



Simplyhealth

great *run*[®]
series

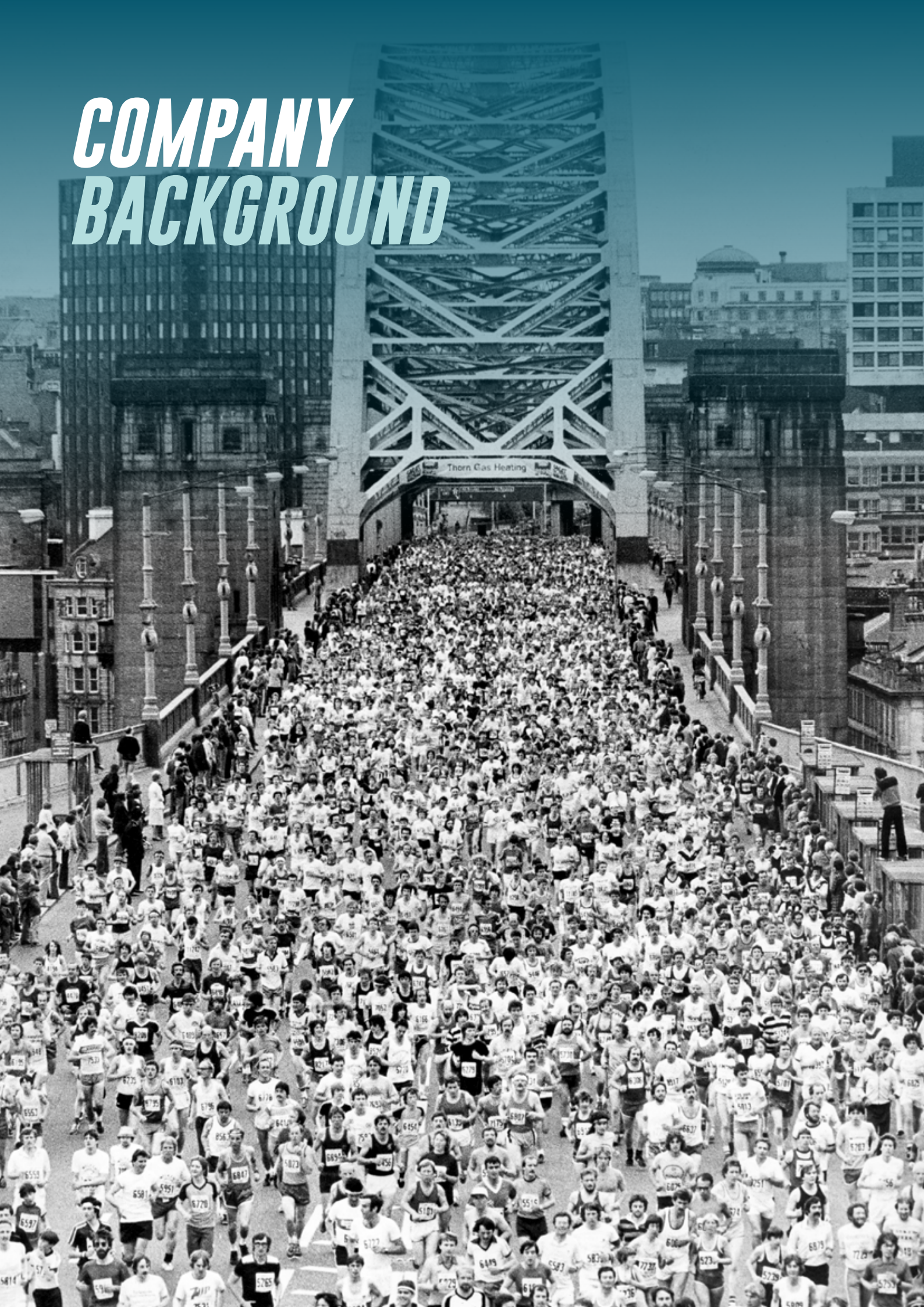
CHARITY PROSPECTUS 2019

GREATRUN.ORG

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COMPANY BACKGROUND



Our journey began with Brendan Foster being inspired to start running after watching a barefoot Abebe Bikila winning the 1960 Olympic Marathon in Rome. Brendan went on to compete in three Olympic Games and became European and Commonwealth Champion at 5,000 and 10,000m plus a World Record Holder.

