

BATH HALF

BATH HALF MARATHON & FAMILY FUN RUN
***Sunday 14 March 2021**

RACE CHARITY PARTNER SCHEME INFORMATION PACK

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* DATE to be confirmed

Please retain for future reference

RUNNING HIGH EVENTS Ltd
PO Box 3315, BATH BA1 6WX
Tel: 01225 422255
E-mail: charity@runninghigh.co.uk
Website : www.bathhalf.co.uk

running high
Event Management

SECTION 1 - INTRODUCTION & GUIDELINES

Introduction

The Bath Half Marathon is one of the most popular and longest established mass-participation running events in the UK, and one of the leading warm up races for the London Marathon.

Over £25 million pounds has been raised by the Bath Half Marathon for the official race charities in the 20 years since the introduction of our Official Race Charity Scheme in 2000. £2 million pounds was raised by charities through the 2019 Bath Half and indications are that this figure will be surpassed at the 2020 event.

As the largest single day fundraising event in the South West, the Bath Half Marathon represents a valuable revenue stream for a number of charities and voluntary groups. Participation in the event also serves to raise the public profile of charities, particularly for local smaller charities and voluntary groups supporting less popular causes.

As a race where general public entries have sold out well before race day each year since 2000, the Bath Half Marathon is a highly successful fundraising platform with over 140 charities represented.

At the 2019 BATHALF, 89% of reserved places allocated to our official race charities were successfully 'sold-on' by the respective charities (92% in 2018). Charities at the 2019 BATH HALF achieved an average JustGiving page value of £500. (£519 in 2017 – Figures not represented in 2018 because of event cancellation due to snow).

Entries to the Bath Half Marathon have been heavily oversubscribed for each of the last 20 years. One of our priorities is to ensure maximum benefit from the entries reserved for the Race Charity Partner's, with preference being given to charities and voluntary groups which meet the Charity Selection Criteria set out in Section 2 with an emphasis on charitable monies raised being reinvested within the Bath & North East Somerset Council ('BANES') area.

There is also an opportunity for Race Charity Partner's to raise additional funds by supplying volunteers to assist with post-finish and marshalling at the event, in return for a donation from the event organisers for each volunteer supplied.

In a refreshingly different approach - Higher race entry costs for national and international charities and Top charity advertising packages are used to subsidise substantially discounted entries for local charities (25% below retail price) plus the operating costs of providing dedicated in-house staff to manage the charity scheme.

Race Charity Partner Scheme Summary

35% of the 16,500 entries at the 2021 Bath Half Marathon will be reserved in agreed allocations for around 140 Official Race Charities by the event organisers, Running High Events Ltd. Race charities then offer their allocated places to individual runners in return for a fundraising pledge (in excess of the minimum £175) in sponsorship for the charity.

Charities can select from one of the following race entry packages – see Section 2:

Top Charities

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- Lead Partner (4 charities + 1 Local Partner *) The highest of the top packages including reserved race entries and website advertising and other promotional benefits (plus the option to purchase additional entries if required).

* Reserved for local charity within Bath & North East Somerset

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- Top Tier Partner (5 charities) Website advertising and reserved race entries and other promotional benefits (plus the option to purchase additional entries if required) suitable for larger charities.
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Top Charities may purchase additional Gold Bond or Silver Bond reserved general charity entries – see below

General Charity Entries

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- Gold Bond Reserved race entries suitable for regional, national & international charities
 - Silver Bond Discounted race entries for local charities within Bath & North East Somerset
 - Bronze Bond Reserved race entries with entry fees paid by the runner at point of entry
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Allocation of Entries. Gold and Silver Bond charities can apply for any number of Entries above the minimum requirement of 10 places. Bronze Bond charities can apply for between 5 and 10 places. Charities vary in their approach to the race, a larger charity with more developed marketing and administrative resources may apply for several hundred places, whereas smaller charities marketing to a smaller supporter base often apply for the minimum of 10 places.

Sponsorship Pledge. All charities must set a minimum ‘Sponsorship Pledge’ for each of their reserved charity entrants of at least £175.

Many charities set their ‘Sponsorship Pledge’ at the minimum level of £175, whilst others will elect to set a higher amount, and/or to require earlier payment of sponsorship monies (for instance requiring an ‘initial donation’ at time of registration, or stage payments in advance of the race). Note : VAT may apply to mandatory registration fees.

