



...Bell great north run

CHARITY PROSPECTUS 2024



enthuse
donations • events • fundraising

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THANK YOU FOR YOUR INTEREST IN OUR 2023 EVENTS

We want to thank all our amazing charity partners who joined us across the 2023 Event Season.

It's been a fantastic year, and we are so pleased to see the Great Run Series bouncing back to pre-covid levels, both in participation numbers and fundraising.

We are looking forward to our 2024 season, and hope you choose to partner with us to support your fundraising goals.

We have maintained our 2020 prices for the majority of partner packages, ensuring that your fundraising ROI will be maximised through a partnership with us. We are also offering a limited time Early Bird price, with a discount of around 15% on our standard entry prices – an offer available for all charity partners who are able to book places before 20th November.

This Charity Prospectus gives you details of all our 2024 events. Each event has a range of different partnership opportunities, which we hope are suitable for all your fundraising objectives.

CHARITY MANAGEMENT

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 Great Run Marketing Toolkits for all your promotional needs.
- Opportunity for your fundraisers to appear across Great Run channels.
- Opportunity to receive bonus entry places with celeb ambassador participation.
- A dedicated team to handle enquiries.
- Use of our online management system to manage entries.
- Post Event results listing available via the online management system.
- Comprehensive Information Directory.
- Enhanced online charity search facility for potential entrants.
- Use of the Great North Run Charity Clearing System.

The Great Run Company charity team

Judith Taylor

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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

3 November

Closing date for reservation of charity packages

20 November

Charities notified of successful/unsuccessful applications by

24 November

Charities to accept/reject package by

1 December

2024 EVENTS

AJ BELL GREAT SCOTTISH RUN
(GLASGOW)

10K & HALF MARATHON

ARLA GREAT NORTH SWIM
(WINDERMERE)

AJ BELL GREAT MANCHESTER RUN

10K & HALF MARATHON

AJ BELL GREAT BIRMINGHAM RUN

10K & HALF MARATHON

AJ BELL GREAT BRISTOL RUN

10K & HALF MARATHON

AJ BELL GREAT NORTH RUN
(NEWCASTLE - GATESHEAD - SOUTH SHIELDS)

AJ BELL GREAT SOUTH RUN
(PORTSMOUTH)
10 MILE

OFFICIAL ONLINE FUNDRAISING PARTNER



WHY SHOULD YOUR CHARITY AND PARTICIPANTS USE ENTHUSE?

Enthuse is the official online fundraising partner of Great Run, providing fundraising and donations technology. Enthuse supports each Great Run event with an official branded platform to provide the best experience for charities and participants.

Enthuse runs with your charity from start to finish:

- From day one, fundraising page creation is integrated with event registration meaning participants can start fundraising straight away for your charity. And you can focus your time on helping them raise money rather than setting up pages.
- Throughout the build up and after the event, branded fundraising pages put your charity front and centre.
- On the day, Enthuse fundraising pages are exclusively integrated into the Great Run app allowing donations to be made directly to a participant's fundraising page via their tracking profile.

Enthuse solutions are customised under a cause's own brand and put your organisation in control of the data. This allows your charity to build and nurture a loyal supporter base, raise more and ultimately have more impact.



Official Event Logo

Your Charity image and branding added

Profile Picture

A chance for fundraisers to talk about their connection to your cause

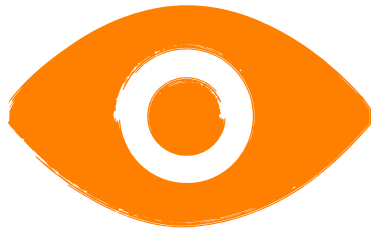
Fundraisers can keep supporters in the loop with written and Strava updates

Your charity logo will appear here

Total raised for the event for your charity so far

Recent donation info including name, message and amount

Fundraising pages connected to a branded charity profile page raise 24% more on average. Head to <https://enthuse.com/the-great-run-company/> to find out more or email support@enthuse.com to contact the Enthuse team for a demo and get your charity onboarded for free.



Charity branding viewed for twice as long on Enthuse fundraising pages as JustGiving ones

1 in 5

1 in 5 people recalled JustGiving's brand instead of the charity's name

76%

On average 76% of people noticed charity branding on Enthuse pages, compared to...