During his time as an athlete competing at the top level of the sport he ran in the Round the Bays event in Auckland, New Zealand, and decided to bring the concept back to his native North East. The first Great North Run, the original Great Run, was staged in 1981.

Since its first staging when 10,000 runners took part, it has grown into the world's greatest half marathon and the UK's biggest running event with 57,000 runners annually. In 2014 the Great North Run became the first event in the world to be officially recognised by the IAAF for achieving the milestone one millionth finisher. The Great North Run formula has been used to develop a series of events staged in cities across the UK under the Great Run brand. Our events now extend over multiple days and include family activity.

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; inspiring them to lead healthier and happier lives.

"Running is a human instinct, it's in our DNA to be active. Running has always been part of my life, it's my passion. As runners, we want other people to run. It's an evangelistic thing, and if you run together, you run better. So, we created the Great North Run".

At the heart of the Great North Run is a magic that is difficult to put your finger on, but we have long known it is all down to the people; The people that run it, the people that watch and cheer the runners on, the people that volunteer their time to help and the people that organise it. There is little exists that can beat the atmosphere on the day of the Great North Run. We present a challenge to people that they can strive for. We encourage them and empower them, and in doing so they prove themselves. The sense of achievement and pride is immense, and they become their very own greatest." **Brendan Foster**, Chairman and Founder of Great Run.

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)

E: judith.taylor@thegreatruncompany.com

T: 0191 226 3245

Nicky Homes – Commercial Director (London)

E: nicky.homes@thegreatruncompany.com

T: 0207 550 5997

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 1 October 2018
Closing date for reservation of charity packages	12 October 2018
Charities notified of successful/unsuccessful applications by	19 October 2018
Charities to accept/reject package by	26 October 2018

GREAT RUN SERIES

KEY DEMOGRAPHICS



KEY DEMOGRAPHICS

LOCATIONS



GREAT RUN SERIES CHARITY PACKAGES & PRICES





Entry Price: £56

Location: Newcastle–Gateshead–South Shields

Date: Sunday 8 September 2019

Entrants: 57,000

Distance: Half Marathon

TV Coverage: Live on BBC

PLATINUM	GOLD	SILVER	BRONZE +	BRONZE
Number of guaranteed entries available: 270 – 320 at face value	Number of guaranteed entries available: 120 – 160 at face value	Number of guaranteed entries available: 70 – 85 at face value	Number of guaranteed entries available: 35 at face value	Number of guaranteed entries available: 5-25 at face value plus £20.00 + VAT admin fee per place
Online advertising Platinum 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 Cheering Point Branded, designated cheering point on course Charity Village Hospitality 6 x 12m marquee (signage and furniture included) 2x Hot Water boilers & Extra power. Simplyhealth Great North Run Saturday Option for presence Social Post 1 x Social post on GNR Facebook page between February – July	Online advertising Gold listing plus listing by search facility Event Magazine Medium listing with logo Charity Village Hospitality 6 x 6m marquee (signage and furniture included) Simplyhealth Great North Run Saturday Option for presence Social Post 1x Social post on GNR Facebook page between February & July	Online advertising Silver listing plus listing by search facility Event Magazine Small listing Charity Village Hospitality 6 x 6m marquee (signage and furniture included)	Online advertising Listing by search facility Event Magazine Listing and phone number Charity Village Hospitality Shared marquee area	Online advertising Listing by search facility Event Magazine Listing and phone number *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: £22,950 + VAT (not including cost of entries)	PACKAGE COST: £11,500 + VAT (not including cost of entries)	PACKAGE COST: £6,200 + VAT (not including cost of entries)	PACKAGE COST: £2,600 + VAT (not including cost of entries)	ADMIN FEE: £20.00 +VAT per place (not including cost of entries)



Entry Price: £38 (10K) and £45 (Half Marathon)
Location: Manchester City Centre
Date: Sunday 19 May 2019
Entrants: 30,000
Distance: Half Marathon & 10K
TV Coverage: Live on BBC

<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>
Number of guaranteed entries available: Up to 165 at face value (split 10k & half marathon distance)	Number of guaranteed entries available: Up to 70 at face value (split 10k & half marathon distance)	Number of guaranteed entries available: 5-25 at face value plus £12.50 + VAT admin fee per place
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) Social Post 1 x Social post on the Simplyhealth Great Manchester Run Facebook page	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)	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: £12.50 +VAT (not including cost of entries)

If you would like to purchase either a Gold or Silver package for the Simplyhealth 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 2019. If you require a bronze package only, please order online via the charity management system.

