

UK's #1 Event Series

High quality events to energise & motivate your Team, without the hassle & steep costs of organising your own, or the risks with unproven suppliers. An Ultra Challenge gets colleagues active & bonding on a fun, accessible, safe, professionally managed outdoors event - ideal for a wide range of ages & athletic abilities; making them inclusive, and a perfect way to boost wellbeing, engagement, loyalty, and maybe fundraise for your 'charity of the year'.

Teams from 200+ UK companies involving more than 3,000 employees will join an Ultra Challenge in 2024. Teams can be of any size - take on a distance that suits them at their pace, or mix & match distances to suit a range fitness levels or ambition.

There are 16 fantastic events to choose from - each with it's own unique character, and a standard set of options to make it easy to join & take part. Special hospitality packages are also available if you want to make it your own special event!



Take on England's finest countryside at your pace. Our Challenge basecamp is in Kendal, and then it's a 100km anticlockwise loop taking in a couple of tough hills, the Garburn Pass, historic Ambleside, a half way point by Lake Windermere, forests & nature reserves – with some stunning views en-route, before a huge welcome & celebration back at basecamp after a momentous journey. Your team will get full support & hospitality, & optional camping / hostel accommodation. Pick your distance - it's the perfect event to energise your team!

Distance Options

A Saturday morning start from our Kendal basecamp, and ahead lies some of England's finest scenery. There're 100 km of trails, high passes, stunning scenery, Ambleside, the magnificent Lake Windermere, nature reserves, forests, and over 2,500 m of climb before returning back to Kendal – after an amazing challenge. There's a 2 Day 'Daylight' 100 km option, with hostel accommodation at half way Lakeside, and with Half & Quarter distance options – a New Marathon option – and the fabulous Ambleside 10K – there's a Lake District Challenge for everyone in 2024!

Full Continuous 100 KM Challenge Kendal Loop

Sat 8 - Sun 9 June | 7:00-9:00am Start

DISTANCE:

100 km & ~2500 metres

DETAILS:

- ✓ Start: Kendal, Cumbria
- ✓ Start times: 7am for runners,
7 - 9am for joggers & walkers
- ✓ Finish: Kendal, Cumbria
- ▶ Snacks & drinks – every 10-15 km
- ▶ 29 km – picnic lunch & fizzy drinks
- ▶ 50 km – hot meal
- ▶ 80 km – brunch/ lunch
- ▶ 100 km – cooked breakfast/ BBQ
- ▶ Finish – glass of fizz, medal & t-shirt

Full 2 Day Daylight 100 KM Challenge Kendal - Lakeside - Kendal

Sat 8 - Sun 9 June | 7:00-9:00am Start

DISTANCE:

Day 1 – 50 km & ~1300 metres

Day 2 – 51 km & ~1200 metres

DETAILS:

- ✓ Day 1: Kendal > Windermere (50 km)
- ✓ Day 2: Windermere > Kendal (51km)
- ✓ Overnight: Optional hotel accommodation at YMCA or camp with us (see Bookable Extras)
- ▶ Snacks & drinks – every 10-15 km
- ▶ 29 km – picnic lunch & fizzy drinks
- ▶ 50 km – hot meal
- ▶ 80 km – brunch/ lunch
- ▶ 100 km – cooked breakfast/ BBQ
- ▶ Finish – glass of fizz, medal & t-shirt

1st Half Challenge 50 KM Kendal to Lakeside

Saturday 8 June | 7:00-9:00am Start

DISTANCE:

50 km & ~1300 metres

DETAILS:

- ✓ Start: Kendal basecamp
- ✓ Start times: 7am for runners,
7 - 9am for joggers & walkers
- ✓ Finish: Lakeside, Windermere
- ▶ Snacks & drinks – every 10-15 km
- ▶ 29 km – picnic lunch & fizzy drinks
- ▶ 50 km – hot meal
- ▶ Finish – glass of fizz, medal & t-shirt

2nd Half Challenge 50 KM Lakeside to Kendal

Sat 8 - Sun 9 June | 10:00am or join
Full Challengers OR Sun 9 June | 6:00-6:30am

DISTANCE:

50 km & ~1200 metres

DETAILS:

- ✓ Start: Lakeside YMCA, Windermere
- ✓ Start times: Sat 8 June – start 10am on Saturday – or join up with a Full Challenger – or Sunday 9 June between 6- 6:30am
- ✓ Finish: Kendal basecamp (50 km)
- ▶ Snacks & drinks – every 10-15 km
- ▶ 30 km – picnic lunch & fizzy drinks
- ▶ 50 km – BBQ / hot food
- ▶ Finish – glass of fizz, medal & t-shirt

Distance Options

Lakes Marathon **Challenge** 42 KM Kendal to Ambleside

NEW

Saturday 8 June | 7:00-9:00am Start

DISTANCE:

42 km & ~1200 metres

DETAILS:

- ✓ Start: Kendal basecamp
- ✓ Start times: 7am for runners,
7 - 9am for joggers & walkers
- ✓ Finish: Ambleside
- ▶ Snacks & drinks - every 10-15 km
- ▶ 29 km - Good selection of snacks
- ▶ Finish - Picnic lunch & fizzy drinks + glass of fizz,
medal & t-shirt

1st Quarter **Challenge** 29 KM Kendal to Ambleside

Saturday 8 June | 9:00-10:00am Start

DISTANCE:

29 km & ~900 metres

DETAILS:

- ✓ Start: Kendal basecamp
- ✓ Start times: 9am - 10am
- ✓ Finish: Ambleside
- ▶ Snacks & drinks - every 10-15 km
- ▶ 29 km - Picnic lunch & fizzy drinks
- ▶ Finish - glass of fizz, medal & t-shirt

The Ambleside 10 **Challenge** 10 KM Ambleside Loop

Saturday 8 June | 9:30-10:00am

DISTANCE:

10 km & ~350 metres

DETAILS:

- ✓ Start: Ambleside
- ✓ Start window: 9:30 - 10:00 Runners will set off first,
then joggers & walkers
- ✓ Finish: Ambleside (10 km)
- ▶ Finish - Picnic lunch, glass of fizz, medal & t-shirt



Pricing & joining options

There are 2 ways for a corporate team to join an Ultra Challenge : Self Fund and pay for the places in full - OR - Fundraise for a charity to an agreed target & pay a lower registration fee (charity covers the balance of the place costs).

Fees can be paid for by the company (via an invoice from us), or by team members as they sign up online - or a mix of both (company pays a proportion / team members pay balance online). It's flexible, and we can tailor the payment setup & the associated team admin to suit your requirements.

SELF FUND OPTION - PARTICIPANT PLACE COSTS:

- ~100 km/Full Challenge: £198
- ~50 km/Half Challenge: £139
- ~75 km/Half Challenge: £169
- ~25 km/Quarter Challenge: £89
- ~10 km Challenge: £39

CHARITY OPTION - PARTICIPANT COSTS & FUNDRAISING TARGETS:

There are 2 Charity fundraising options, reflecting the balance between the registration fee level (paid by the company or /and the participant) and the charity minimum fundraising target (out of which the charity will pay the balance of the participant place costs). 'Mixed Funding' tends to be the popular choice - as the fundraising targets are more achievable in an 'office environment'.

i) Mixed Funding for Charity:

Reasonable charity fundraising target & you pay half the place cost as a Reg Fee (chosen Charity pays an equal fee to us).

- ~100 km/Full Challenge: £100 Reg Fee
+ at least £300 charity fundraising
- ~75 km/ 3 Quarter Challenge: £90 Reg Fee
+ at least £270 charity fundraising
- ~50 km/Half Challenge: £75 Reg Fee
+ at least £225 Charity fundraising
- ~25km Quarter Challenge: £50 Reg Fee
+ at least £150 charity fundraising
- ~10 km Challenge: £22.50 Reg Fee
+ at least £70 charity fundraising

ii) Full Charity Sponsorship:

Pay a Low Registration Fee & do 'lots' of fundraising for your chosen charity (the Charity pays the place cost to us).

- ~100 km/Full Challenge: £40 Reg Fee
+ at least £575 charity fundraising
- ~75 km/ 3 Quarter Challenge: £35 Reg Fee
+ at least £450 charity fundraising
- ~50 km / Half Challenge: £30 Reg Fee
+ at least £360 charity fundraising
- ~25 km/Quarter Challenge: £20 Reg Fee
+ at least £240 charity fundraising
- ~10 km Challenge: £10 Reg Fee
+ at least £100 charity fundraising

Charity Fundraising

We work with over 400 UK Charities, and the Ultra Challenge Series has raised over £40 million for Charities so far. Corporate teams can support any of our listed charities, including our headline partners below.

If you want to support a charity who are not listed on our website, they can register with us with no listing fee. Simply get in touch and let us know the charity's details.

Our Partner Charities



Plus 400+
more >>

Getting started



TYPE OF TEAM & PAYING FOR PLACES

We have a 2 tier system of team categorisation, to cater for all sizes & types of team. Which suits you best?

A) Standard Corporate - where the company pays all, or some, of the fees (*10+ team size*) and we raise an invoice (*a low deposit initially based on an estimate & a final reconciled invoice 4 weeks prior to the event*). Participant comms are 'vanilla corporate' - so you can communicate details separately to team members.

