



the great run
company®

CHARITY PROSPECTUS 2022

GREATRUN.ORG

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Thank you for your interest in our 2022 Events.

It's been the most challenging 18 months for everyone. We wanted to thank all our amazing charity partners for your faith in us over the last 2 years. It was fantastic to be able to bring back our biggest events this Autumn (particularly the 40th Great North Run), and to re-build confidence in mass participation sport and fundraising.

We are now looking forward to our 2022 season, and hope you will choose to partner with us to support your fundraising goals. Where we can, we are offering discounts on our entry prices for our charity partners who are able to book places before 22 November 2021.

The Great Run Company are dedicated to delivering the biggest, loudest and most inclusive mass participation sports events in the UK. Our events provide people of all ages and all abilities challenges that inspire them to get fit and active and to raise money for a huge range of charities.

This Charity Prospectus gives you details of all our 2022 events. Each event has a range of different charity partnership opportunities, which we hope are suitable for all your fundraising objectives.

CHARITY MANAGEMENT BENEFITS

Fundraising is a key component to all our events. The millions raised for charity and the personal stories and challenges that fundraisers bring are integral to our events. We are keen to support you in maximizing your participant fundraising as well as offer you the best possible support as a charity partner.

We provide all our charity partners:

- Use of the Great Run Official Charity Mark for your promotional materials
- A dedicated team to handle enquiries
- Use of our On-line management system to manage entries
- Post Event results listing available via the On-Line Management System
- Comprehensive Information Directory
- Enhanced on-line charity search facility for potential entrants
- Use of the Great North Run Charity Clearing System

THE GREAT RUN COMPANY CHARITY TEAM

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DEADLINES

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

Opening date for reservation of charity packages

8 November

Closing date for reservation of charity packages

22 November

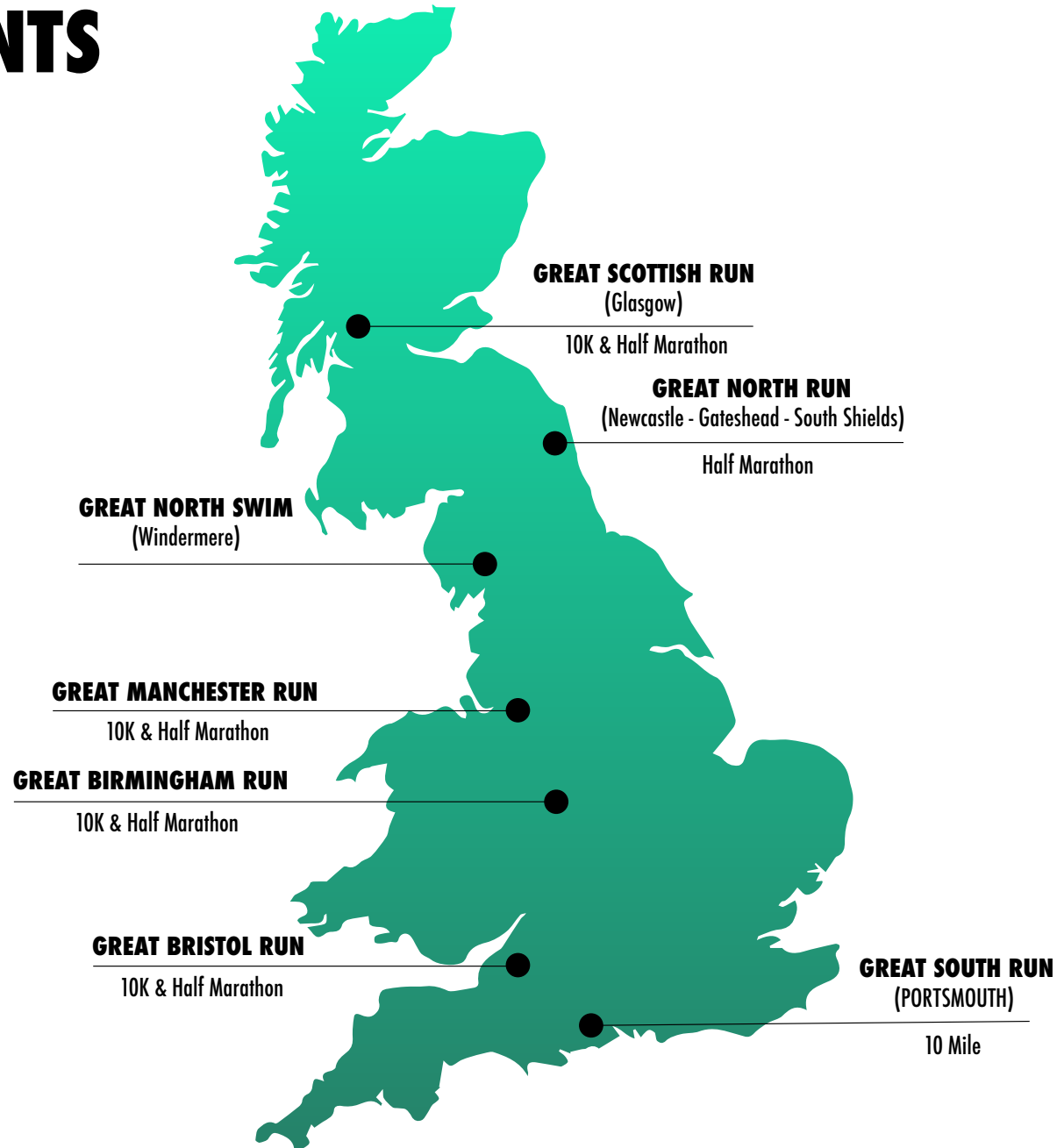
Charities notified of successful/unsuccessful applications by

