great SWIM SERIES

CHARITY PROSPECTUS 2018

GREATSWIM.ORG

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1. THE GREAT SWIM SERIES

Since its first event in 2009, The Great Swim Series has grown into the largest open water swimming event series in the UK. With 22,000 competitors and 50,000 spectators, the series aims to challenge, engage and activate swimmers of all levels.

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

Our Swims offer people of all abilities the chance to get active and and raise thousands 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 Swim 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
- Charity Support Service

THE GREAT SWIM SERIES CHARITY TEAM

Judith Taylor – Charity Manager (Newcastle)
E: judith.taylor@thegreatruncompany.com
T: 0191 226 3245

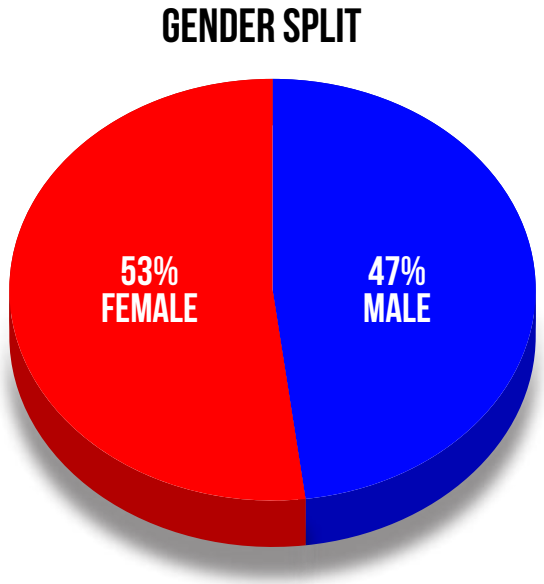
Nicky Homes – Commercial Director (London)
E: nicky.homes@thegreatruncompany.com
T: 0207 550 5997

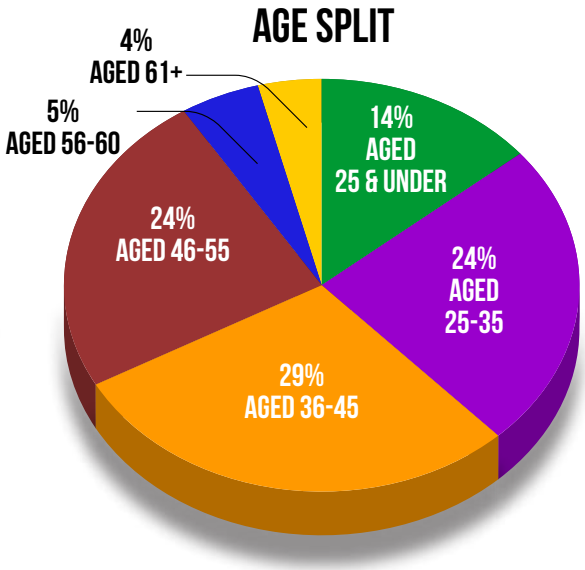
DEADLINES AND PACKAGES

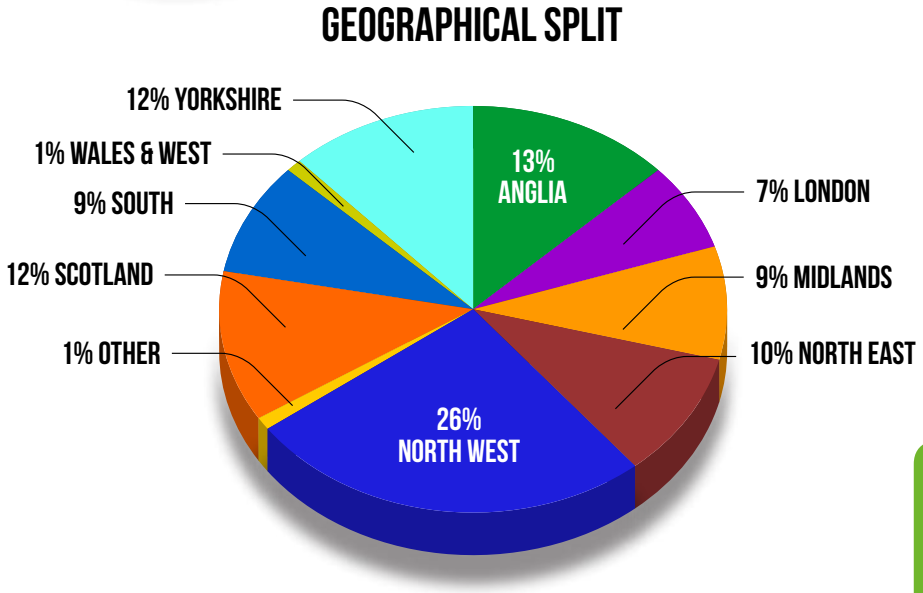
We aim to offer a variety of packages suitable for charities' varied needs:

Opening date for reservation of charity packages	**w/c 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 SWIM SERIES KEY DEMOGRAPHICS







TESTIMONIALS

I swam as part of a team to celebrate the life of Paul Joy a friend and dedicated GP. His family and friends came to support the team swimming and we raised over £1,500 for Macmillan Cancer Support, a charity who helped our friend. We all had a fantastic day! Thank you – **Great North Swim participant**

One of the best organised events I've ever taken part in. All Great Swims are fantastically well organised, staffed and promoted. So friendly and encouraging when you're there as well. Thank you to everyone involved for a great experience and roll on next year!! – **Great Scottish Swim participant**

This was a fantastic event, I did it in memory of my mum, in aid of cancer research, & have raised £1000 so far!!! – **Great North Swim participant**

4. CHARITY PACKAGES AND PRICES

Entry price: £40
Location: Windermere, Lake District, Cumbria
Date: June 2018
Entrants: 10,000
Distance: Half Mile, 1 Mile, 2 Miles, 5K and 10K (charity places are for the 1 mile distance only)

OFFICIAL

Number of guaranteed entries available: Up to 50 at face value

- **Online advertising**
  Listing on online management system, charity listing with logo and rotating banner advert on website.
- **Charity Village Hospitality**
  3 x 3m marquee (signage and furniture included)
- **EComms**
  One advert in a pre race email

PACKAGE COST: £3,050 + VAT

SUPPORTING

Optional entries: Up to 30 at face value

- **Online advertising**
  Charity listing with logo
- **Charity Village Hospitality**
  3 x 3m marquee (signage and furniture included)

PACKAGE COST: £1,200 + VAT

PARTNER

Opportunity to purchase a minimum of 5-25 places if required. Admin fee of £11.67 + VAT per place purchased*

- **Online advertising**
  Listing and phone number

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.

We advise charities that guaranteed places are available; however the below 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.

great east SWIM SUFFOLK

Entry price: £34
Location: Alton Water, Suffolk
Date: June 2018
Entrants: 2,500
Distance: Half Mile, 1 Mile, 2 Miles 5K and 10K (charity places are for the 1 mile distance only)

OFFICIAL

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

- **Online advertising**
  Listing on online management system, listing on charity section of event website and rotating advertising banner on event website.
- **Charity Village Hospitality**
  3 x 3m marquee (signage and furniture included)
- **EComms**
  One advert in a pre race email

PACKAGE COST: £2,900 + VAT

SUPPORTING

Option to Purchase Places

- **Online advertising**
  Listing on charity section of event website
- **Charity Village Hospitality**
  3 x 3m marquee (signage and furniture included)

PACKAGE COST: £650 + VAT

PARTNER

Opportunity to purchase a minimum of 5-25 places if required. Admin fee of £11.67 + VAT per place purchased*

- **Online advertising**
  Listing and phone number if places purchased

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.

great scottish SWIM LOCH LOMOND

Entry price: £31
Location: Loch Lomond, Scotland
Date: August 2018
Entrants: 3,000
Distance: Half Mile, 1 Mile and 2 Miles (charity places are for the 1 mile distance only)
TV Coverage: Highlights on Channel 4

OFFICIAL

Number of guaranteed entries available: 25 places included in package

- **Online advertising**
  Listing on online management system, charity listing with logo and rotating banner advert on website.
- **Charity Village Hospitality**
  3 x 3m marquee (signage and furniture included)
- **EComms**
  One advert in a pre race email

PACKAGE COST: £2,900 + VAT

SUPPORTING

Option to Purchase Places

- **Online advertising**
  Listing on charity section of event website
- **Charity Village Hospitality**
  3 x 3m marquee (signage and furniture included)

PACKAGE COST: £650 + VAT

PARTNER

Opportunity to purchase a minimum of 5-25 places if required. Admin fee of £11.67 + VAT per place purchased*

- **Online advertising**
  Listing and phone number

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.

