



Charity Brochure 2023





2023 ULTRA CHALLENGES

The 2021 Ultra Challenge Series generated over £7 million in charity fundraising - and the 2022 Series is shaping up to smash that! Demand for charity places on our challenges has never been higher, which is why we are now opening the charity sign up process for the 2023 Series.

We have 13 core Ultra Challenges, from established classics to newer events that have expanded the geographic reach, and will continue to grow in appeal, along with 2 additional walking-only events at the start & end of the season. Charity places are available of all of these - meaning you have a range of great events for your fundraisers to take part in.

We recognise that underlying economic issues are likely to make for a 'tough' recruitment market in 2023, so we are once again holding our base headline prices for participants, and also introducing a 'split payment plan' option on Multi-Deal places. Our Associate Partnership and Challenge Partnership packages are better than ever, and certainly something to consider if you would like to accelerate your income and participation in the Series. Both Partnership options offer a suite of benefits for charities, including more prominent positioning on our website & app, bigger & more visible registration fee discounts for your supporters, and extra places for charity staff to get involved. In 'tough times' it's the 'tougher' & accessible events that will continue to deliver successful fundraising - and that's exactly what our Ultra Challenges are all about!

Please take some time to read the details of the charity packages on offer, and I look forward to working with you in 2023 and beyond!

Best wishes,

Jan Smolaga - *Business Development Manager, Action Challenge*



The 2023 Ultra Challenge Series

The Ultra Challenge Series is the UK's **biggest & best** series of mass-participation endurance events, with 13 core events from April to September, and 'topped & tailed' by the successful **London Winter Walk** in January, and the growing **Halloween Walk** in October. The 2023 Series will invite fundraisers of all ages & abilities to walk, jog or run distances of 25km, 50km, or 100km, at their pace, in some of the UK's most iconic locations - with the call to action of **'Push Yourself Further'**!

Everyone receives the **best support & hospitality** every step of the way! From an Ultra Challenge App when they sign-up, with optional training walks, training plans, and merchandise. An exciting start & lively warm up on the day, a fully signed route, regular rest stops stocked with free food, snacks & drinks, with marquee cover & plenty of clean toilets, professional medical teams, podiatrists & masseuses on hand, to an unforgettable finish-line celebration with medals, lots of cheers, and a BBQ.

We'll look after your fundraisers like no other events do; from excellent pre-event support, flexible terms, and a range of proven events that you can be confident will deliver a safe, and unforgettable experience.

2023 Challenge Dates

 28 - 29 Jan	 1 Apr	 29 - 30 Apr	 13 - 14 May	 27 - 28 May
 10 - 11 Jun	 24 - 25 Jun	 8 - 9 Jul	 22 Jul	 5 Aug
 2 - 3 Sep	 9 - 10 Sep	 9 Sep	 23 Sep	 28 Oct

* Note - Above events & dates are provisional and will be confirmed soon. We have new logos - which are consistent with the 'Ultra Challenge' trademark that we own.



2023 Ultra Challenge series: **Your Options**

Listed Charity Status

This is most common way for charities to get involved in the Ultra Challenge Series. Listed Charities are on the registration forms for ALL events in the Series, available for fundraisers to select when they register. You will have access to our Charity Area, containing all the resources and tools you need to successfully promote the Ultra Challenge Series to your supporters.

There is a small £100 registration fee to sign up as a Listed Charity, and this is credited back if you have 10 or more fundraisers register for the Series. You will only ever be invoiced for fundraiser places you confirm. This offers you risk-free fundraising on one of the UK's leading challenge series.

Associate Partnership

An Associate Partnership offers charities several benefits found with a full Challenge Partnership, at a lower entry point. If you are looking to maximise income from the Ultra Challenge Series in 2023, and feel unsure that a Challenge Partnership is the right fit for your charity, then an Associate Partnership could be for you!

An Associate Partnership covers the whole Ultra Challenge Series, and gives your charity brand greater visibility on the Ultra Challenge website, putting your charity in front of over a million visitors to the Ultra Challenge website each year. For 2023, all Associate Partners will get a discount that gives their fundraisers 25% off charity sponsorship registration fees - in addition to one free staff place on a challenge (worth £198).

Challenge Partnership

You also have the option to partner on a specific event or events. This is usually done by charities who recruited well on one challenge in particular, or those who want to accelerate their recruitment & take advantage of the extra exposure & financial incentives being a Challenge Partner offers, such as 50% off charity sponsorship registration fees. We know that the 'Challenge Partner' status delivers results and really boosts participant numbers and income for charities. In 2021, our Challenge Partners saw on average **183%** more registrations on partnered events than non-partnered events.

A charity can become an official Challenge Partner on a single event, or on multiple events, and many of our partners choose a selection of Challenges that best suits their supporter geography, marketing plans, budgets, and overall fundraising ambitions. It provides a strong platform to increase participant recruitment and fundraising income from our Ultra Challenges.