55%

On average 55% of people noticed charity branding on JustGiving pages



The Great North Run is the world's biggest Half Marathon, now in its 43rd year! Participants come from every postcode region in the UK to take part, and the event is televised live on the BBC.

Our 2024 Ballot will open on Monday 5th January and close on Monday 19th February.

ENTRY PRICE: £62 (WITH ITAB £68.60)

LOCATION: NEWCASTLE–GATESHEAD–SOUTH SHIELDS

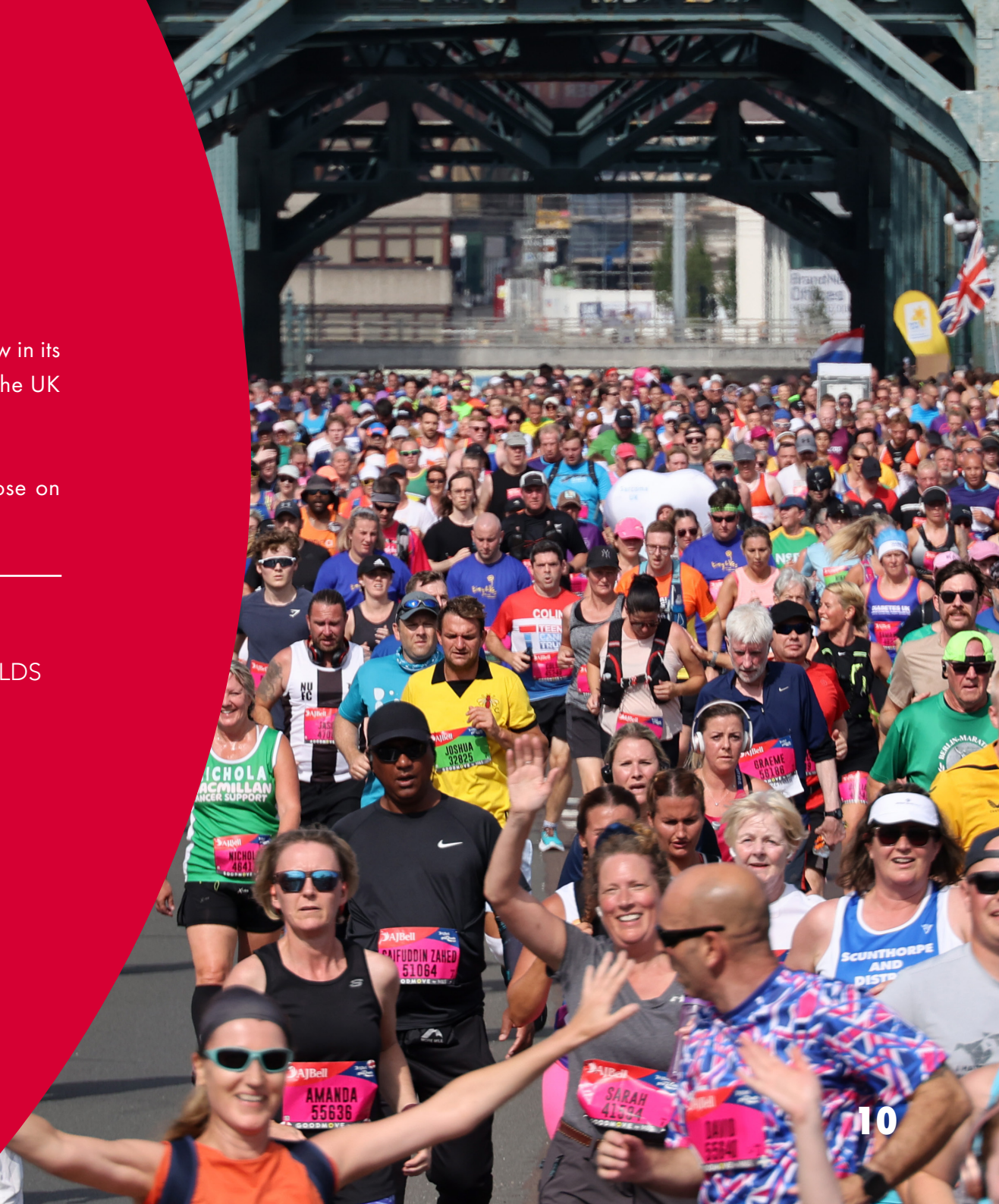
DATE: SUNDAY 8 SEPTEMBER 2024

ENTRANTS: 60,000

DISTANCE: HALF MARATHON

TV COVERAGE: LIVE ON BBC

2023 AVG. FUNDRAISING VIA ENTHUSE: £670



PLATINUM

Number of guaranteed entries available:
250 - 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)

