



**GREAT
SWIM**
SERIES

CHARITY PROSPECTUS 2020

GREATSWIM.ORG

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GREAT SWIM SERIES **KEY DEMOGRAPHICS**

Since its first event in 2009, The John West 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.



KEY DEMOGRAPHICS

LOCATIONS



John West Great North Swim
(Windermere, Lake District)

John West Great East Swim
(Suffolk)

ENHANCE YOUR
SWIMMER'S
EXPERIENCE

WITH AN
iTAB
RIBBON
HANGER

Celebrate your swimmer'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 PERFECT MEMENTO
Your swimmers' will love!

A photograph of a crowd of people at what appears to be a charity event or marathon. The image is slightly blurred, suggesting movement. Overlaid on the image is large, bold text. The word 'CHARITY' is in white, 'MANAGEMENT' is in white, and 'BENEFITS' is in a bright green color. The text is positioned in the upper half of the image, partially obscuring the faces of the people in the crowd.

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 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: 0203 7951627

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

GREAT SWIM SERIES CHARITY PACKAGES & PRICES





Entry Price: £41 (with iTab £47.60)

Location: Windermere, Lake District, Cumbria

Date: 5 - 7 June 2020

Entrants: 10,000

Distance: 250m, 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
(not inc cost of entries)

PACKAGE COST:

£1,200 +VAT
(not inc cost of entries)

ADMIN FEE PER PLACE:

£12.50 +VAT
(not inc cost of entries)

*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: £36 (with iTab £42.60)

Location: Alton Water, Suffolk

Date: 20 June 2020

Entrants: 2,500

Distance: 250m, Half Mile, 1 Mile, 2 Miles, 5K and 10K (charity places are for the 1 mile distance only)

OFFICIAL	SUPPORTING	PARTNER
<p>Number of guaranteed entries available:</p> <p>25 places included in this package</p>	<p>Option to purchase places</p>	<p>Opportunity to purchase a minimum of 5-25 places if needed.</p> <p>Admin fee of £12.50 + VAT per place purchased*</p>
<p>Online advertising Listing on online management system, charity listing with logo and rotating banner advert on website</p> <p>Charity Village Hospitality 3 x 3m marquee (signage and furniture included)</p> <p>EComms One advert in a pre race email</p>	<p>Online advertising Charity listing with logo</p> <p>Charity Village Hospitality 3 x 3m marquee (signage and furniture included)</p>	<p>Online advertising Listing and phone number if places purchased</p>
<p>PACKAGE COST:</p> <p>£2,900 +VAT (entries included)</p>	<p>PACKAGE COST:</p> <p>£650 +VAT (not inc cost of entries)</p>	<p>ADMIN FEE PER PLACE:</p> <p>£12.50 +VAT (not inc cost of entries)</p>

*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 11 October 2019.
 3. 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.
 4. 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.
 5. 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.
 6. The Great Run Company will commence activating the online management system on receipt of package payment.
 7. 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.
 8. Each charity must ensure their participants are informed about the importance of training and seeking medical advice before undertaking a training programme.
 9. 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.
 10. Charities must ensure that they have appropriate systems and procedures in place to ensure the security of participants' personal data from unauthorised processing.
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