Most Popular Option: **Listed Charity**

Benefits...

- ◆ Low fee of **£100** to be Listed on our registration forms & website with 1 million visits each year
- ◆ Access to **marketing materials**, such as images and website copy to promote the challenges
- ◆ Listing on Challenge websites, by charity category, and alphabetically on the registration form—making it **easy for fundraisers to find you**
- ◆ **Corporate package options** – available for your corporate teams of 10 or more
- ◆ Standard Ultra Challenge Series **promotional brochure & video** for your website
- ◆ **No listing fee if you sign up 10+ fundraisers** – there is a small £100 listing fee, invoiced when you confirm your renewal. This is credited back if you have 10 or more fundraisers register for the Series
- ◆ **Unlimited access** to your charity participant portal, which includes all your fundraisers details (updated once a week from the Action Challenge team) enabling more effective stewardship

Requirements...

- ◆ We would expect all Listed Charities to list at least one of the Ultra Series Challenges on their website, offering Charity Sponsorship & Mixed Funding options (see pricing details on page 9).
- ◆ Listed Charities cannot offer only self-funded places



The Benefits of an **Associate Partnership**

Exposure for your charity...

- ◆ **Prominent positioning** on the **Ultra Challenge website** charities page and charity deals page, with your branding - putting your charity in front of hundreds of thousands of potential supporters (**Note - Series website has had 1 million+ users over past 12 months**).
- ◆ A website click 'pop-up' with your charity logo, a short blurb / summary about your charity, and a link **your website** encouraging potential fundraisers to engage with your brand
- ◆ Positioning your charity as a recommend charity to our growing **audience of corporate clients** (1 in 20 participants on the 2022 Series will be from a corporate team!)

Discounts-and driving fundraisers towards you!

- ◆ **Associate partner discounts** for all events in the Series, with **25% OFF** charity sponsorship participant reg fees at **all** times for 2023 (compared to non-partner charities). **AND** this discount (*funded by us*) is now visible on the website to ensure potential supporters see it, and can benefit from it if they support you!
- ◆ Ability to run tailored **bespoke promotions** to target your audiences at your key recruitment times to boost sign-ups and make the most of your advertising budgets.
- ◆ **1 free staff place worth £198** on a challenge of your choice, for your charity staff to join your amazing fundraisers or to support your corporate teams on the challenges.

Data...

- ◆ **Unlimited access** to your charity participant portal, which includes all your fundraisers key details (including for all Self funding participants) - which is updated once a week from the Action Challenge team - enabling more effective stewardship.



The Benefits of a **Challenge Partnership**

Exposure for your charity...

- ◆ **Prominent positioning** on the **Ultra Challenge website** home page, on all key pages, and all event pages, with your branding - putting your charity in front of hundreds of thousands of potential supporters (**Note - Series website has had 1 million+ users over past 12 months**).
- ◆ A website click 'pop-up' with your charity logo, a short blurb / summary about your charity, and a link **your website** encouraging potential fundraisers to engage with your brand
- ◆ Your charity **listed prominently** on the registration forms as an official Partner, making it 'simple' for would-be participants to choose your charity
- ◆ **Branding & presence.** From a gazebo at the start, to your logo on sail flags at the key venues - your supporters will see that you are a key event partner.
- ◆ At least one **social media post across all Ultra Challenge channels**, announcing your Partnership to our audience of over 100k committed walkers & runners.
- ◆ **Paid social ads** from Ultra Challenge focussed on charity fundraising and including your brand.
- ◆ Positioning your charity as a recommend charity to our growing **audience of corporate clients** (1 in 20 participants on the 2022 Series will be from a corporate team!)

Discounts-and driving fundraisers towards you!

- ◆ **Enhanced partner discounts** for your partner challenge, with **50% OFF** charity sponsorship participant reg fees at **all** times for 2023 (compared to non-partner charities). **AND** this discount (*funded by us*) is now visible on the website to ensure potential supporters see it, and can benefit from it if they support you!
- ◆ Ability to run tailored **bespoke promotions** to target your audiences at your key recruitment times to boost sign-ups and make the most of your advertising budgets.
- ◆ **10 free places worth £2k** on each Partner challenge, for your charity staff to join your amazing fundraisers or to support your corporate teams on the challenges (max. 10 places / challenge - staff only).

Data...

- ◆ **Unlimited access** to your charity participant portal, which includes all your fundraisers key details (including for all Self funding participants) - which is updated once a week from the Action Challenge team - enabling more effective stewardship.



2023 Pricing

Challenge Partnership Fees

Below you can find the Partnership Fee schedule for the 2023 Ultra Challenge Series.

For the coming Series, we have adjusted the way we charge for Challenge Partnerships to better reflect the demand of individual challenges. The good news is that we have not increased the base fees, and in many cases, we have reduced the partnership fee for a number of challenges.