Application Closing Dates. Charities (and voluntary groups) interested in becoming an Race Charity Partner need to apply for an allocation of reserved entries (plus advertising packages and reserved marquees) to Running High Events on or before the following closing dates :

Lead & Top Tier package applications – 14th February 2020
Gold, Silver & Bronze packages (Existing race charities*) – 15th May 2020
Gold, Silver & Bronze packages (New race charities) – 25th September 2020

* Note – Existing race charities are defined as charities previously registered at the 2020 Bath Half Marathon

Applications for ‘Gold Bond’, ‘Silver Bond’ and ‘Bronze Bond’ charities must be made via the on-line application form – see the ‘Information for Charities’ webpage for further details www.bathhalf.co.uk/charities/information-for-charities

Applications for 'Lead' and 'Top Tier' charities must be made directly to Running High's Charity Director charity@runninghigh.co.uk

An invitation to apply will be sent by email to the nominated representative for all existing Race Charities, registered for the previous year's Race

Selection of Lead and Top Tier charities will be decided by the Charity Director, Kayley Waller, according to the Charity Selection Criteria set out in Section 2.

Running High will email each charity informing them of the result of their application, and confirming a fixed allocation of entries (plus confirmation of package where applicable) to each successful Race Charity Partner. Charities will then get given a deadline to provide the necessary information and artwork for their website listings.

Applications for Charity Entries and Charity Packages are generally oversubscribed, and a number of charities each year will not meet the selection criteria given. Running High reserves the right to decline to accept applications from charities it determines do not meet the selection criteria, and/or to offer a reduced allocation of Charity Entries, and/or to offer a lower level of Charity Package.

Payment for Entries. Charities will be invoiced for their reserved entries on agreement, for payment within 30 days. Please note that refunds cannot be given where charities are unsuccessful in recruiting runners to fill places, or where registered runners subsequently cancel due to injury or ill health. However substitutions can be made for injured runners up to the point when charity entries are closed (5 weeks before race day).

Charities need to allow for approximately 20-25% of registered runners who fail to attend on the day, many without giving prior notice of cancellation or providing any fundraising.

Charity Website Listings & charity Entries Registration. Running High will create (or update) each charity's listing on the race website using text, images and logos provided by the charity.

Running High will also create a separate team registration for each charity, including live URL links for each charity's runners to register for their charity, and for charities to download details of registered runners on their team. Running High will provide instructions to charities on how to register and check their runners.

Marketing of Entries. We aim for general public entries for the 2021 Bath Half Marathon to go on sale on the evening of the 2020 race, with an initial 'Early Bird' discount offer. However successful charities are free to market their places the moment they have confirmed their order to Running High. Charities entitled to carry forward unsold places from 2020 can already be marketing their places for 2021.

- Step 1 Race Charity Partner's start marketing & advertising their places. Many charities will decide to design & circulate their own forms to register runners & receive payment of initial donations – official race logos will be provided for use on charities' own literature & websites
- Step 2 Race Charity Partners can choose whether to register their own entrants through the race website themselves or to provide access codes to allow their runners to register themselves. Each charity entrant will each receive automated email confirmation of their entry.
- Step 3 Charities will be able to download an entries list for their own team runners' at any time direct from the entries database to ensure that only valid runners known to the charity are entered in the charity 'team' – full instructions & technical support will be provided.

Charities should encourage entrants to register their details as soon as possible (rather than waiting until the last minute to submit all their entries en bloc). Runners registered before the end of December will be included in the first race pack mail out at the same time as general public entrants, runners registered after this date will be included in later mail outs. Early registration ensures runners to receive confirmation of acceptance of their entry, training & support information, newsletters etc about the event from Running High Events at the same time as general public entrants.

All Race Charity Partner's will be offered a free logo placement on the list of race charities on the race website, plus Charities taking Gold or Silver Bond Entries will get a personalised webpage to promote the work and to provide contact details for each charity. Charities wanting additional website advertising need to purchase one of our Lead or Top Tier packages.

Payment of Sponsorship Monies.

