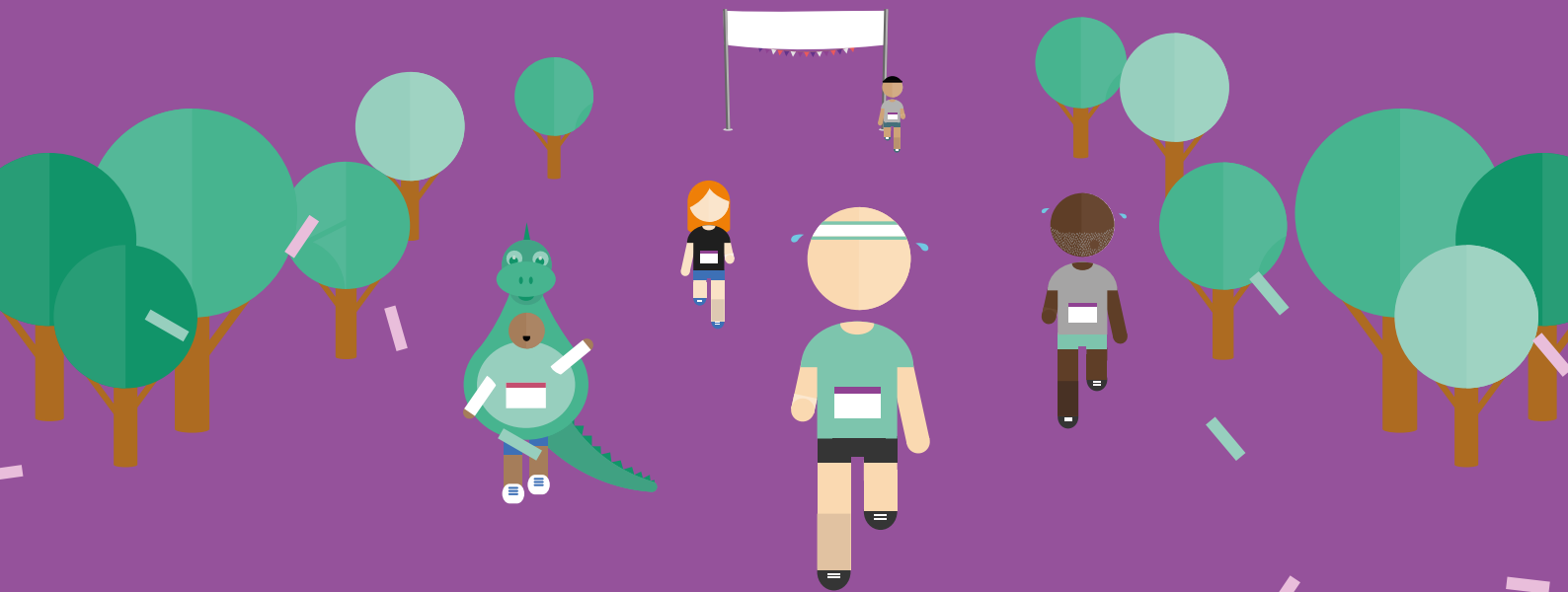
Once their page has been built we have toolkits, training plans and guides to support your runners on their fundraising journey. Our goal is to make sure that no cause goes unfunded and our social media sharing functionality and JustGiving social feed will mean that more people can connect with each appeal.

Want some quick tips to online fundraising success that you can pass on? Here are four ways your runners could maximise their fundraising:

- Tell their story: communicate why they are raising money and why your cause means a lot to them
- Share: let their friends and family know via Facebook, WhatsApp, and email
- Update: let their supporters know how their training is going, and thank them for their support
- Keep going: The fundraising doesn't stop when the event does. Up to 20% of donations can come after the event has passed so keep the momentum going.



Raise more money, change more lives



When a person fundraises for a good cause
on JustGiving, they raise more money.

28% more.

(Data source: JustCharity.org*)

Discover why at justgiving.com/charities

* JustCharity.org is an independent data source for the charity sector. These numbers are based on a direct comparison of the average money raised per fundraising page on JustGiving vs Virgin Money Giving for the 2016 London marathon.



JustGiving™

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 13 October 2017.
3. Due to demand for entries, Great Run cannot guarantee charities will be allocated the same number of entries as in 2017. Any charity that has found difficulty in filling their entry allocation in the past may be asked to reduce their entries in 2018.
4. All submissions for entries and packages are requests only and charities will be notified week ending 20 October 2017 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 and are due 30 days net from date of invoice.
6. The details of the packages are as stated; and are non-negotiable. Once payment has been made no refunds to the charity will be permissible.
7. The Great Run Company 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 dates for each event. This closing date will be announced in January 2018. 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 participants are informed about the importance of training and seeking medical advice before undertaking a training programme.
10. Each charity is required to ensure that participants who are unable to take part in their event once the closing date has passed are advised of the withdrawal procedure as set by the event organisers.
11. An invoice will be raised detailing the package and number of entries requested. Payment is due as per applicable deadlines. Refunds cannot be made for any unallocated entries, nor can places be rolled over to the following year.
12. Any charities with a number of entries remaining unallocated by a date to be announced in January 2018 will be asked to enter the clearing system. The Great Run Company 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.
13. Any charity that has requested a Platinum, Gold or Silver package will be sent further details regarding the Charity Village at a later date. Great Run Company reserves the right to make changes to the Charity Village should any be required for health and safety or logistical reasons.



THE WORLD'S FAVOURITE RUN