

Bath Half

Charity Programme 2023

One of the biggest fundraising half marathon events in the UK



BATH HALF

Realbuzz Group

About the BATHALF Charity Scheme

The BATHALF charity scheme was founded in 2000 and has developed into one of the most successful charity programmes in the UK :

- Public entries sold out every year since 2000, typically 6 months before race day, giving charity partners an extended exclusive sales period
- A third of entries currently reserved for 120-130 charity partners - a mix of national, international and local charities
- Discounted entries for local charities
- 85% average sell on rate for charity partner entries
- £508 average fundraising page value on JustGiving
- 100% sell on rate for Lead Charity direct entry sales
- Entry form API integration with JustGiving

About the Realbuzz Group

The Realbuzz Group operate a number of charity programmes at high profile road running events globally, including the BMW Berlin-Marathon and the Dublin Marathon.

BATHALF

Realbuzz Group

2023 BATHALF Charity Scheme

Realbuzz have been appointed as the marketing partners for the 2023 BATHALF Charity Programme.

Building on the success of the existing programme, our joint ambition is to increase the total amount raised for charity by the event, and to increase both the number of reserved charity entries and the number of charity partners.

Realbuzz will provide :

- A new event website with a greater focus on event charity partners and fundraising
- Additional innovative and flexible marketing opportunities for charity partners
- New branded Bath 10k and Half Marathon Virtual events alongside the in-person event

Charity Scheme price increases for 2023 reflect significant rises in event delivery costs over the last 2 years, since 2021, and to ensure the continuing viability of the event.

Package Options

Flexible package options include :

- 'Traditional' reserved entry packages with website listings. Including discounted entries for local charities
- Add a 'menu of additional options' - to enable charity partners to build bespoke marketing campaigns
- New marketing only packages, without entries – for charities marketing to 'Own Place' entrants
- Bronze Bond reserved entries only, without marketing – for smaller charities marketing to their own supporters

Fundraising Incentives

The charity programme will offer a number of options to incentivise runners to fundraise, including :

- Personalised training programmes for charity runners
- Fundraising medals for reaching targets, to be presented by charities at the event, or posted after

Virtual Events

Virtual events have provided a significant additional opportunity for charity fundraising and engagement.

The 2021 Virtual BATHALF achieved an average fundraising page value of £870 on Justgiving.

Create a blended package with reserved entries in the new Bath 10k and Half Marathon events :

- As an incentive for reserved entrants meeting fundraising targets or training goals
- To enable injured reserved runners to complete the BATHALF at a later date
- As an additional fundraising opportunity for traditional supporters
- As a fundraising opportunity for new runners unlikely to achieve a 10k or half marathon distance in one live event

Includes Justgiving integration.

Reserved BATHALF entries

GOLD BOND and SILVER BOND entries in the half marathon are pre-purchased and owned by the charities. BRONZE BOND entries are pre-reserved by the charity and paid by the entrant.

Charity Partners can approve or reject Runners' applications through the new Realbuzz console. If the charity has fully allocated its reserved entries, it will still be able to accept enquiries, via the console, in case of withdrawals etc.

- GOLD BOND Entries - £81.50 (£98.00 incl VAT) with marketing options
- SILVER BOND Entries - £39.50 (£47.00 incl VAT) discounted entries for local charities * with marketing options
- BRONZE BOND Entries - £45.00 (£54.00 incl VAT) without website listings or marketing – paid by entrant

All reserved entries subject to a min £200 fundraising pledge.

** Local charity – based within 13 miles of Bath*

Own place BATHALF entries

Own Place BATHALF entries

Own place runners purchase their own general entry through the public entry system as normal and are then invited to select a charity from the listings on the entry system and on the website. Charities will be able to add these runners to their teams via their console. These entries are owned by the runner, not the charity.

VIP Own Place BATHALF Entries - New for 2023

These are premium-priced own place entries purchased by runners, typically after general entries have sold out, at a cost of £250 with £175 going to one of the Lead Charities nominated by the entrant. The charities will also be able to add these runners to their teams via their console. These entries are owned by the runner, not the charity.

Virtual event entries

PLATINUM BOND virtual entries

PLATINUM BOND entries in the virtual event/s are pre-purchased and owned by the charities. Charity Partners can approve or reject Runners' applications through the new Realbuzz console. If the charity has fully allocated its reserved virtual entries, it will still be able to accept enquiries, via the console, in case of withdrawals etc.

PLATINUM BOND Virtual Entries - £30.00 (£36.00 incl VAT) with marketing options.

Own place virtual entries

Own place runners purchase their own virtual event entry through the public entry system as normal and are then invited to select a charity from the listings on the entry system and on the website. Charities will be able to add these runners to their teams via their console. These entries are owned by the runner, not the charity.

What will the new marketing options look like?

We are introducing a number of new opportunities to increase charity profile within the Bath Half programme.

Bespoke packages can include the following options :

- Inclusion within the public entry system
- Space on the event website – listings and various ad formats
- Profile on the virtual event platform
- Access to event newsletters
- Campaigns on realbuzz.com website, social media and newsletters
- Other options, including cheering buses and cheering points on the course route

New event website and marketing support

The event website is a key marketing vehicle for successful charity programmes. The site must :

- Headline the charity programme and summarise the detail
- Signpost the detail – a major new fundraising section that will include information on how to engage with a charity at every step of the runner journey, with personalised stories detailing the process.
- Host a section that includes all the detail and the individual charity marketing activity – ads and listings

The brand new site will do all of this and will go live after race day 2022.