29 November

Charities to accept/reject package by

6 December

2022 EVENTS





The Great North Run is the world's biggest Half Marathon, now in its 41st year! Participants come from every postcode region in the UK to take part, and the event is televised live on the BBC. In 2022, we will be back to our usual finish at South Shields.

Our 2022 Ballot will open on 10 January and close on 18 February.

ENTRY PRICE: £59 (WITH ITAB £65.60)

LOCATION: NEWCASTLE–GATESHEAD–SOUTH SHIELDS

DATE: SUNDAY 11 SEPTEMBER 2022

ENTRANTS: 57,000

DISTANCE: HALF MARATHON

TV COVERAGE: LIVE ON BBC

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PLATINUM

Number of guaranteed entries available:

270 - 320 at face value

Online advertising

Platinum listing plus listing by search facility

Online Entry Platform

Drop down listing at point of entry including runner data

Cheering Point

Branded, designated cheering point on course

Charity Village Hospitality

6 x 12m marquee (signage and furniture included)

2 x Hot Water boilers & Extra power.

Social Post

1 x Social post on GNR Facebook page between February - July

Package cost:

£22,950 + VAT

(not including cost of entries)

GOLD

Number of guaranteed entries available:

120 - 160 at face value

Online advertising

Gold listing plus listing by search facility

Charity Village Hospitality

6 x 6m marquee (signage and furniture included)

Social Post

1 x Social post on GNR Facebook page between February - July

Package cost:

£11,500 + VAT

(not including cost of entries)

SILVER

Number of guaranteed entries available:

70 - 85 at face value

Online advertising

Silver listing plus listing by search facility

Charity Village Hospitality

6 x 6m marquee (signage and furniture included)

Package cost:

£6,200 + VAT

(not including cost of entries)

BRONZE+

Number of guaranteed entries available:

With purchase of 35 entries

Online advertising

Listing by search facility

Charity Village Hospitality

Shared marquee area

Package cost:

£2,600 + VAT

(not including cost of entries)

BRONZE

Number of guaranteed entries available:

5-25 at face value

plus £20.00 + VAT admin fee per place

Online advertising

Listing by search facility

Package cost:

£20.00 +VAT per place

(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.