Charities can chose to require their runners to make an early payment of sponsorship monies by way of a 'registration fee' (eg £30 or some other sum) to their charity at the time of application, and/or prior to the race as a gesture of goodwill towards the charity's costs in reserving their place. Note : HMRC rules may apply VAT to mandatory registration fees. The Scheme simply requires the balance of sponsorship monies to be paid to the charity no later than 2 months of the race, but charities may elect to specify a shorter period, or stage payments in advance of the race at their discretion.

Charities are encouraged to offer inducements to their runners (eg free running vests/shirts, fundraising packs, training & injury advice, massage on the day) and to explore innovative ways to market their entries.

Charity Forum Event

All Charity Partners will be invited to attend our annual workshop event in Bath, normally at the beginning of September. This is a free workshop and networking event exploring best practice and designed to assist Charity Partners to maximise their fundraising through the BATHALF. It is also an opportunity to meet the charity team and organisers behind the Bath Half Marathon

Charity Partner Drop in Sessions

We also organise a series of informal drop-in coffee morning sessions in Bath during the year as a further opportunity for Charity Partners to meet and discuss issues directly with our team face to face

Registration of Charity Entrants. After their entries are registered with Running High charity runners will be treated in exactly the same way as general public entrants. Each entrant will receive an automated email from Running High confirming their entry after they register through the race website. They will also receive regular email newsletters from Running High in preparation for other race, they will be eligible to compete for their club team and qualify for prize money (if applicable), and their race packs will be posted direct to them by Running High around four weeks before the race.

Closing Date for Registration of Charity Entries. The final date for submission of entries by race charities will be Thursday 4th Feb 2021 to give us sufficient time to process the entries and issue race packs and race numbers to respective entrants. **This deadline will be strictly enforced, and no entries or substitutions will be possible after this date.**

Race Pack Mailout. Runners' race packs will be prepared in batches as they are registered. It is not possible for Running High to withhold race packs from mailings once a runner's details have been provided to our mailing house for processing. Runners who subsequently cancel their place

after their respective registration date will be asked to return their race number to Running High, following which their race number will be voided.

Entrants included in Running High's first mail out in December 2020 may also receive personalised (i.e. named) race numbers. This will not be possible for subsequent mail outs

The Lead Partner Charities may be offered the opportunity of including an insert in the Half Marathon race pack mail out.

Race Day Hospitality. All 'Gold' and 'Silver' bond charities will be offered the chance to reserve an exhibition space in the main charity hall or marquee on race day. Alternatively charities can opt to purchase a private marquee space. Both options are subject to availability of space.

Reserved charity marquees are included in the cost of Lead and Top Tier charity packages.

We regret, due to limitations of space at the venue, that we cannot offer race day hospitality for Bronze Bond charities.

Post-Race Feedback. After the event each charity can check runners' details through the results page on the website, allowing them to identify 'no shows'. Charities will also be asked to submit regular fundraising feedback reports.

Event Team Volunteer RACEMAKER Scheme

There is also an opportunity for Race Charity Partner's to raise additional funds by supplying volunteer RACEMAKERS to assist at the event, in return for a donation from the event organisers.

Running High will pay £30 a head for adult volunteers (16yrs & over), and £20 a head for youths (12-15yrs) (increased from £25 and £15 in 2017) to assist with post-finish (drinks station, de-chipping, goody bags etc) and marshalling at the event. Payment will be made direct to the charity, with the option of further corporate gift aid recovery by the charity.

Volunteer groups will be briefed before the event and supervised on race day. Volunteers will receive event branded clothing, lunch and refreshments on race day, within a separate welfare area at the venue.

Charities will be asked to indicate their interest at time of application for entries, and to confirm anticipated volunteer numbers in December 2020, before confirmation of final details at the end of January 2021.

Changes to the Race Charity Partner Scheme

- Diamond partner has been renamed Top Tier Partner and Ruby Partner has been removed from the scheme.
- We have introduced a small fee for reserving a table in our general charity hall on race day. This is to encourage commitment to attend race day where possible.
- We have removed the option to buy/sell surplus entries between charity partners. This is to encourage a realistic application from the start which reduces administration. There will be the option to purchase additional entries directly from Running High before the race sells out.
- We are removing the option to carry forward 'unsold' entries to the following year's race. This is to encourage a realistic application from the start which reduces administration.

