

A photograph of a swimmer in a black wetsuit and blue swim cap, captured mid-dive into a body of water. The swimmer is creating a large splash of white water. In the background, there are green trees and a crowd of spectators watching the event. The sky is blue with some light clouds.

***CHARITY
PROSPECTUS
2019***

GREATSWIM.ORG

CONTENTS

- | | |
|---|--|
| 1. Great Swim Series Key Demographics | Great Swim Events & Locations |
| 2. Charity Management Benefits | The Great Run Company Charity Team
Deadlines and Packages |
| 3. Great Swim Series Charity Packages and Prices | Great North Swim
Great East Swim
Great Scottish Swim |
| 4. Terms and Conditions | |

GREAT SWIM SERIES

KEY DEMOGRAPHICS



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 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.

KEY DEMOGRAPHICS ***LOCATIONS***

Great Scottish Swim -
Loch Lomond

Great North Swim -
Windermere

Great East Swim -
Suffolk



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

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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 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 SWIM SERIES
CHARITY PACKAGES &
PRICES





Entry Price: £40

Location: Windermere, Lake District, Cumbria

Date: June 2019

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

SUPPORTING

Number of guaranteed entries available:

Up to 30 at face value

Online advertising

Charity listing with logo

Charity Village Hospitality

3 x 3m marquee (signage and furniture included)

PARTNER

Opportunity to purchase a minimum of 5-25 places if needed.

Admin fee of £12.50 + VAT per place purchased*

Online advertising

Listing and phone number if places purchased

PACKAGE COST:

£3,050 +VAT

PACKAGE COST:

£1,200 +VAT

ADMIN FEE PER PLACE:

£12.50 +VAT

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



Entry Price: £34

Location: Alton Water, Suffolk

Date: June 2019

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 this 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

SUPPORTING

Option to purchase places

Online advertising

Charity listing with logo

Charity Village Hospitality

3 x 3m marquee (signage and furniture included)

PARTNER

Opportunity to purchase a minimum of 5-25 places if needed.

Admin fee of £12.50 + VAT per place purchased*

Online advertising

Listing and phone number if places purchased

PACKAGE COST:

£2,900 +VAT

PACKAGE COST:

£650 +VAT

ADMIN FEE PER PLACE:

£12.50 +VAT

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



Entry Price: £31

Location: Loch Lomond, Scotland

Date: August 2019

Entrants: 3,000

Distance: Half Mile, 1 Mile and 2 Miles (charity places are for the 1 mile distance only)

OFFICIAL

Number of guaranteed entries available:

25 places included in this 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

SUPPORTING

Option to purchase places

Online advertising

Charity listing with logo

Charity Village Hospitality

3 x 3m marquee (signage and furniture included)

PARTNER

Opportunity to purchase a minimum of 5-25 places if needed.

Admin fee of £12.50 + VAT per place purchased*

Online advertising

Listing and phone number if places purchased

PACKAGE COST:

£2,900 +VAT

PACKAGE COST:

£650 +VAT

ADMIN FEE PER PLACE:

£12.50 +VAT

*Admin fee provides your charity with access to the Great Swim 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 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 Swim so that Great Swim can email the participant in order to fulfil their event entry.