The Great Manchester Run is the biggest 10k race in the UK. The event also includes Half Marathon distance option. We are the only event to start and finish in the city of Manchester. We offer an iconic start line experience on Portland Street and finishing to cheering crowds on Manchester's Deansgate. 50% of our runners are raising money for charity every year.

10K ENTRY PRICE: £42

HALF MARATHON ENTRY PRICE: £49

LOCATION: MANCHESTER CITY CENTRE

DATE: MAY 2022

ENTRANTS: 30,000

DISTANCE: HALF MARATHON & 10K

TV COVERAGE: LIVE ON BBC

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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

Package cost:

£5,995 + VAT

(not including cost of entries)

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

Charity Village Hospitality

5 x 5m marquee (signage and furniture included)

Package cost:

£2,900 + VAT

(not including cost of entries)

BRONZE+

Number of guaranteed entries available:

With purchase of over 25 entries

Online advertising

Listing by search facility

Reduced Admin Fee

Purchase more than 25 places and only pay the admin fee for the first 25

Package cost:

£312.50 + VAT

(admin fee for 25 places only, 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

Package cost:

£12.50 +VAT per place

(not including cost of entries)



The Great South Run is the only major 10 mile running event in Europe. It has sold out to capacity ever year since the first event in 1985. The fast flat course, stunning event location and the support of the cheering crowds make this event very popular with first time runners and charity fundraisers.

We are keen to develop new charity partnerships with the Great South Run in 2022, as we are confident the event will reach capacity early.

ENTRY PRICE: £46

LOCATION: SOUTHSEA, PORTSMOUTH

DATE: 16 OCTOBER 2022

ENTRANTS: 25,000

DISTANCE: 10 MILES

TV COVERAGE: LIVE ON CHANNEL 5



PLATINUM

200 places included in the package

Online advertising

Platinum listing plus listing by search facility

Online Entry Platform

Drop down listing at point of entry including runner data

Cheering Point

Branded, designated cheering point on course

Charity Village Hospitality

5 x 10m marquee (signage and furniture included)

2 x Hot Water boilers & Extra power.

Social Post

1 x Social post on GSR Facebook page

Package cost:

£6,812.50 + VAT

(including cost of entries)

GOLD

100 places included in the package

Online advertising

Gold listing plus listing by search facility

Charity Village Hospitality

5 x 5m marquee (signage and furniture included)

Social Post

1 x Social post on GSR Facebook page between February - July

Package cost:

£3,562.50 + VAT

(including cost of entries)

SILVER

70 places included in the package

Online advertising

Silver listing plus listing by search facility

Charity Village Hospitality

5 x 5m marquee (signage and furniture included)

Package cost:

£2,587.50 + VAT

(including cost of entries)

BRONZE+

Number of guaranteed entries available:

With purchase of over 25 entries

Online advertising

Listing by search facility

Reduced Admin Fee

Purchase more than 25 places and only pay the admin fee for the first 25

Package cost:

£312.50 + VAT

(admin fee for 25 places only, 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

Package cost:

£12.50 + VAT per place

(not including cost of entries)

New for 2022 - Our Platinum, Gold and Silver packages offer great value for money – with the purchase of a minimum of 70 entries, combined with a small admin fee, you will receive several benefits for free, including dedicated cheering point, social posts and event village marquee. See above for all details.



Following positive feedback this year, the Great Bristol Run will incorporate a 10k and Half Marathon on the same day in 2022. We are keen to develop new charity partnerships with the event next year, as we are confident the event will reach capacity early.

Charities purchasing 100 + entries will receive benefits including dedicated cheering point and a free marquee in the event village.