Marketing Opportunities Available

Newsletter inclusion or social post

Featured charity website listing once per month

Package cost:

£22,750 + VAT
(not including cost of entries)

GOLD

Number of guaranteed entries available:
100 - 180 at face value

Online advertising

Gold listing plus listing by search facility

Charity Village Hospitality

6 x 6m marquee (signage and furniture included)

Marketing Opportunities Available

Newsletter inclusion or social post

Package cost:

£11,500 + VAT
(not including cost of entries)

SILVER

Number of guaranteed entries available:
60 - 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:
35 entries standard

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 £22.00 + VAT admin fee per place

Online advertising

Listing by search facility

Package cost:

£22.00 + 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.

ENHANCE YOUR
RUNNER'S EXPERIENCE

WITH AN ITAB RIBBON HANGER

CELEBRATE YOUR GREAT NORTH RUN RUNNER'S JOURNEY
BY PERSONALISING THEIR FINISHER MEDAL WITH YOUR
CHARITY NAME, THEIR NAME AND UNIQUE FINISH TIME!

RRP: £9

CHARITY PRICE: £5.50 +VAT





The Great Manchester Run is the biggest 10k race in the UK. The event also includes a Half Marathon distance. 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.

We are offering discount on our entry price to all our charity partners who book now, but please note this is a limited time offer and prices will increase after the 20th November deadline.

10K OFFER PRICE: £36 (usual price £42)

HALF MARATHON OFFER PRICE: £41 (usual price £49)

LOCATION: MANCHESTER CITY CENTRE

DATE: 26 MAY 2024

ENTRANTS: 30,000

DISTANCE: HALF MARATHON & 10K

TV COVERAGE: LIVE ON BBC

2023 AVG. FUNDRAISING VIA ENTHUSE: £415 (10k & HM)



GOLD

Number of guaranteed entries available:

Up to 165 at face value (split 10k & half marathon distance)

Online advertising

Gold listing

Online Entry Platform

Drop down listing at point of entry including runner data

Charity Village Hospitality

3m x 3m marquee (signage and furniture included)

Marketing Opportunities Available

Newsletter inclusion or social post

Featured charity website listing once per month

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

Charity Village Hospitality

3m x 3m 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 on website

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 on website

Package cost:

£12.50 +VAT per place

(not including cost of entries)

If you would like to purchase either a Gold or Silver package for the Great Manchester Run (10k and half marathon) please email 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. If you require a Bronze+ or Bronze package only, please order online via the charity management system.



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 2024, as we are confident the event will reach capacity early.

We are offering an early bird discount on our entry price to all our charity partners who book now, but please note this is a limited time offer and prices will increase after the 20th November deadline.

OFFER PRICE: £39 (usual price £46)

LOCATION: SOUTHSEA, PORTSMOUTH

DATE: 20 OCTOBER 2024

ENTRANTS: 25,000

DISTANCE: 10 MILES

2023 AVG. FUNDRAISING VIA ENTHUSE: £400



GOLD

100 places included in the package

Online advertising
Gold listing

Charity Village Hospitality
3m x 3m marquee (signage and furniture included)

Online Entry Platform
Drop down listing at point of entry including runner data

Marketing Opportunities Available
Newsletter inclusion or social post

Featured charity website listing once per month

Package cost:

£3,562.50 + VAT
(including cost of entries)

SILVER

70 places included in the package

Online advertising
Silver listing

Charity Village Hospitality
3m x 3m 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 on website

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 on website

Package cost:

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

Our 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 marketing opportunities and event village marquee. See above for all details.



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

We are offering an early bird discount on our entry price to all our charity partners who book now, but please note this is a limited time offer and prices will increase after the 20th November deadline.

10K OFFER PRICE: £29 (usual price £34)

HALF MARATHON OFFER PRICE: £37 (usual price £44)

LOCATION: BRISTOL CITY CENTRE

DATE: 19 MAY 2024

ENTRANTS: 17,000

DISTANCE: 10K & HALF MARATHON

2023 AVG. FUNDRAISING VIA ENTHUSE: £437 (10k & HM)



BRONZE+

Number of guaranteed entries available:

***With purchase of over 25 entries**

Online advertising

Listing on website

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 on website

Package cost:

£12.50 + VAT per place

(not including cost of entries)

If you would like bespoke & enhanced partnership packages available, please contact judith.taylor@thegreatruncompany.com



In 2024, like 2023, we will incorporate the 10k & Half Marathon on the same day, on a new City Centre course.

