

LISTED CHARITY 2024 RENEWAL





2024 ULTRA CHALLENGES Listed Charities

Join us for another year of Ultra Challenges! Despite coming in to the year facing a difficult economic landscape, Ultra Challenges have seen record participation. Listed Charities, on average, saw a 36% increase in their fundraisers since 2022. We know when times are tough, fundraisers still support charities, but will look for more difficult events. The past 12 months have emphasised this, with a huge uptick in Ultra Challenge registrations across the board.

We want to support & encourage an even greater number of fundraisers for next year. Renew as a Listed Charity or, if you have seen an increase in numbers and want to push further next year, upgrade to an Associate or Challenge Partnership. Act early to be part of our 2024 Ultra Challenge Series launch where you will be available as a charity to support for 000's of participants that are eagerly waiting for our 2024 calendar to go live. To be listed on the website and registration forms in time for launch, renew before **30th June**.

What to expect & what is NEW for 2024

Events

- **13 core Ultra Challenge** format events (plus the very successful walking events Winter Walk & Halloween Walk, plus the new Summer Walk)
- **NEW 75km** routes to choose from on some Ultra Challenges - in response to participant demand

Helping Charities

- A refigured pricing model to **support fundraisers** in the "cost of living crisis"- **NEW**
- A **strong focus on charity recruitment** - less promotion on Self Funding places & more attention on creating coherent marketing & customer journeys for charities - **NEW**
- Admin around fundraisers information & invoicing made **simple and easy** - **NEW**



2024 ULTRA CHALLENGE SERIES

The Ultra Challenge Series is still the UK's biggest & best series of mass-participation endurance events, therefore we see no reason to change our winning calendar. So for 2024 we will continue to offer 13 core events from April to September, 'topped & tailed' by the successful **London Winter Walk** in January, and the **Halloween Walk** in October.

Following popular demand we are also introducing a 75km distance option on some of our Ultra Challenges - keep an eye on our website for further information! We will continue to invite fundraisers of all ages & abilities to walk, jog or run a range of distances, with our classic 25km, 50km & 100km and some **NEW 75km**, also for any first timers our 10km options. Once again, your fundraisers can 'Push Yourself Further', at their pace, in some of the UK's most iconic locations!

2024 CALENDAR

 27-28 Jan	 6 Apr	 4-5 May	 18-19 May	 25-26 May	 8-9 June
 22-23 June	 6-7 July	 20 July	 3 Aug	 24 Aug	 7-8 Sept
 13 Sept	 14-15 Sept	 14 Sept	 28 Sept	 26 Oct	



BENEFITS OF LISTED CHARITY STATUS

Exposure & Marketing

- **No listing fee** - it's free to renew as a Listed Charity, meaning there is no up-front cost and zero risk.
- **Charity listing** on the Ultra Challenge website - on the main charity index page. Putting your charity in front of 1 million potential fundraisers
- Account management for your **corporate clients** - fundraising, positioning your charity as a recommended charity to our growing audience of corporate clients

Support

- Access to marketing materials, such as images & website copy, to promote the challenges to your supporters
- Regular webinars and learning sessions, covering the latest trends and marketing advice

Data

- Use of our **secure web portal**, making fundraiser admin simple and easy for you - from new fundraiser data, to confirming places





2024 PRICING

Listed Charity status is **FREE** for 2024, with no up-front costs. You will only be invoiced for the fundraiser places you confirm, AFTER they have met the minimum fundraising target.

Please note: The 'Min net income' figures below are minimum donation based on costs & targets. Data from Justgiving shows that Ultra Challenge fundraisers consistently exceed fundraising targets, and charities can expect to receive a larger donation per participant

Charity Sponsorship (ROI 3:1)

DISTANCE	REG FEE	FUNDRAISING TARGET	CHARITY COST PP	MIN NET INCOME
FULL ~100KM	£40	£575	£190	£385
3/4 ~75KM	£35	£450	£150	£300
HALF ~50KM	£30	£360	£120	£240
QUARTER ~25KM	£20	£240	£80	£160

Mixed Funding (ROI 3:1)

DISTANCE	REG FEE	FUNDRAISING TARGET	CHAIRTY COST PP	MIN NET INCOME
FULL ~100KM	£100	£300	£100	£200
3/4 ~75KM	£90	£270	£90	£180
HALF ~50KM	£75	£225	£75	£150
QUARTER ~25KM	£50	£150	£50	£100

SELF FUNDING			
FULL 100K: £198	3/4 75KM: £169	HALF 50KM: £139	QUARTER 25KM: £89

Listed Charities do not receive self-funding participant data.



UPGRADE YOUR PACKAGE

If you are interested in upgrading your Associate Partner package to become a Challenge Partner please see the list of benefits & pricing below.

