North Norfolk 50 Ultra Challenge

Saturday 19th June 2027

CORPORATE

FACTSHEET

Brand new for 2027! Take on a stunning 55km route around the idyllic Norfolk countryside and join the North Norfolk 50 in it's very first edition. Heading out from a basecamp in Cromer, join 2,000+ Challengers taking on the best of the Norfolk countryside with stunning sea views and rolling fields. A mostly flat route, but scenic from start to finish. Enjoy full Ultra Challenge support with marked routes, regular food and drink, and an epic finish line celebration.

CLICK HERE FOR THE CHALLENGE WEB PAGE

UK's #1 Event Series

High-quality, fully supported events to energise your team, without the hassle of organising your own. Get colleagues active & bonding on fun, accessible, & professionally managed trail challenges.

- Walk, Jog, or Run - Your Pace, Your Way
- Regular rest stops with covered & seated areas
- Fully marked route with arrows & signs
- Plenty of snacks, drinks & hot meals
- Experienced medical & welfare teams
- Shuttles, baggage storage, and parking
- Fantastic finish line celebration with celebratory drink, medal, and finisher's t-shirt
- Join 500+ corporate teams taking part in the 2027 Ultra Challenge Series
- Personalised web pages for your team
- Mix & match distances & paces to suit all abilities
- 24 fantastic events to choose from, each with its own unique atmosphere and route
- Optional tailored hospitality packages to your event experience unique

Ultra Challenge Corporate Teams
GETTING STARTED

Team Entry - Made Simple

For teams of 10 or more, we offer:

- Branded registration page with key event details, custom sign-up link, & any charity details.
- Tailored communications with your branding, fundraising links, or corporate messaging.
- No large upfront cost - as low as £50 deposit to reserve as many places as you need.
- Only pay for the places you use, with the invoice for confirmed sign ups due 3 weeks before.
- Personalise the experience with optional upgrades like hospitality packages.
- Access to real-time registration reports.
- Free name changes on places until the registration deadline in case plans change.

For smaller teams, or organising your own team, we offer:

- Simple corporate team sign up links for team members to cover their own registration fees.
- Free team changes up to 3 weeks before.
- Guaranteed team start times.

Whether to reward your team, reflect your brand, or add a special touch, we'll get the details right to give you an Ultra Challenge to remember. Get in touch with our team to find out more!

North Norfolk 50 Ultra Challenge

DISTANCE OPTIONS

55KM CHALLENGE

Sat 19 June

DISTANCE & ELEVATION:
55km & ~500m

START & FINISH:
Cromer

START TIMES:
7:00 - 9:00am

1ST HALF CHALLENGE ~30KM

Sat 19 June

DISTANCE & ELEVATION:
~30km & ~200m

START & FINISH:
Cromer to North Walsham

START TIMES:
8:30 - 9:30am

10 MILE CHALLENGE

Sat 19 June

DISTANCE & ELEVATION:
10 miles & ~270m

START & FINISH:
Cromer

START TIMES:
9:30 - 10am

VIEW THE MAP

Ultra Challenge Corporate Teams

HOW YOU CAN JOIN

Registering Your Corporate Team

We can't wait to welcome your corporate team to one of our 2027 Ultra Challenges!

Our corporate sign up process is flexible - we can tailor the payment setup & the associated team admin to suit your requirements, making registering your team a walk in the park. Sign ups are done through one of two methods - **self funding** or **charity fundraising.**

Registration fees can be paid for by either:

- **The Company** (via invoice or card)
- **Team Members** as they sign up online
- **A Mix of Both** (company pays a proportion & team members pay balance online).

If you have any questions or concerns about the process, reach out to our team and we will be happy to help.

OPTION 1:
SELF FUNDING

Pay for places online in full & optionally fundraise for charity at your own pace.

FULL CHALLENGE ~50KM: £139

1/2 CHALLENGE ~30KM: £89

10 MILE CHALLENGE ~10 MILE: £55

OPTION 2:
CHARITY FUNDRAISING

The cost of places are split between a reg fee & a minimum fundraising target.

A portion of the funds you raise helps cover the remaining cost of your participation, while the majority supports the charity. Fundraise for one of our Series Partners for 50% off your registration fee!

FULL CHALLENGE ~50KM
£40 Reg Fee & at least **£375** fundraising/sponsorship

1/2 CHALLENGE ~30KM
£30 Reg Fee & at least **£275** fundraising/sponsorship

10 MILE CHALLENGE ~10 MILE
£15 Reg Fee & at least **£150** fundraising/sponsorship

Ultra Challenge Corporate Teams
CHARITY FUNDRAISING

FUNDRAISE FOR ONE OF OUR SERIES PARTNER CHARITIES

Our 2027 Series Partners are some of the UK's major charities- fundraise for them and **recieve 50% off the registration fee**.

50% OFF SERIES PARTNER FUNDRAISING

OR FOR ONE OF 600+ OTHER CHARITIES WE WORK WITH

The Ultra Challenge Series will raise over £12 million for Charities in 2027.

Corporate teams can support any of our listed charities found on our website. 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.

Ultra Challenge Corporate Teams
SUPPORT & EXTRAS

SHUTTLES & PARKING

Make your Challenge logistically smooth with our optional **Pre & Post Challenge shuttles** and **Parking.**

Pre Challenge Shuttles **FROM £10/PERSON**
From Cromer Station to Cromer Hall

Post Challenge Shuttles **FROM £10/PERSON**
From Finish Lines to Cromer Hall or Cromer Station

Car Parks can be found at **Cromer Hall**, and **Supporter Parking** gives access to parking at key venues along the route. **FROM £7/VEHICLE**

BAGGAGE DROP

Optional Baggage Storage is available at our basecamp, **Cromer Hall**. **FROM £5/BAG**

MASSAGE & MEDICAL **INCLUDED**

We've been working with **TrailMed** for a decade to deliver unparalleled welfare support. From blister care to massages, you're in safe hands!

CHALLENGERS MEAL

Additional hot meals are available to purchase on top of included hot food & picnics at your finish & along the route. **FROM £7/MEAL**

Friday Night Dinner- available to book ahead for anyone staying at Cromer Hall on Friday Night
Saturday Morning Breakfast- available to purchase on the day at Cromer Hall
Sunday Morning Breakfast- available to book ahead for Challengers staying at Cromer Hall on Saturday Night

CAMPING **FROM £35/PERSON**

We have bookable **camping options** for **Friday** night and/or **Saturday** night at our basecamp, **Cromer Hall**. Camping packages can be **Inclusive** (tents and roll mats provided) or **Pitch Only**.

TREK MASTERS

Trek Masters are our team of **experienced hikers** on the event there to help & motivate Challengers to their finish lines. Walk with a Trek Master and ask advice along the way.

CLICK HERE FOR MORE DETAILS

Ultra Challenge Corporate Teams

ADDITIONAL 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 basecamp)
- Private registration
- Branding packages (for private space)
- On-event branding & advertising
- Extra food / beverages (start / finish)
- Dedicated bus transfers / transport
- Camping suppport on-site

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

NEXT STEPS

CONTACT US

To get started, consider these key questions. Enquire or email us and our team will be in touch.

- What distance(s) are you interested in?
- Which funding type will suit you?
- Will you support a charity?
- How many places you want to book?

CONTACT US

SPEAK WITH A MEMBER OF OUR TEAM & FIND OUT MORE