



## London to Brighton Challenge... Walk, Jog, or Run it 25 - 26 May 2024

### SHORT COPY

2,000 adventurers of all experience levels & ages will walk, jog or run this classic capital to coast route. From the Thames, over the North Downs and through the Surrey & Sussex countryside – you can choose from the full challenge, a 75km three-quarter distance, a half challenge, or even a quarter challenge. As [YOUR CHARITY NAME] are an official partner on this event, you get a [25% / 50%] discount on the 'Full Sponsorship' registration fee when signing up to support us.

This event is part of the Ultra Challenge Series – 16 great events where you can walk, jog or run your chosen distance in the UK's most iconic locations! Head to the Ultra Challenge page to find out full details of prices and to sign up: [INSERT YOUR LANDING PAGE LINK OR THE EVENT PAGE LINK].

### LONG COPY

2,000 adventurers of all experience levels & ages will take on a classic capital to coast route, testing their grit over the Bank Holiday weekend. You can choose to walk, jog or run your choice of distance, from the full 100km, three-quarter 75km, or a half or quarter options. There's a challenge for everyone. This event is part of the Ultra Challenge Series – 16 great events where you can walk, jog or run your chosen distance in the UK's most iconic locations!

A Richmond start in Old Deer Park - then the North Downs and wonderful Surrey & Sussex countryside to halfway at Turners Hill. The full challenge heads up and over the South Downs before the welcome sight of the Brighton coastline comes in to view.

Your entry includes free food and drink at regular rest stops, plus support including medics, marshals and massage. As you cross the finish line, you'll get a glass of fizz, t-shirt, and a medal to commemorate your achievement.

As [YOUR CHARITY NAME] are an official partner on this event, you get a [25% / 50%] discount on the 'Full Sponsorship' registration fee when signing up to support us.

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#### SIGN UP & FUNDRAISING OPTIONS:

- Full Sponsorship** – you pay a small registration fee, do lots of fundraising and we cover the cost of your event place! As we are an official Charity Partner – you get [25% / 50%] off the standard reg fee below
  - 100km:** Normal Reg Fee £40 & Fundraising Target - £575
  - Shorter distances and lower fundraising targets are also available!**
- Mixed Funding** – pay half of the event place cost yourself, fundraise a bit less and we pay the balance of the event place cost.
  - 100km:** Reg fee £100 / fundraising target £300
  - Shorter distances and lower fundraising targets are also available!**
- Own Place Fundraising** – you pay the full cost of the event place - fundraise whatever you can, with no set target or deadline, and there's no event place cost at all to the charity - us!
  - 100km:** £198
  - Shorter distances and entry fees are also available!**

To sign up or find the full details of this great Challenge, and the full range of Ultra Challenges, click here: [INSERT YOUR LANDING PAGE LINK OR THE EVENT PAGE LINK].



## RUNNERS COPY

Run the classic capital to coast route and test your grit over the Bank Holiday weekend. Choose your distance, from the full 100km, three-quarter 75km, or a half or quarter options. There's a challenge for everyone. This event is part of the Ultra Challenge Series – 16 great events where you can walk, jog or run your chosen distance in the UK's most iconic locations!

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