10K ENTRY PRICE: £34

HALF MARATHON ENTRY PRICE: £44

LOCATION: BRISTOL CITY CENTRE

DATE: 22 SEPTEMBER 2022

ENTRANTS: 10,000

DISTANCE: 10K & HALF MARATHON

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GOLD

Number of guaranteed entries available:

100 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

Cheering Point

Branded, designated cheering point on course

Social Post

1 x Social post on Great Bristol Run Facebook page

Package cost:

****£3,662.50 + VAT**

(including cost of entries)

SILVER

Number of guaranteed entries available:

75 places included in the package

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:

****£2,825 + VAT**

(including cost of entries)

BRONZE+

Number of guaranteed entries available:

With purchase of over 25 entries

Online advertising

Listing by search facility

Reduced Admin Fee

Purchase more than 25 places and only pay the admin fee for the first 25

Package cost:

£312.50 + VAT

(admin fee for 25 places only, 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

Package cost:

£12.50 + VAT per place

(not including cost of entries)



The Great Birmingham Run will be back for the first time since 2019. In 2022 we will incorporate the 10k & Half Marathon on the same day, on a new City Centre course.

10K ENTRY PRICE: £31

HALF MARATHON ENTRY PRICE: £39

LOCATION: BIRMINGHAM CITY CENTRE

DATE: 1 MAY 2022

ENTRANTS: 20,000

DISTANCE: 10K & HALF MARATHON



GOLD

Number of guaranteed entries available:
inc 75 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 the Great Birmingham Run Facebook Page

Package cost:

£5,350 + VAT
(including cost of 75 entries)

SILVER

Number of guaranteed entries available:
Option to purchase 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:

£2,100 + VAT

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:

£12.50 + VAT per place
(not including cost of entries)

great *scottish* run

The Great Scottish Run will be back for its 40th staging in 2022. The event offers both 10k and Half Marathon distances. The event features an iconic start line in George Square, a closed-road city-centre course taking in all the sights of Glasgow and features music stations and cheering points throughout. Runners finish to cheering crowds and a festival site on Glasgow Green.

10K ENTRY PRICE: £32

HALF MARATHON ENTRY PRICE: £39

LOCATION: GLASGOW

DATE: 2 OCTOBER 2022

ENTRANTS: 20,000

DISTANCE: 10K & HALF MARATHON

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GOLD

Number of guaranteed entries available:
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

Package cost:

£5,500 + VAT
(including cost of 50 entries)

SILVER

Number of guaranteed entries available:
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

Package cost:

£2,300 + VAT
(including cost of 10 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

Package cost:

£12.50 + VAT per place
(not including cost of entries)



GREAT NORTH SWIM

WINDERMERE

Britain's biggest mass participation swimming event will be back in Windermere on 10th – 12th June 2022. Swimmers participate in a variety of distances, ranging from ½ Mile to 10k. 30% of our swimmers say they are raising money for charity and the average charity swimmer raises £655.

1 MILE ENTRY PRICE: £44

LOCATION: WINDERMERE

DATE: 10-12 JUNE 2022

ENTRANTS: 7,500

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:

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
(not including cost of entries)

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)

Package cost:

£1,200 + VAT
(not including cost of entries)

PARNTER+

Number of guaranteed entries available:

With purchase of over 25 entries

Online advertising

Listing by search facility

Reduced Admin Fee

Purchase more than 25 places and only pay the admin fee for the first 25

Package cost:

£312.50 + VAT
(admin fee for 25 places only, not including cost of entries)

PARTNER

Number of guaranteed entries available:

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

Online advertising

Listing and phone number if places purchased

Package cost:

£12.50 + VAT per place
(not including cost of entries)

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 Monday 22 November 2021.
3. Due to demand for entries, Great Run cannot guarantee charities will be allocated the same number of entries as in 2021. Any charity that has found difficulty in filling their entry allocation in the past may be asked to reduce their entries in 2022.
4. All submissions for entries and packages are requests only and charities will be notified week ending 29 November 2021 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 2022. 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 2022 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.