



great *run*<sup>®</sup>  
series

# CHARITY PROSPECTUS 2020

[GREATRUN.ORG](http://GREATRUN.ORG)

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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.

The 40th Great North Run will take place on Sunday 13th September 2020.

GNR40 will be our boldest event yet, with a whole host of exciting new activities and experiences for runners, spectators and visitors planned. We'll be making our first announcement in the New Year about what to expect from this exciting milestone event.

We can let you know that celebrations will kick off on the 28th June, the date of the 1st ever Great North Run, which will also be the date of next year's Great North 10K!





# CHARITY MANAGEMENT BENEFITS



A central component of our events is the participants who raise millions for their respective charities as well as bringing 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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T: 0191 226 3245

Nicky Homes – Commercial Director (London)

E: [nicky.homes@thegreatruncompany.com](mailto:nicky.homes@thegreatruncompany.com)

T: 0203 7951627

## **Deadlines and Packages**

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

<b>Opening date for reservation of charity packages</b>	<b>W/C 30th September 2019</b>
<b>Closing date for reservation of charity packages</b>	<b>11th October 2019</b>
<b>Charities notified of successful/unsuccessful applications by</b>	<b>18th October 2019</b>
<b>Charities to accept/reject package by</b>	<b>25th October 2019</b>



# **GREAT RUN SERIES**

## **KEY DEMOGRAPHICS**





# KEY DEMOGRAPHICS

## LOCATIONS



ENHANCE YOUR  
RUNNER'S  
EXPERIENCE

WITH AN  
iTAB  
RIBBON  
HANGER

Celebrate your runner's journey by personalising their finisher medal with your charity name, their name and unique finish time!

RRP: £7.99

CHARITY PRICE: £5.50 + VAT

THE OPTIONAL EXTRA  
*your runners' will love!*



#BEYOND



# GREAT RUN SERIES CHARITY PACKAGES & PRICES





**Entry Price:** £58 (with iTab £64.60)

**Location:** Newcastle–Gateshead–South Shields

**Date:** Sunday 13 September 2020

**Entrants:** 57,000

**Distance:** Half Marathon

**TV Coverage:** Live on BBC

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





**10k:** £39 (with iTab £45.60)

**Half Marathon:** £46 (with iTab £52.60)

**Location:** Manchester City Centre

**Date:** Sunday 24 May 2020

**Entrants:** 30,000

**Distance:** Half Marathon & 10K

**TV Coverage:** Live on BBC

## ***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)

### **Social Post**

1 x Social post on the Great Manchester Run Facebook page

## ***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 £12.50 + 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:**

**£12.50 +VAT**

(not including cost of entries)

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](mailto: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 2020. 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:** £43 (with iTab £49.60)

**Location:** Southsea, Portsmouth

**Date:** October 2020

**Entrants:** 25,000

**Distance:** 10 Miles

**TV Coverage:** Live on Channel 5

<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<p><b>Number of guaranteed entries available:</b></p> <p>Up to 165 at face value</p>	<p><b>Number of guaranteed entries available:</b></p> <p>Up to 70 at face value</p>	<p><b>Number of guaranteed entries available:</b></p> <p>5-25 at face value plus £12.50 + VAT admin fee per place</p>
<p><b>Online advertising</b> Gold listing plus listing by search facility</p> <p><b>Online Entry Platform</b> Drop down listing at point of entry including runner data</p> <p><b>Event Magazine</b> Large listing with logo</p> <p><b>Charity Village Hospitality</b> 5 x 5m marquee (signage and furniture included)</p> <p><b>Social Post</b> 1 x Social post on the Great South Run Facebook page</p>	<p><b>Online advertising</b> Silver listing plus listing by search facility</p> <p><b>Event Magazine</b> Medium listing with logo</p> <p><b>Charity Village Hospitality</b> 5 x 5m marquee (signage and furniture included)</p>	<p><b>Online advertising</b> Listing by search facility</p> <p><b>Event Magazine</b> Listing and phone number</p>
<p><b>PACKAGE COST:</b></p> <p><b>£5,495 +VAT</b> (not including cost of entries)</p>	<p><b>PACKAGE COST:</b></p> <p><b>£2,900 +VAT</b> (not including cost of entries)</p>	<p><b>ADMIN FEE PER PLACE:</b></p> <p><b>£12.50 +VAT</b> (not including cost of entries)</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:** £41 (with iTab £47.60)  
**Location:** Bristol City Centre  
**Date:** Sunday 27 September 2020  
**Entrants:** 10,000  
**Distance:** Half Marathon