*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 2019
Entrants: 25,000
Distance: 10 Miles
TV Coverage: Live on Channel 5

<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>
Number of guaranteed entries available: Up to 165 at face value	Number of guaranteed entries available: Up to 70 at face value	Number of guaranteed entries available: 5-25 at face value plus £12.50 + VAT admin fee per place
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) Social Post 1 x Social post on the Simplyhealth Great South Run Facebook page	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)	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: £12.50 +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.



Entry Price: £32

Location: Queen Elizabeth Olympic Park, Stratford

Date: tbc

Entrants: 10,000

Distance: 10K

<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>
<p>Number of guaranteed entries available:</p> <p>50 places included in the package</p>	<p>Optional entries:</p> <p>Option to purchase 5-25 places if required</p>	<p>Number of guaranteed entries available:</p> <p>5-25 at face value plus £12.50 + VAT admin fee per place</p>
<p>Online advertising Gold listing plus listing by search facility plus banner on event web page</p>	<p>Online advertising Silver listing plus listing by search facility</p>	<p>Online advertising Listing by search facility</p>
<p>Online Entry Platform Drop down listing at point of entry including runner data</p>	<p>Charity Village Hospitality 3 x 3m marquee (signage and furniture included)</p>	
<p>Charity Village Hospitality 3 x 3m marquee at the event finish</p>	<p>EComms Email Advert in one pre event email</p>	
<p>PACKAGE COST:</p> <p>£4,350 +VAT</p>	<p>PACKAGE COST:</p> <p>£1,950 +VAT (Not including cost of entries)</p>	<p>ADMIN FEE PER PLACE:</p> <p>£12.50 +VAT</p>

*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: £28 (10k) & £36 (Half Marathon)

Location: Aberdeen City Centre

Date: August 2019

Entrants: 7,000

Distance: Half Marathon & 10k

GOLD	SILVER	BRONZE
<p>Number of guaranteed entries available:</p> <p>25 half marathon/25 10k included in package</p>	<p>Number of guaranteed entries available:</p> <p>15 half/10 10k included in package</p>	<p>Number of guaranteed entries available:</p> <p>5-25 at face value plus £12.50 + VAT admin fee per place</p>
<p>Online advertising Gold listing plus listing by search facility and listing on online entry system plus banner on event website page</p> <p>Charity Village Hospitality 3 x 3m marquee at the event finish</p> <p>Social Post 1 x Social post on the Simplyhealth Great Aberdeen Run Facebook page</p>	<p>Online advertising Silver listing plus listing by search facility</p> <p>Charity Village Hospitality 3 x 3m marquee (signage and furniture included)</p> <p>EComms Email Advert in one pre event email</p>	<p>Online advertising Listing by search facility</p>
<p>PACKAGE COST:</p> <p>£5,100 + VAT</p>	<p>PACKAGE COST:</p> <p>£2,250 + VAT</p>	<p>ADMIN FEE PER PLACE:</p> <p>£12.50 +VAT</p>

If you would like to purchase either a Gold or Silver package for the Simplyhealth Great Aberdeen Run (10k & Half Marathon), please email judith.taylor@thegreatruncompany.com. These packages will not be available via the Charity management system in 2019. If you require a bronze package only, please order online via the charity management system.