Details of the Race Charity Partner Scheme remaining unchanged:

- JustGiving will continue to be our Official On-Line Donation Partner for the 2021 Bath Half Marathon, integrated with our registration platform to enable entrants to set up their JustGiving fundraising page at point of entry. Charity partners remain free to choose another on-line donation provider
- We anticipate closure of general public entries in October 2020
- The closing date for registration of charities reserved race entries will be Thursday 4th February 2021
- Overall race entry numbers in the half marathon will be maintained at 16,500 entries
- There will be no ballot for general public entries. All general public places will be on a first-come-first-served basis only
- Charities can market their places as soon as their allocation is confirmed
- Runners will be required to pay their sponsorship monies at least 2 months after race day, although charities remain free to decide to set an earlier time limit at their discretion
- Prominence in event publicity material, mailouts and in positioning at the venue (including on-course cheering points) will be given to the Lead Charity Partners. The Lead Charity Partners will be given prominence in nomination of unattached runners.
- The criteria for Bronze bond entries will be strictly applied this year. These are intended as a 'seed bed' to allow new charities to 'test the water' and try out the fundraising potential of the event on a 'no sale no fee' basis for a maximum of 2 years.

Advice to Applicant Charities

Our experience of administering the Race Charity Partner scheme over the last 20 years is that the most successful charities are those who:

1. Start actively marketing their places early (A big hit in March to capitalise on the Race Day high both to their existing supporters and to potential new supporters, following through the year and then increasing marketing again from June/July)
2. Offer innovative incentives and detailed fundraising advice to would-be applicants, maintaining regular contact (by phone, email and/or newsletter) ideally during both working hours and evenings/weekends with their runners from first contact right up to payment of final sponsorship monies,
3. Offer advice on training and injury prevention/treatment, plus hospitality for runners and their families on race day.

Registration for the Bath Half Marathon is exclusively on-line through the event website. We believe that a good quality charity website, with a **separate webpage dedicated to the BATHALF**, ideally incorporating an on-line (or downloadable) registration form, sponsorship pack and training/injury advice will significantly improve a charity's chances of attracting runners, particularly new supporters.

Charities need to carefully consider the number of places required, balancing your experience at previous Bath Half Marathons or similar running events, and both your administrative capacity to market these places and to look after your runners. Success in filling places will be taken into account in determining the number of places allocated the following year.

There is no maximum limit to the number of places charities can apply for above the minimum number of 10 places (except for the 'Bronze Bond' charities where a maximum of 10 places applies).

Charities need to budget for a proportion of registered charity runners who will subsequently drop out before race day having achieved minimal if any fundraising. Experience will vary between charities and from one year to the next, but on average 20-25% of registered charity runners will subsequently drop out before race day, many without giving prior notice of cancellation.

Charities also need to budget for a small proportion of runners who sign up for a charity place, in full knowledge of the fundraising requirement, who take part in the event but subsequently fail to raise any sponsorship monies or who fall well short of the fundraising target, sometimes without explanation or response to requests for information. Again experience will vary, but on average 2-4% of charity runners fall significantly short of their fundraising target.

Race Charities are encouraged to market their charity places beyond their existing supporter base. They are also required to provide copies of all marketing material to Running High, as evidence of successful marketing and innovative promotional activity will be taken into account by Running High in determining allocation of places at future Bath Half Marathons.

Race charities are also requested to add Running High to its newsletters, to keep it informed about the activities of each race charity.

Race charities are required to liaise with Running High's PR consultants prior to undertaking any media activities, to ensure maximum media exposure for all charities and to try and minimise clashes or merges in local media.

Race charities are encouraged to offer inducements to their runners (eg free running vests/shirts, training and fundraising packs, massage on the day) and to explore innovative ways to market their places.

Entries to the Bath Half Marathon are personal to the registrant and cannot be transferred between individual entrants. However places allocated by race charities to individual entrants can be transferred by the respective charity to another entrant, up until the closing date for charity entries, in the event of injury or illness.

We suggest that charities who have filled their places should consider maintaining a shortlist of reserve runners who are prepared to continue their training, to replace runners who drop out due to injury or illness before the closing date for charity entries.

As the event has continued to grow in popularity, the number of entries filled by the Race Charity Partner's has increased whilst the turn out rate of runners on race day and the average sponsorship amount raised by each Charity runner has remained stable.