Exposure & Marketing

- **Premium Positioning** on the Ultra Challenge website - home page, key pages & all event pages, with your branding. Putting your charity in front of 1 million potential fundraisers
- **NEW branded landing pages** - allow you to run easy & coherent links out from your website, to tailor your core messaging to potential supporters, and to act as a platform to run attractive & easy to implement promotions - at a cost
- **Branding & presence** with a charity stall at the start/finish, to your logo on sail flags
- **NEW Charity pop-up** widget on our website, with your logo, short summary & URL
- Account management for your **corporate clients** - fundraising, positioning your charity as a recommend charity to our growing audience of corporate clients

Discounts

- Partner discounts with **50% OFF charity sponsorship** participant reg fees on partnered challenges & **25% OFF charity sponsorship** non-partnered challenges - the only discount that will be publicly available on Charity Sponsorship places for 2024.
- **50% off all challenges** (including non-partnered challenges) till end of September (Early Bird promotion) - **NEW**
- **Reduced charity rates & lower fundraising targets** on 25km Charity Sponsorship places for students - must be register with academic email - **NEW**
- Ability to run tailored **bespoke promotions** to support you in specific marketing for your cause & audience
- **Up to 10 free places** for your charity staff to join your amazing fundraisers - on partnered events

Data

- Use of our **secure web portal**, making fundraiser admin simple and easy for you - from new fundraiser data, to confirming places
- A **NEW** & streamlined registration process for fundraisers via your charity landing page allowing you to clearly understand your participant data



UPGRADE YOUR PACKAGE

Many of our current Associate & Challenge Partners were once Listed Charities who expanded their involvement in the Series and have seen great returns. On average, Listed Charities who upgrade to a Partnership will see an increase of between 50 - 80% in their fundraiser numbers (and subsequent income!). If you want to test the waters, an Associate Partnership could be a good option. For charities well-versed in promoting the Ultra Challenge Series, and who want to focus on one or more events, then a Challenge Partnership is a great option

Associate Partnership

- **High Positioning** on the Ultra Challenge website - charity page, key pages & all event pages, with your branding. Putting your charity in front of 1 million potential fundraisers
- **25% discount** for your fundraisers on Charity Sponsorship reg fees across all events
- **Charity pop-up** widget on our website, with your logo, short summary & URL
- **Student discount** packages, allowing you to target student fundraisers with highly discounted reg fees and fundraising targets
- **Free place** on a challenge for your staff, allowing you to meet your supporters on the day
- Account management for your **corporate clients** - fundraising, positioning your charity as a recommend charity to our growing audience of corporate clients

Challenge Partnership

- **Premium Positioning** on the Ultra Challenge website - charity page, key pages & all event pages, with your branding. Putting your charity in front of 1 million potential fundraisers
- Partner discounts with **50% OFF charity sponsorship** participant reg fees on partnered challenges & **25% OFF charity sponsorship** non-partnered challenges - the only discount that will be publicly available on Charity Sponsorship places for 2024.
- **50% off all challenges** (including non-partnered challenges) till end of September (Early Bird promotion) - **NEW**
- **Student discount packages**, allowing you to target student fundraisers with highly discounted reg fees and fundraising targets
- Ability to run tailored **bespoke promotions** to support you in specific marketing for your cause & audience
- **Physical presence** on your Partner Challenges, with a charity stall, branding and more
- **Up to 10 free places** for your charity staff to join your amazing fundraisers - on partnered events



2024 CHALLENGE PARTNERSHIP FEES

The fees for Challenge Partnerships are set out below. The Tier system is based on demand and expected return on investment for each challenge.

Get a 25% discount on the partnership fees for each additional Challenge - with bigger discounts available for multiple event partnerships. Discuss this with your account manager during the renewal process!

Tier 1: £1650 per challenge



Tier 2: £1250 per challenge



Tier 3: £1000 per challenge



BRANDED LANDING PAGE

For charities who wish to streamline the sign up process, reducing the steps from your website to a completed fundraiser registration, we can offer a branded landing page that puts all of your Partner Challenges and discounts in one place. Link to this from your own website, social media or mailshots, allowing you to tailor your core messaging to potential supporters - available to charities that follow our marketing guidelines

- One-off £500 set up fee



PACKAGE COMPARISON





PARTNER TYPE	CHALLENGE (partner on selection of events & large amount of benefits)	ASSOCIATE (small partner on the series & minimal amount of benefits)	LISTED (on website & registration forms)
PREMIUM WEBSITE POSITIONING	✓	Charity Logo on website	Charity name on website
PREMIUM REG FORM LISTING FOR PARTNER CHALLENGES	✓	Secondary positioning	Dropdown list
50% PARTICIPANT DISCOUNT ON CHARITY SPONSORSHIP REG FEES	✓ On Partner Events 25% off all other challenges	✗ 25% off	✗
POP UP WIDGET ON CHARITY PAGE WITH TEXT & WEBLINK	✓	✗ URL only	✗
CHARITY BRANDING ON PARTNER CHALLENGES	✓	✗	✗
10 FREE STAFF PLACES ON PARTNER CHALLENGES	✓	✗	✗
CAN REQUEST BESPOKE DISCOUNTS	✓	✓	✗
ANNUAL FEE	£1000-£1650 per event	£500 £200 credit applied after 10 participants invoiced	Free



Fundraiser registration process

- **All** participants (charity & self funded) register through the **Ultra Challenge Series website**
- Charities will be provided with **a link** to add to your charity webpage & landing page
- Fundraisers will select your charity on the registration form as they sign up
- Once registered, they will appear on a report that is updated weekly and will show all of your fundraisers across the series

Your charity journey

1. After confirming your renewal, you will receive access to the Charity Area, containing all promotional materials for the 2024 Ultra Challenge Series.

2. The 2024 Ultra Challenge Series will open for registrations, backed by an Early Bird Deal offering exclusive merchandise

3. Once you have new fundraisers sign up for 2024 Challenges, you will receive your new reporting portal, ensuring you can start stewardship and fundraiser comms early

4. 5 weeks before each challenge, you can confirm or decline fundraiser places, ensuring you only pay for places where supporters have met their minimum fundraising target

5. 3 weeks before each challenge, invoices will be issued for your fundraiser places



www.ultrachallenge.com