Challenge Partnership fees will now be based on the 'tier' system as below - offering a fixed flat-rate partnership for each challenge - with an enhanced package of benefits for your charity.

Tier 1 challenges: £1650 per challenge



Tier 2 challenges: £1250 per challenge



Tier 3 challenges: £1000 per challenge



Challenge Partnerships Per Event: **12**



2023 Pricing

Below you can find the 2023 participant pricing & minimum fundraising targets.

Charity Sponsorship (Min 3:1 fundraising / cost ratio)

Distance	Fundraiser Reg fee (Not including Partnership discounts)	Fundraising Target	Charity Cost per place	Charity Min. Net Income
Full (~100km)	£45.00	£595	£195	£400
Half (~50km)	£30.00	£395	£130	£265
Quarter (~25km)	£15.00	£250	£80	£170

Mixed Funding (Min 3:1 fundraising / cost ratio)

Distance	Fundraiser Reg fee	Fundraising Target	Charity cost	Charity Min. Net Income
Full (~100km)	£110	£330	£110	£220
Half (~50km)	£72.50	£220	£72.50	£147.50
Quarter (~25km)	£45	£135	£45	£90

OR - participants can opt to **'SELF FUND'** (pay the full event place cost themselves as they sign-up or via the new payment plan to spread the cost). Fundraisers can choose to support a Challenge Partner, and we will share this data. WE are unable to share Self-funded participant data with Listed Charities or Associate Partners. This has now become popular over the last 2 years – and should continue to grow.

Self Fund 100km: £198

Self Fund 50km: £129

Self Fund 25km: £79

Self Fund Prices are at the same level as 2022 (and 2021 + 2020)

The Charity Partner receives the **Participant Data**. As this has proved to be very 'admin heavy' for us to fulfil - for 2023 there will be a **£15 / Self Fund Participant Admin Fee** (payable by the charity to us at the time of invoicing for the Charity Sponsorship / Mixed Funding participant places.



Charity Package comparison

Type	Annual Fee	Free staff places	Bespoke discounts	On-event branding & presence	PAX discount
Challenge Partner	- £1000 - £1650 per event - invoiced on confirmation -	- 10 free places <i>Partner Challenges only</i>	✓	✓	- 50% off Charity Sponsorship Reg fees. <i>Partner Challenges</i> - 25% off Charity Sponsorship Reg Fees on all non-partner challenges
Associate Partner	- £400 - invoiced on confirmation - £200 credit applied after 10 PAX invoiced	- 1 free place - <i>Must be on same challenge as a fundraiser</i>	✓	✗	25% off Charity Sponsorship Reg fees
Listed Charity <i>Listed on reg form for all challenges</i>	- £100 - Applied back as a credit after 10 registrations	✗	✗	✗	✗
Participating Charity	N/A	✗	✗	✗	✗

Type	Premium listing on Challenge registration forms	Listed on Challenge registration forms	Lightbox* on Charity page	Listing on "Charity Deals" page	Featured to Corporate clients	Social media posting across Ultra Challenge channels
Challenge Partner	✓	✓	✓	✓	✓	✓
Associate Partner	✗	✓	✓	✓	✓	✗
Listed Charity	✗	✓	✗	✗	✗	✗
Participating Charity	✗	✗	✗	✗	✗	✗

* Lightbox feature is a clickable charity logo, that will display a short section of text, and a link to your main charity website



Next steps...

Click below to register for 2023

CLICK HERE TO CONFIRM

Your charity journey

- ◆ Once you have confirmed your status we will invoice you for any 2023 fees
- ◆ When it comes to your fundraisers taking part in a challenge, we will invoice you prior to the challenge for your team members

1 CHARITY AREA

You will receive your materials & agreements once you have confirmed your registration.

- Challenge images, website copy and brochures
- Updated Charity Agreement
- Reporting portals

2 2023 SERIES LAUNCH

Registrations open to the public, time to promote!

- Let your supporters know—excite them and 'sell' the challenge
- Reach out to corporate supporters—invite them to enter teams
- Use any Partner Discount or promotional codes

3 SIMPLE REPORTING

Streamlined reporting with all fundraisers in one place

- Regularly updated report containing all fundraisers in one place—making it easy to upload into your CRM
- View fundraiser info, and confirm or decline places all in one place
- Use your charity portal to update your contact info



6 THE EVENT

We take care of all aspects of event delivery & logistics

- Comprehensive pre-challenge communications sent to your participants
- We manage all change requests and queries for the event
- Your fundraisers join a large-scale event with great atmosphere!

5 INVOICING

One invoicing run means less work signing off payments

- 3 weeks before each challenge we will invoice for all un-declined places
- 14-day payment terms

4 CONFIRM PLACES

Streamlined reporting with all fundraisers in one place

- 5 weeks before each Challenge, you will be prompted to confirm or decline fundraisers
- 2 weeks to confirm or decline their place via an online form
- Final 'sweep' of late registrations if required!



For questions, contact:
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challenge events worldwide
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