Our preferred means of communication with event charities is by email through a single nominated representative per charity. A series of emails will be sent to the nominated representative during the run up to the event guiding them through the application process, giving warning of impending deadlines and notice of any changes to arrangements for the race

It is essential that the email account for the nominated charity representative is checked on a regular basis & that we are notified of new contact details in the event of change of staff. We cannot be responsible for problems that may arise should a charity fail to receive email notifications or to notify us of change of contact details

Whilst our charity administration team are available and happy to respond to charity enquiries, past experience has shown that the answers to most of the enquiries we receive from charities each year are contained in this Race Charity Partner Scheme Information Pack

SECTION 2 – CHARITY ENTRY PACKAGES

For details of our 'Lead and Top Tier Charity packages, please contact our Charity Director, Kayley Waller, charity@runninghigh.co.uk

'Gold Bond' Standard Race Entries

Reserved standard 'Gold Bond' entries at a cost of **£70.00 plus VAT per race entry**, including a secondary listing on the Charities page.

'Silver Bond' Discounted Race Entries – Local Charities Scheme

A fixed number of discounted entries have been reserved for local charities either delivering services to the Bath & North East Somerset area, for charities ring-fencing funds raised from the race for services to the B&NES area or for charities based within B&NES – see Section 3

Discounted 'Silver Bond' entries at a cost of **£35.00 plus VAT per race entry**, including a secondary listing on the Charities page.

'Bronze Bond' Entries

A limited number of entries have been reserved for smaller local charities and voluntary groups delivering the majority of the charity's 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 not be listed on the race website or on other event publicity material, and will not be offered exhibition space at the event.

Charity Marquees

All Gold' and 'Silver' Bond charities are welcome to reserve an exhibition stand in the main charity hall or marquee on race day. This space comprises a 1.8m approx wide space with trestle table – to be branded by each charity as they see fit.

Alternatively charities can purchase their own private marquee space in the Runners Village, subject to availability:

- Reserved table in General Charity Hall at a cost of **£25** plus VAT
- Medium marquee space at a cost of **£500** plus VAT
- Large marquee space at a cost of **£900** plus VAT

Charity marquees are subject to availability, Specific sizes will be confirmed depending on progress of the Bath Rugby Stadium development, to be confirmed

Charity Parking

Race charities can also apply for one race day reserved parking space per charity at a location within walking distance of the venue at **£25** plus VAT. This must be booked at date of application, as unwanted spaces will be offered to other parties. There will be no opportunity to purchase parking spaces at a later date.

Parking spaces are subject to availability.

SECTION 3 - CHARITY SELECTION CRITERIA

The Bath Half Marathon has been heavily oversubscribed for each of the last 20 years, with general public entries regularly selling out. One of our priorities has been to ensure maximum benefit from the places reserved each year for the official race charities

Official Race Charities

Preference will be given to charities which meet the following criteria:

- Success in fundraising and marketing of places at previous Bath Half Marathons. Experience at other running or similar participation sporting events.
- Any 'added value' charities can bring to the promotion and/or organisation of the event through their own activities (press & media coverage, celebrity endorsement, marketing, volunteer recruitment).
- Local charities and voluntary groups delivering benefits to the City of Bath and the local area - which suffers the inconvenience of the event.
- Charities which we know (from feedback) are popular amongst our race entrants.
- Benefits and inducements offered to client runners (eg fundraising packs, T-shirts/vests, massage, reception) and general participants (eg cheering stations, entertainment).
- Available resources to promote these reserved places, process the applications, look after and motivate runners (eg, advertising, dedicated webpage, press/media campaign, level of administrative support, newsletters, training programmes, injury advice etc) within timescales detailed above.
- Charities nominated by our race sponsors and partners.

RUNNING HIGH EVENTS CONTACT DETAILS

The Running High office is available for enquiries Monday to Thursday 9.00am - 5.30pm and Friday 9.00am - 5.00pm. We aim to respond to all enquires promptly, but please be patient at busy times.

During race weekend, the office will also be staffed from 10.00am – 4.00pm on Saturday, and from 8.00am – 4.30pm on race day.

Please note that email enquiries will receive a priority response in preference to telephone or postal enquiries.

Charity Enquiries

For administrative enquiries please contact:

Email :charity@runninghigh.co.uk
Public enquiry line Tel: 01225 422255

More complex queries will be referred to our Charity Director, Kayley Waller

Running High reserve the right to amend their contact details