

BATHALF2020

FUNDRAISING OPPORTUNITIES FOR CHARITIES

CHARITY PACKAGES

Making a Difference - in the Heart of Bath



LEAD PARTNER

(MAXIMUM 4 CHARITIES PLUS LOCAL CHARITY)

ENTRIES SOLD DIRECT THROUGH OUR ONLINE REGISTRATION SYSTEM
- runners can choose to take one of your reserved charity entries at point of sign up on our website instead of taking a general entry.

First introduced in 2019 for our Lead and Local Charities who sold out their reserved entries before public entries sold out.

ENTRIES*

- Lead - 300 reserved entries included
- Local - 100 reserved entries included

MARKETING

- Profile in PR and Marketing campaign
- 1 x Solus E-newsletter to Bath Half Marathon database (roughly 60,000)
OR to current year sign ups. (Charity chooses)
- 2 x inclusions in Event E-newsletters

WEB BENEFITS

- Web banner ad on event home page (on rotation with other Lead partners)
- Premium listing on charity page of website
- Dedicated page on the event website with tailored content
- Web link from event website to a site of your choosing

ADDITIONAL BENEFITS

- Reserved individual X-Large marquee in Runners Village**
- Lead partners to feature on premium 'own place' runners listing on general entry form.
- Video on homepage of event website. *(On rotation. Video to be provided by charity).*
- Official cheer bus or cheer point on route *(subject to availability of buses from provider).*

* Option to purchase additional Gold/Silver bond entries see below.

** Subject to availability of space depending on Bath Rugby Stadium development.

“Cancer Research UK have benefitted hugely from the collaborative approach that Running High take towards charities of all sizes. This has directly contributed to the phenomenal amounts of money the event has helped raise for all charities involved.”

Cancer Research UK

DIAMOND PARTNER

(MAXIMUM 6 CHARITIES)

90 HALF MARATHON ENTRIES INCLUDED
with option to purchase additional (up to 299 total)

WEB BENEFITS

- Skyscraper ad on home page of event website (on rotation with other Diamond partners)
- Premium listing on the charity page of the website (below Lead partners)
- Dedicated page on the event website with tailored content
- Web link from event website to a site of your choosing

ADDITIONAL BENEFITS

- 1 x inclusion in Event E-Newsletters
- Reserved individual large sized marquee in Runners Village**
- Diamond partners to feature on secondary 'own place' runners listing on general entry form

RUBY PARTNER

(MAXIMUM 10 CHARITIES)

50 HALF MARATHON ENTRIES INCLUDED
with option to purchase additional (up to 89 total)

WEB BENEFITS

- Tertiary listing on charity page of the event website
- Whole dedicated page on the event website with tailored content
- Web link from event website to a site of your choosing

ADDITIONAL BENEFITS

- Reserved individual medium sized marquee in Runners Village

** Subject to availability of space depending on Bath Rugby Stadium development.

“The Running High team are such a fantastic bunch, always quick to reply to queries, helpful and genuinely concerned with charities being able to raise funds from their event. They go to great lengths to ensure all charities are able to sell their places and support charities of all sizes.”

Children's Hospice South West

GOLD & SILVER BOND PACKAGES

CHOOSE FROM:

GOLD BOND ENTRIES

(Reserved race entries suitable for regional, national and international charities)

SILVER BOND ENTRIES

(Discounted race entries for local charities*)

WEB BENEFITS

- Listing on charity page of the website (below Lead, Diamond, Ruby and Local Partner)
- Web link from event website to a site of your choosing

OPTIONAL EXTRAS**

- Space in general charity hall (free of charge but minimum of 20 entries required)
- Large individual marquee (minimum of 75 entries required, first come first served)
- Medium individual marquee (minimum of 50 entries required, first come first served)

** Subject to availability of space depending on Bath Rugby Stadium development.

BRONZE BOND ENTRIES

A limited number of entries have been reserved for smaller local charities and voluntary groups delivering services to the Bath & North East Somerset area, taking between 5 and 10 places, with the **entry fee paid direct by the applicant** at the published retail price.

These charities will be listed on the race website, but will not be offered exhibition space at the event.

* 'Local Charity' - delivering services, or being based in Bath & North East Somerset (or 13.1 mile radius of Great Pulteney Street)

“During 2016, Macmillan Cancer Support raised an incredible £210,000 through the Bath Half Marathon. This would not have been possible without the dedication, knowledge and commitment from Running High. Their support of race charities, big or small, is second to none in the challenge events market enabling all causes to benefit massively when being involved.”

Macmillan Cancer Support

OVERVIEW & PACKAGE COSTS

	NUMBER OF HM ENTRIES INCLUDED	COST OF PACKAGE PLUS VAT	CHARITY ENTRIES SOLD DIRECT FROM RACE ENTRY FORM	WEBSITE ADVERTISING	'OWN PLACE' DROP DOWN	E-NEWSLETTER INCLUSIONS	HOMEPAGE VIDEO	OFFICIAL CHEER BUS OR CHEER POINT	RUNNERS VILLAGE MARQUEE INCL**
LEAD PARTNER (4 charities)	300 *	On application	Incl	Homepage Banner	Incl Premium List	2 x inclusions	Incl	Incl	Extra Large
DIAMOND PARTNER (6 charities)	90 *	On application		Homepage Sky	Incl Secondary List	1 x inclusion			Large
RUBY PARTNER (10 charities)	50 *	On application		Tertiary listing on Charity page					Medium

LOCAL CHARITY	100 *	On application	Incl	Homepage Pod	Incl Premium list	2 x inclusions	Incl	Incl	Large
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*Top Tier charities can supplement the number of reserved race entries they require by purchasing additional Gold Bond or Silver Bond half marathon entries

BUILD YOUR OWN PACKAGE

Cost + VAT

Gold Bond Entries	£70.00 per place
Silver Bond Entries	£35.00 per place
Bronze Bond Entries	£38.30 per place
Large Marquee**	£900.00
Medium Marquee**	£500.00

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OUR CHARITY PARTNERS ARE THE BEATING HEART OF THE BATHALF

www.bathhalf.co.uk



@BathHalfMarathon



@bathhalf

For further details please contact:

CHARITY DIRECTOR

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RUNNING HIGH EVENTS Ltd

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**£25 MILLION POUNDS RAISED
FOR CHARITY PARTNERS
SINCE 2000**

**A PROVEN CHARITY
FUNDRAISER**

£519 average
JustGiving page value

92% 'sell on rate' for reserved
charity places

£2.25 million pounds raised in 2017

£1.5 million pounds raised in 2018
*(despite cancellation due to
winter storms)*

**Entry form API integration with
JustGiving**

78,000 subscribers to
Bath Half newsletters

66% open rate ave

12% click through rate ave

**SOLD OUT EVERY YEAR
SINCE 2000**

**Dedicated support for
charity partners:**

- Annual workshop and networking Forum event
- Charity partner Facebook group
- Drop-in coffee mornings

**STUNNING LOCATION
THROUGH THE CENTRE
OF THE HISTORIC
GEORGIAN CITY OF BATH**

One of the most popular and
longest established
mass-participation running
events in the UK

MASSIVE ATMOSPHERE

Crowd support
Cheering points
On-course entertainment

**30% of half marathon
entries pre-sold to
130+ charity partners**

**The Vision - 'When we first set up the BATHALF Charity Scheme in 2000,
we set out to make a difference. Since then our event has raised over
£25 million pounds for charity'**

Mel Taylor – Founder BATHALF Charity Scheme