*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 22 September 2019

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

Social Post

1 x Social post on Simplyhealth Great Bristol Facebook page

PACKAGE COST:

£5,350 + 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 (signage and furniture included)

EComms

Email Advert in one pre event email

PACKAGE COST:

£1,750 + VAT

(Not including cost of entries)

BRONZE

Number of guaranteed entries available:

5-25 at face value plus £12.50 + VAT admin fee per place

Online advertising

Listing by search facility

ADMIN FEE PER PLACE:

£12.50 +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: £36
Location: Birmingham City Centre
Date: October 2019
Entrants: 20,000
Distance: Half Marathon

<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>
Number of guaranteed entries available: 75 places included in the package	Optional entries: Option to purchase if required	Number of guaranteed entries available: 5-25 at face value plus £12.50 + VAT admin fee per place
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 Social Post 1 x Social post on the Simplyhealth Great Birmingham Run Facebook Page	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	Online advertising Listing by search facility
PACKAGE COST: £5,350 + VAT	PACKAGE COST: £2,100 + VAT (Not including cost of entries)	ADMIN FEE PER PLACE: £12.50 +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: £30

Location: Bristol City Centre

Date: Sunday 26 May 2019

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

Social Post

1x Social post on Simplyhealth Great Bristol 10k Facebook page

PACKAGE COST:

£3,950 + VAT

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

PACKAGE COST:

£1,500 + VAT

(Not including cost of entries)

BRONZE

Number of guaranteed entries available:

5-25 at face value plus £12.50 + VAT admin fee per place

Online advertising

Listing by search facility

ADMIN FEE PER PLACE:

£12.50 +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: £28
Location: Birmingham City Centre
Date: tbc
Entrants: 7,000
Distance: 10K



Entry Price: £32
Location: Ipswich
Date: September 2019
Entrants: 3,500
Distance: Half Marathon



Entry Price: £27
Location: Glasgow
Date: June 2019
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

Social Post

1 x Social post on Facebook page

PACKAGE COST:

£3,325 + VAT

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

PACKAGE COST:

£1,500 + VAT

(Not including cost of entries)

BRONZE

Number of guaranteed entries available:

5-25 at face value plus £12.50 + 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:

£12.50 +VAT



Entry Price: £58
Location: Stirling
Date: Sunday 29 April 2019
Entrants: 6,500
Distance: Marathon

GOLD	SILVER	BRONZE
Includes 30 places	Includes 20 places	Opportunity to purchase 5-25 at face value plus £12.50 + VAT admin fee per place
<p>Online Entry Platform PRIME listing within charity drop down within entry form</p> <p>Weekly reporting on all runner data for those that opt to run on behalf of your charity</p> <p>Website PRIME listing on charity page (inc logo and 50 word profile) within event website</p> <p>Leaderboard advert on event homepage</p> <p>Email 1 x Feature in a pre event email</p> <p>Social Post 1 x Social post on the Simplyhealth Great Stirling Run Facebook Page</p> <p>On Course 1 x cheer zone, including open topped bus, on course (volunteers to be provided by charity).</p> <p>Charity Village Hospitality 3 x 3 marquee at finish</p>	<p>Online Entry Platform Listing within charity drop down within entry form</p> <p>Weekly reporting on all runner data for those that opt to run on behalf of your charity</p> <p>Website Listing on charity page (inc logo and 50 word profile) within event website</p> <p>Leaderboard advert on event homepage</p> <p>Email 1 x Feature in a pre event email</p> <p>Social Media 1 x Social post on Facebook Page</p> <p>Charity Village Hospitality 3 x 3 marquee at finish</p>	<p>Online advertising Bronze Tiered Listing on Event website Charity Page</p> <p>*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.</p>
PACKAGE COST: £5,500 + VAT	PACKAGE COST: £4,250 + VAT	ADMIN FEE PER PLACE: £12.50 +VAT

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 2018.
3. Due to demand for entries, Great Run cannot guarantee charities will be allocated the same number of entries as in 2018. Any charity that has found difficulty in filling their entry allocation in the past may be asked to reduce their entries in 2019.
4. All submissions for entries and packages are requests only and charities will be notified week ending 19 October 2018 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 2019. 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 2019 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.
14. Charities must ensure that they have appropriate systems and procedures in place to ensure the security of participants' personal data from unauthorised processing.
15. Charities must ensure that they have appropriate consent from each participant to share personal details (name and email address) with Great Run so that Great Run can email the participant in order to fulfil their event entry.

great *run*[®]