There will also be a coordinated campaign supporting the charity programme and encouraging runners to fundraise for Partner Charities (as both reserved and own place entrants) through the event website, social media and newsletters.

Partner Charities

There are 'inclusive' packages available and/or 'mix and match' options, where charities can build up their marketing presence from a menu of additional options.

Inclusive packages are those that include reserved (Gold or Silver Bond) entries in the physical BATHALF event and reserved (Platinum Bond) entries in the virtual events, along with a listing on the event website..

Options to build up the campaign with additional elements include :

- Listings and ad formats on the entry system for both the physical and virtual events
- Ad formats on the event websites (physical and virtual)
- Space within event e-newsletters
- Marketing packages on partner website realbuzz.com
- Marquees in the Runners Village

Inclusive Packages: Introduction

All website listings include a charity page, linked to an enquiry form and access to a console from where all enquiries are managed by the charity.

The first 3 Tiers are linear listings and Tier 4 is a logo. The size and amount of copy of a linear listing depends on the Tier.

The listings will randomly rotate within each tier and the runner will also be able to search by charity type.

See glossary for details

Average charity income from a reserved place Gold, Silver or Bronze Bond entry is £508* (based on last 2 event years) and £874* for a virtual event (based on the 2021 Virtual BATHALF)

** Figures from Justgiving*

Inclusive Packages : Tiers 2-4

LEVEL 4 - Tier 4 listing, 15 x BATHALF entries, 2 x virtual Platinum entries : Gold Bond - £1,725. Silver Bond - £1,095

LEVEL 3 - Tier 3 listing, 40 x BATHALF entries, 4 x virtual Platinum entries : Gold Bond - £4,370. Silver Bond - £2,690

LEVEL 2 - Tier 2 listing, 75 x BATHALF entries, 6 x virtual Platinum entries, Large Marquee : Gold Bond - £8,865. Silver Bond - £5,715

Charities can supplement their packages by purchasing additional Gold & Silver Bond entries and/or marketing options.

15% of unused Gold & Silver Bond entries can be carried forward to the 2024 BATHALF, subject an admin fee of £20.00 per entry (£24.00 incl VAT)

Inclusive Packages : Lead Charities

LEAD CHARITY x 5 - Tier 1 listing, 300 x BATHALF entries, 6 x virtual platinum entries, ad block on website charity section, direct entries on the entry system, own place & VIP own place drop down in entry system listing, X-large Marquee, inclusion in 2 x emails to the 2022 database : Gold Bond - £40,650

LEAD LOCAL CHARITY * x 1 - Tier 1 listing, 75 x BATHALF entries, 6 x virtual platinum entries, ad block on website charity section, direct entries on the entry system, own place & VIP own place drop down, entry system listing, X-large Marquee, inclusion in 2 x emails to the 2022 database : Silver Bond - £4,463

Charities can supplement their packages by purchasing additional Gold & Silver Bond entries and/or marketing options.

15% of unused Gold & Silver Bond entries can be carried forward to the 2024 BATHALF, subject an admin fee of £20.00 per entry (£24.00 incl VAT)

** Local charity – based within 13 miles of Bath. The Lead Local Charity status is highly sought after and will be subject to a bidding and selection process*

Menu of additional options: Prices

These additional options are available to enable a charity to build a bespoke marketing programme.

See glossary for details

Marketing on the public entry system

For both physical and virtual events :

- Enquiry Listings - £6 per enquiry for a grade A listing and £4 for a grade B listing. Maximum of 3 enquiries per entrant. There will be a maximum of 25 grade A listings and 20 grade B listings
- Sidebars - £15 per thousand Max of 10 charities across 3 locations
- Banners - £12 per thousand. Max of 6 charities across 2 locations
- Tiles - £12 per thousand. Max of 12 charities across 6 locations

Minimum spend of £750. Ad formats need to be supplied. 10% reduction for local charities.

Menu of additional options: Prices

Website Advertising

These are costed on a cost per thousand basis.

Charities will be sent a monthly reconciliation report.

- MPUs - £15 per thousand
- Leaderboard banners - £12 per thousand.

Average click through rates are expected to be 1-3%

Minimum spend of £750. Ad formats need to be supplied. 10% reduction for local charities.

Event Newsletters (database size is 70,000)

- Editorial slots - £500 per inclusion
- Leaderboard banners - £12 per thousand

Minimum spend of £750. Ad formats need to be supplied.

Marquees

Large marquee - £1,080. Medium marquee - £600. Table in charity hall - £50

Timings and contact information

Charity packages for the 2023 BATHALF will be launched on Monday 13th December on a first come first served basis.

Packages will be booked through the Realbuzz Group.

The virtual events will launch in January 2022 and operate for a 12 month period.

Public entries for the 2023 BATHALF will open on 14 March 2022 at the same time that we launch the new event website.

For further information please contact your account manager at realbuzz or email bathhalf@realbuzz.com

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