We are offering an early bird discount on our entry price to all our charity partners who book now, but please note this is a limited time offer and prices will increase after the 20th November deadline.

10K OFFER PRICE: £27 (usual price £31)

HALF MARATHON OFFER PRICE: £35 (usual price £41)

LOCATION: BIRMINGHAM CITY CENTRE

DATE: 5 MAY 2024

ENTRANTS: 15,000

DISTANCE: 10K & HALF MARATHON

2023 AVG. FUNDRAISING VIA ENTHUSE: £455 (10k & HM)



GOLD

Number of guaranteed entries available:

****inc 75 places**

Online advertising

Gold listing

Online Entry Platform

Drop down listing at point of entry including runner data

Charity Village Hospitality

3 x 3m marquee at the event finish

Marketing Opportunities Available

Newsletter inclusion or social post

Featured charity website listing once per month

Package cost:

£5,162.50 + VAT
(including cost of 75 entries)

SILVER

Number of guaranteed entries available:

Option to purchase if required

Online advertising

Silver listing

Charity Village Hospitality

3 x 3m marquee (signage and furniture included)

Marketing Opportunities Available

Newsletter inclusion or social post

Package cost:

£2,100 + VAT
(not including cost of entries)

BRONZE+

Number of guaranteed entries available:

***With purchase of over 25 entries**

Online advertising

Listing on website

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 on website

Package cost:

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

If you would like to purchase either a Gold or Silver package for the Great Birmingham Run (10k and half marathon) please email 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. If you require a Bronze package only, please order online via the charity management system.



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.

We are offering an early bird discount on our entry price to all our charity partners who book now, but please note this is a limited time offer and prices will increase after the 20th November deadline.

10K OFFER PRICE: £28 (usual price £32)

HALF MARATHON OFFER PRICE: £33 (usual price £39)

LOCATION: GLASGOW

DATE: OCTOBER 2024 (TBC)

ENTRANTS: 18,000

DISTANCE: 10K & HALF MARATHON

2023 AVG. FUNDRAISING VIA ENTHUSE: £512 (10k & HM)



GOLD

Number of guaranteed entries available:

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

Online advertising
Gold listing

Online Entry Platform
Drop down listing at point of entry including runner data

Charity Village Hospitality
3 x 3m marquee at the event finish

Marketing Opportunities Available
Newsletter inclusion or social post

Featured charity website listing once per month

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

Charity Village Hospitality
3 x 3m marquee at the event finish

Marketing Opportunities Available
Newsletter inclusion or social post

Package cost:

£2,300 + VAT
(including cost of 10 entries)

BRONZE+

Number of guaranteed entries available:

***With purchase of over 25 entries**

Online advertising
Listing on website

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 on website

Package cost:

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

If you would like to purchase either a Gold or Silver package for the Great Scottish Run (10k and half marathon) please email 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. If you require a Bronze package only, please order online via the charity management system.



**GREAT
NORTH
SWIM**
WINDERMERE

Britain's biggest mass participation swimming event will be back in Windermere on 7th – 9th June 2024. 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.

We are offering an early bird discount on our entry price to all our charity partners who book now, but please note this is a limited time offer and prices will increase after the 20th November deadline.

1 MILE OFFER PRICE: £37 (usual price £44)

LOCATION: WINDERMERE

DATE: 7-9 JUNE 2024

ENTRANTS: 7,500

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

SUPPORTING

Number of guaranteed entries available:

Places optional

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)

PARTNER+

Number of guaranteed entries available:

***With purchase of over 25 entries**

Online advertising

Listing on website

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 on website

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 20th November 2023.
3. Due to demand for entries, Great Run cannot guarantee charities will be allocated the same number of entries as in 2023. Any charity that has found difficulty in filling their entry allocation in the past may be asked to reduce their entries in 2024.
4. All submissions for entries and packages are requests only and charities will be notified week ending 24th November 2023 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 2024. 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 2024 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, Silver or Bronze+ package (GNR only) 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.