

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!



A NEW Ultra Challenge in the 'Garden of England'. A basecamp near Maidstone, with parking & weekend camping options, the main 50km looped route heads anticlockwise around the Kent Downs - starting on the North Downs Way to Blue Bell Hill, around picturesque Aylesford, and following the River Medway to Mote Park then along Len Valley Walk to the majestic Leeds Castle, before the showground finish line and celebration. The perfect event to energise your team!



Distance Options

Join us for the first Kent Downs 50 Ultra Challenge. The route takes you northwest along the North Downs Way towards Blue Bell Hill, southwards through the charming village of Aylesford, and along the River Medway to Maidstone. Continuing onto magnificent Leeds Castle, you'll rejoin the North Downs Way that guides you back to Detling where you'll cross the finish line at basecamp. The 25km route splits off at Aylesford onto the Augustine Camino towards Boxley, where it joins the 10km route before heading back to basecamp. The Kent Showground basecamp has Friday & Saturday night camping.

50 KM **Challenge** - Kent Downs Loop

Saturday 12 October | 7:30-9:00am Start

DISTANCE:

50 km & 830 elevation

DETAILS:

- ✓ Start: Kent Showground, *nr Maidstone*
- ✓ Start times: 7:30am for runners, 7:30am – 9:00am walkers & joggers
- ✓ Finish: Kent Showground
- ▶ Snacks & drinks – every 10-15 km
- ▶ 24 km – picnic lunch & fizzy drinks
- ▶ 50 km – glass of fizz, hot meal, medal & t-shirt

25 KM **Challenge** - Kent Downs Loop

Saturday 12 October | 7:30-9:00am Start

DISTANCE:

25 km & 530 elevation

DETAILS:

- ✓ Start: Kent Showground, *nr Maidstone*
- ✓ Start times: 7:30am for runners, 8:30am – 9:30am walkers & joggers
- ✓ Finish: Kent Showground
- ▶ 12 km – snacks & drinks
- ▶ 25 km – glass of fizz, hot meal, medal & t-shirt

Maidstone 10 KM **Challenge**

Saturday 12 October | 10:30am Start

DISTANCE:

10 km & 233 elevation

DETAILS:

- ✓ Start: Kent Showground, *nr Maidstone*
- ✓ Start times: 10:30am runners setting off first, followed by walkers & joggers
- ✓ Finish: Kent Showground



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:

- ~50 km/Half Challenge: £139
- ~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).

- ~50 km/Full Challenge: £75 Reg Fee
+ at least £225 Charity fundraising
- ~25 km/Half 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).

- ~50 km/Full Challenge: £30 Reg Fee
+ at least £360 charity fundraising
- ~25 km/Half Challenge: £20 Reg Fee
+ at least £240 charity fundraising
- ~10 km Challenge: £10 Reg Fee
+ at least £100 charity fundraising

Corporate Teams

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 even camping – please check that the combination you book makes sense!!

Camping Packages

Camping - Friday / Saturday - Kent Showground – options for single or twin on either:

Inclusive Package: pre-pitched tent & roll mat, with breakfast the following morning included.

Self-pitch Package: bring your own tent & equipment. Breakfast must be booked separately.

Parking

Parking for your vehicle is available at the main Kent Showground start / finish venue.

- ✓ **Supporter Parking Pass** – so friends/family can park at Kent Showground basecamp.

Pre Challenge Transfer

We have a regular shuttle service running from Maidstone train station to take you to your start line at Kent Showground basecamp. Maidstone train station is the closest rail link and runs on the Southeastern Railway.

Post Challenge Transfer

We have a regular shuttle service running from the finish line at Kent Showground basecamp to Maidstone train station.

Baggage Transfers

We've a baggage service to store your bags safely at Kent Showground (basecamp) – for a change of clothes or shoes, extra layers for after your challenge, or those extra post event snacks you can't do without!

Baggage services will be paid in cash/card on the day – and you cannot pre book (quoted prices are per bag).

- ✓ Storage at basecamp
- ✓ Kit Bag Drop: **Runners only - Up to 10kg bag for FREE**

Challengers Meal

- ✓ **Friday Night Dinner** – available to book for anyone staying at Kent Showground on Friday night.
- ✓ **Saturday Morning Breakfast** – available for participants starting their challenge on Saturday morning at Kent Showground. Breakfast in the morning is included in the inclusive camping packages, but not in pitch only & will need to be booked separately.
- ✓ **Sunday Morning Breakfast** – available for participants camping on Saturday night at Kent Showground. Breakfast in the morning is included in the inclusive camping packages, but not in pitch only & will need to be booked separately.
- ✓ **Maidstone 10km Finishers Hot Meal** – available for 10km challengers at the Kent Showground finish line (optional).



Corporate Teams



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 reconcilled 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, & include services such as parking, 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.

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

corporate@actionchallenge.com

0207 609 6695

ultrachallenge.com



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