



# ENERGISE YOUR TEAM...



2022 is the time to get your colleagues in shape as a fully energised and motivated team. We organise high quality outdoor events for many UK companies – and whether your organisation is after a mass engagement event for thousands of employees, an unforgettable challenge for a special group, or a company-wide fundraising initiative to support your charity of the year – we have an event for you. It could be a ‘real’ event, a ‘virtual’ event, or a hybrid mix – and we’ll tailor it to meet your exact requirements, objectives and budget.

# CHALLENGES FOR BUSINESS



For over 20 years Action Challenge has organised outdoor challenge events in the UK, Europe, and Worldwide for groups, companies, and charities - and so far our events have helped to raise over £90 million for UK charities. We've delivered some of the best corporate challenges for many top UK companies – with British Gas, Marks & Spencer, Harrods, Blackrock, HSBC, and Tesco being just some of the brands which have trusted us to deliver world class events for their colleagues and teams.

So whether it's a group of hikers bonding on one of our scheduled UK Ultra Challenge events, a bespoke multi day challenge that can really test & develop your leadership team, or even a mass engagement virtual challenge to connect all your offices & people wherever they sit in your organisation and perhaps also fundraise for your special charity – speak with us and we can build the perfect event to ensure it's successful, achieves your goals, and leaves a lasting impact.



## TAILORED FOR YOU...

**Unlike most event organisers, we've a range of toolkits available to ensure that your challenge event will work for your company, can be marketed effectively, and administered efficiently.**

**ULTRA CHALLENGE SERIES** – our flagship mass participation challenges, with 14 events across Britain each year, 30,000 or so participants tackling 25 km, 50 km, or even 100 km on foot whilst fundraising over £7 million for our charity partners. Many of our corporate clients have teams of all sizes taking part, some with tailored hospitality packages, and they all get a high quality risk free event with a fantastic atmosphere - without the hassle of organising their own event!

**BESPOKE CHALLENGE EVENTS** – If you want something unique, and shaped for your company from the outset – whether it's hiking, running, cycling, swimming or a mix – in the UK, Europe, or overseas – for as few as 15 to over a thousand colleagues – we've planned & operated hundreds of events for our clients, and understand the level of detail & energy needed to deliver low risk, great value, and unforgettable experiences!

**BRANDED CHALLENGE APP** – We can create a branded Challenge App for all Bespoke Challenges, which houses

all the details and information about the challenge, and will carry your company branding and make the whole admin & communication process simple and professional.

**VIRTUAL CHALLENGES** – 2020 'lockdowns' enabled us to develop a class leading platform for operating any 'Virtual Challenge' - the options are as good as your (and our) imagination! It could be individuals or teams, walking, cycling, swimming, climbing, head shaving, press ups or whatever – with single offices or worldwide locations from 100 to 50,000 participants – and with simple on-line registration platforms linked to optional fundraising pages, with automatic email motivation communication and a challenge 'app' to bring it all alive! Virtual challenges are a fantastic way to engage large audiences – including suppliers & customers alongside colleagues. If paired with a parallel centrepiece 'real physical' event – there's also an unbeatable hybrid model now available – give your teams the option to participate "live" or virtually in their own time.

**CHARITY PARTNERS** – we deal directly with over 500 UK charities – including all the major ones, and our events will have helped to raise over £100 million for good causes by the end of 2022. We fully understand how the sector operates – what works well as a fundraising challenge and what doesn't – and how to go about getting the details right first time.

# CASE STUDIES

We've worked with many of the UK's top brands and multinational businesses to deliver exceptional events. Below, we've pulled together just a few some examples:

## THE GREAT TESCO WALK

Over 4,000 Tesco colleagues took part in the Land's End to John O'Groats Relay via a meandering 2400 km route taking in many supermarkets & depots. We planned all aspects of the event, and with our crews managing the risk, safety, hospitality, and operations for over a month on the road as the relay torch headed north, and brought it all alive with a bespoke website for registration, comms, and fundraising. The event raised over £1 million for British Heart Foundation & Diabetes UK, and also won 'Challenge Event of the Year' at the Business Charity Awards 2018



## BRITISH GAS TREKS BRITAIN

Our partnership started with a group Kilimajaro climb, then a round Britain cycle ride for a 100 riders. 'British Gas Treks Britain' followed for 2 years - where we delivered a series of regional events for thousands of employees, their friends & families. Participants chose a 10 km walk, a half or full marathon trek, and to also join the lively 'family fun days' at the event hubs, and was part of a partnership with the charity Shelter, which raised over £750k.



## CENTRICA - VIRTUAL JOHN O'GROATS TO LAND'S END

An electric van was driven the length of Britian - Lands End to John O'Groats - visiting Centrica offices enroute, and teams of employees mirrored the route 'virtually' by clocking up miles walking, jogging, running, or cycling anywhere at anytime during the month. To make it inclusive & accessible - other non physical activities were awarded miles, so everyone could move along the virtual map - and help raise funds for the charity Carers UK.



## KINETIC

Since 2014, Action Challenge have been delivering annual bespoke cycle challenges for the advertising agency Kinetic, offering scenic routes & great comfort in both the UK & Europe. Most recently, we ran an Italian Coast to Coast Cycle, following the route of the Classic Tirreno-Adriatico from Livorno on the Western coast, to Cesenatico on the Eastern Adriatic. Thirty people from Kinetic took part, with Action Challenge providing full support, including cycle transport, rest stops, putting up route markers, and experienced cycle guides and support crew.

## DEUTSCHE BANK

Since 2018 we've developed their challenge programme in partnership with the charities Cure Leukaemia & Rays of Sunshine. Deutsche Bank wanted challenges that would appeal to a wide range of their staff, which means the right combinations of excitement, safety & accessibility - and have included: Mt Kinablu in Borneo, The Grand Canyon, Wadi Rum & Petra in Jordan, trekking the Fjords of Norway - and hiking in Cuba.

**Make 2022 the year you energise your team with a unique challenge they will remember. Get in touch with us to discuss your requirements, and our team will tailor a package for your people.**



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 **actionchallenge**  
challenge events worldwide