B) Bespoke Corporate - for large teams, and participant comms can be bespoke for the client. There are options to upgrade to a website landing page (*to 'sell' the event & explain all the details*) and a bespoke event App (*for excellent branded comms!*). We will raise an invoice (*low initial deposit & 5 weeks prior to the event*).

If you are a team of colleagues organising the challenge yourself, and covering all costs, then it will be best to register via our website.

CHOOSING YOUR DISTANCES

Ultra Challenges are accessible for a range of abilities, with the option to walk (as most do), jog, or run distances from 10 km up to 100 km (*options vary by event*). For larger teams, you can offer a range of distance options to suit all colleagues, which will be available for people to choose on your registration form.

OPTIONAL EXTRAS

These can be an important element of your booking, and include services such as parking at the start line, overnight accommodation, and transfers from finish lines back to the start.

Your company can cover the cost of some or all of these - or we can set it up so each person covers the cost of extras themselves.

Alternatively, you can do a group booking by sending us a summary of what you need once the team have signed up, and we can raise a single invoice. See the next page for details of the optional extras available on this challenge.

Optional Extras

Bookable extras are designed to make the planning for your challenge as easy as possible - providing options for your joining & leaving arrangements, and are summarised below. As some participant's travel & logistics may involve parking, transfers, and maybe camping/accommodation also - please check that the combination you book makes sense!

Camping Packages

Friday &/or Saturday night, Kendal (basecamp)

Inclusive Package: 1 Person

Inclusive Package: 2 Person

Pitch Only: 1 Person

Pitch Only: Extra Campers

YMCA Accommodation Saturday night, Lakeside

Shared female dorm

Shared male dorm

Shared mixed dorm

Private Twin Room: 2 Person

Private Dorm Sleeps 6

Saturday night, Lakeside

Pitch/Campervan: 1 Person

Pitch/Campervan: Extra Campers

Parking

Parking for your vehicle is available at :

- ✓ **The Major Start / Finish Venues** - This combined with the 'before & after' bus transfer options will enable you to join & leave the event 'sensibly'.
- ✓ **Supporter Parking Pass** - So friends / family can park at some 'key' venues along the route.

Pre Challenge Transfer

We've a range of shuttle services to take you to your start line, before your challenge. Kendal Station is the closest rail link to the Kendal Rugby Club basecamp (it's on the main line from Central Manchester).

- ✓ Kendal train station > Kendal (basecamp)
- ✓ Ambleside > Kendal (basecamp)
- ✓ Lakeside > Kendal (basecamp)
- ✓ Kendal (basecamp) > Lakeside

Post Challenge Transfer

We've a range of shuttle services to take you where you need to go after your challenge.

- ✓ Kendal (basecamp) > Kendal train Station
- ✓ Ambleside > Kendal (basecamp)
- ✓ Lakeside > Kendal (basecamp) or Kendal train station

Baggage Transfers

We've a range of services taking your bags forward for access during the challenge - for a change of clothes or shoes, extra layers for the night, or those snacks you can't do without!

Please note the max weight limits - these are strict, and bags will be weighed. Quoted prices are per bag.

Baggage services will be paid in cash/card on the day - and you cannot pre book.

- ✓ Storgae at basecamp
- ✓ 100KM: Start > Half Way > Finish
- ✓ 50KM Half: Start > Finish
- ✓ 25KM Quarter: Start > Finish
- ✓ Kit Bag Drop: **Runners only - Up to 10kg bag for FREE**

Challengers Meal

- ✓ **Friday Night Dinner** - available to book for anyone staying at Kendal (basecamp) on Friday night.
- ✓ **Sunday Morning Breakfast** - available to participants beginning their challenge on Saturday morning at Kendal (basecamp). Breakfast the following morning is included in inclusive camping package, but must be booked separately for Pitch Only campers.



Corporate Team Options

Hospitality Packages

If your company has a large team wanting to take on an Ultra Challenge, or if you just want to make it an extra 'special' event for your colleagues - we have a range of additional hospitality packages available on request. These include:

- Gazebo / marquee private space (*at start / finish*)
- Private registration / event joining set-up
- Branding packages (*for private space*)
- On-event branding & advertising
- Company branded t shirts / merchandise
- Extra food / beverages (*start / finish*)
- Dedicated bus transfers / transport

If you're interested in any of these services - let us know, and we'll run through your requirements in detail.

Next Steps

To get started, let us know the key information key below, and our team will give you a tailored proposal and a full quote:

- What distance option(s) you might want to offer
- Is charity fundraising involved
- Type of team & how you want to pay for places
- If your company will cover the entry fees
- How many places you might want to book
- Any hospitality packages you want us to quote for

Contact corporate@actionchallenge.com to get started, or if you have any questions.

KNOW WHAT YOU WANT AND READY TO BOOK? CLICK BELOW!

[**BOOK NOW >>**](#)

ultrachallenge.com





Contact us

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