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.

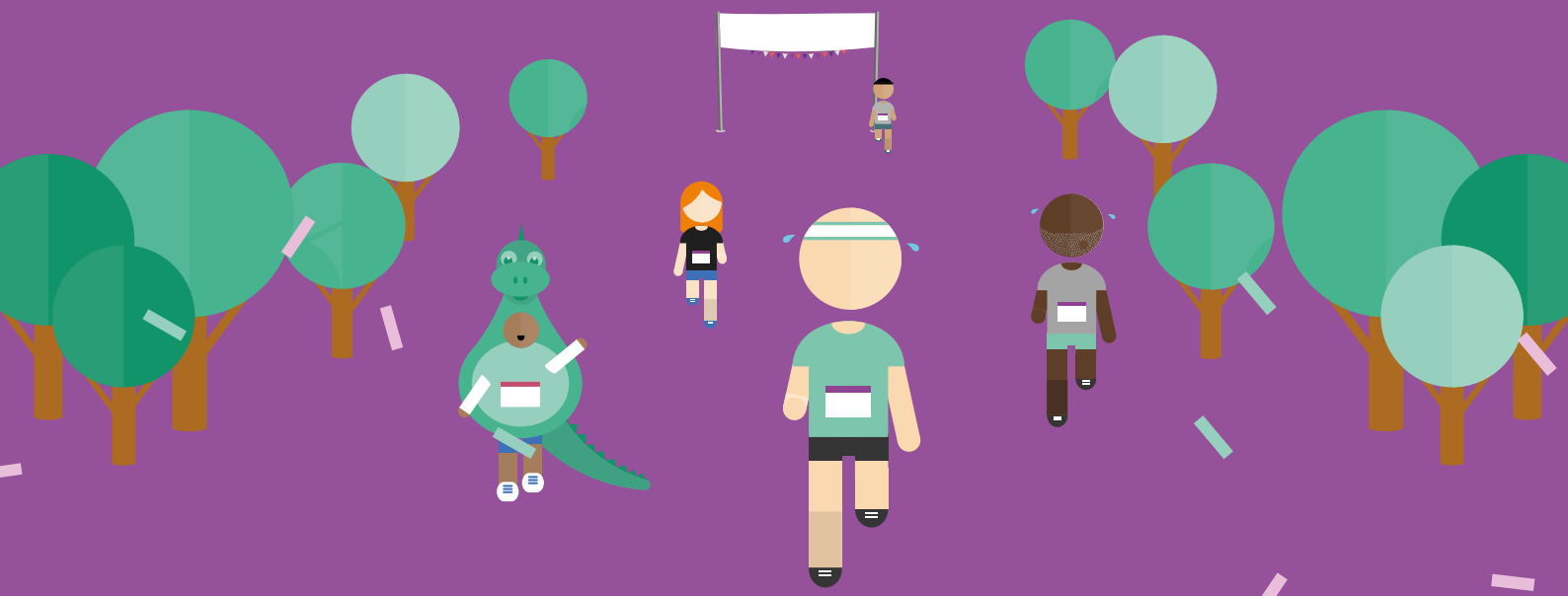
It's easy for your runners to set up a page:
1. They sign up to an event on JustGiving and choose a charity to fundraise for
2. They build their personalised page
3. They spread the word via social media and email

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™

5. 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 Swim cannot guarantee charities will be allocated the same number of entries as in 2016 Any charity that has found difficulty in filling their entry allocation in the past may be asked to reduce their entries in 2017.

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 entries 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 an Official, Supporting or Partner 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 East Swim and the Great Scottish Swim.

14. The Great Run Company reserves the right to change the location, date and entry limit of each Great Swim event.

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