<i><b>GOLD</b></i>	<i><b>SILVER</b></i>	<i><b>BRONZE</b></i>
<b>Number of guaranteed entries available:</b>  75 places included in the package	<b>Optional entries:</b>  Option to purchase places if required	<b>Number of guaranteed entries available:</b>  5-25 at face value plus £12.50 + VAT admin fee per place
<b>Online advertising</b> Gold listing plus listing by search facility and listing on online entry system plus banner on event website page  <b>Charity Village Hospitality</b> 3 x 3m marquee at the event finish  <b>Social Post</b> 1 x Social post on Great Bristol Run Facebook page	<b>Online advertising</b> Silver listing plus listing by search facility  <b>Charity Village Hospitality</b> 3 x 3m marquee (signage and furniture included)  <b>EComms</b> Email Advert in one pre event email	<b>Online advertising</b> Listing by search facility
<b>PACKAGE COST:</b>  <b>£5,350 + VAT</b> (Including cost of 75 entries)	<b>PACKAGE COST:</b>  <b>£1,750 + VAT</b> (Not including cost of entries)	<b>ADMIN FEE PER PLACE:</b>  <b>£12.50 +VAT</b> (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:** £36 (with iTab £42.60)

**Location:** Birmingham City Centre

**Date:** October 2020

**Entrants:** 20,000

**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 the Great Birmingham Run 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

## ***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

### **PACKAGE COST:**

**£5,350 + VAT**

(Including cost of 75 entries)

### **PACKAGE COST:**

**£2,100 + 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:** £31 (with iTab £37.60)

**Location:** Bristol City Centre

**Date:** Sunday 3 May 2020

**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**

1 x Social post on Great Bristol 10k 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

## ***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

### **PACKAGE COST:**

**£3,950 + VAT**

(Including cost of 50 entries)

### **PACKAGE COST:**

**£1,500 + 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:** £28 (with iTab £34.60)

**Location:** Birmingham City Centre

**Date:** May 2020

**Entrants:** 7,000

**Distance:** 10K

<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<p><b>Number of guaranteed entries available:</b></p> <p>25 places included in the package</p>	<p><b>Optional entries:</b></p> <p>Option to purchase if required</p>	<p><b>Number of guaranteed entries available:</b></p> <p>5-25 at face value plus £12.50 + VAT admin fee per place</p>
<p><b>Online advertising</b> Gold listing plus listing by search facility and listing on online entry system plus banner on event website page</p> <p><b>Charity Village Hospitality</b> 3 x 3m marquee at the event finish</p> <p><b>Social Post</b> 1 x Social post on Great Birmingham 10k Facebook page</p>	<p><b>Online advertising</b> Silver listing plus listing by search facility</p> <p><b>Charity Village Hospitality</b> 3 x 3m marquee at the event finish</p> <p><b>EComms</b> Email Advert in one pre event email</p>	<p><b>Online advertising</b> Listing by search facility</p>
<p><b>PACKAGE COST:</b></p> <p><b>£3,325 + VAT</b> (Including cost of 25 entries)</p>	<p><b>PACKAGE COST:</b></p> <p><b>£1,500 + VAT</b> (Not including cost of entries)</p>	<p><b>ADMIN FEE PER PLACE:</b></p> <p><b>£12.50 +VAT</b> (Not including cost of entries)</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:** £33 (with iTab £39.60)

**Location:** Ipswich

**Date:** September 2020

**Entrants:** 3,500

**Distance:** Half Marathon

## ***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 Great East Run Facebook page

### **PACKAGE COST:**

**£3,325 + VAT**

(Including cost of 25 entries)

## ***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**

(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.





**10K:** £29 (with iTab £35.60)  
**Half Marathon:** £36 (with iTab £42.60)  
**Location:** Glasgow  
**Date:** September 2020  
**Entrants:** 3,500  
**Distance:** Half Marathon

## GOLD

Entries included in package:

**50 Half-marathon or 10k places**

### 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 Great Scottish Run Facebook page

## SILVER

Entries included in package:

**10 Half-marathon or 10k places**

### Online advertising

Silver listing plus listing by search facility

### Charity Village Hospitality

3 x 3m marquee at the event finish

### Social Post

1 x Social post on Great Scottish Run Facebook page

## 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

### PACKAGE COST:

**£5,500 +VAT**

(Including cost of 50 entries)

### PACKAGE COST:

**£2,300 +VAT**

(Including cost of 10 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.

# 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 2019.
3. Due to demand for entries, Great Run cannot guarantee charities will be allocated the same number of entries as in 2019. Any charity that has found difficulty in filling their entry allocation in the past may be asked to reduce their entries in 2020.
4. All submissions for entries and packages are requests only and charities will be notified week ending 18 October 2019 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 2020. 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 Great North Run entries remaining unallocated by a date to be announced in January 2020 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. The 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.

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