

Version 6

BATH HALF

BATH HALF 2024

Sunday 17 March

CHARITY PARTNER SCHEME

Fundraising Opportunities for Charities

Making a Difference - in the Heart of Bath and Beyond

Charity Introduction

Since its introduction in 2000 the BATHHALF Charity Partner Scheme has grown to become one of the largest & longest established schemes in UK participation events, with 30% of race entries reserved for 100-120 charity partners raising £1.5 - £2.5 million pounds each year for charity

Our Charity Partner Scheme is at the heart of the BATHHALF and we work hard to ensure the success of the scheme, to increase the number of charity partners, the number of reserved entries pre-purchased by charity partners and the overall funds raised by charity each year. We have close working relationships with a wide range of charities, established over many years, from leading national to small local charities

We have a track record of engaging with and listening to our charity partners, being flexible in response to suggestions and criticism. This has never been more important than the last 2 years, responding to disruption caused by COVID lockdowns and event postponement. It remains central to the long-term recovery of our event sector and charity fundraising in the next few years

We monitor the percentage of entries filled by charities (the 'sell-on' rate) and the amounts raised by charities through our on-line donation partner (average 'page value'). Our annual fundraising report is based on feedback from charity partners, reports from our on-line donation partner and evidence from other fundraising platforms (such as JustCharity)

Our successful charity scheme underpins the success of our event, ensuring that public entries have been sold out months before race day every year since 2000

In 2024 our charity scheme will return to being managed in-house by our own team, on a new registration platform and with a new on-line donation partner

Charity Partners can choose between :

ENTRIES ONLY (General Charity Partners)

Pre-purchase an allocation of reserved entries, which the charity then advertises to runners in return for a fundraising pledge. Including discounted entries for local charities

LEAD & TOP TIER PACKAGES

Pre-purchase an allocation of reserved entries PLUS additional marketing elements

Charity Partners can also purchase marquee space in the Runners Village for race day hospitality for runners and volunteers, and reserved parking close to the Village.

All Charity Partners get a free listing on the BATHHALF 'Our Charity Partners' webpage, and a personalised listing page on our website

See Overview & Package Costs

GENERAL CHARITY Partner

RESERVED HALF MARATHON ENTRIES*

Choose from :

- **Gold Bond Entries**

For national, regional & international charities

- **Silver Bond Entries**

Discounted Half Marathon Entries for local charities *

- **Bronze Bond Entries**

Limited number of 'no-sale-no-fee' entries for new smaller local charities *

Rollover up to 15% of unsold entries to the 2025 BATHALF for £20 plus VAT per entry

Subject to the Bath Half Marathon Charity Scheme Terms and Conditions.
Charities must set a minimum fundraising target/pledge of £200 per place

WEB BENEFITS

- **Free Listing on 'Our Charity Partners' webpage for all charities (below the Lead Partners, Local Partner and Top Tier Partners)**
- **Personalised listing page on the event website for all charities**

RACE DAY HOSPITALITY IN THE RUNNERS VILLAGE

- **Large Marquee - minimum of 50 Entries required**
- **Medium Marquee - minimum of 30 Entries required**
 - **Space in the General Charity Tent**
- **Reserved parking close to the Runners Village**

See Overview & Package Costs

* 'Local Charity' – defined as delivering the majority of charity services or being based in Bath & North East Somerset Council area or within a 13.1 mile radius of Royal Avenue

TOP TIER Partners

(4 charities)

ENTRIES *

- 50 reserved Half Marathon Entries included

WEB BENEFITS

- Advertisement on the Entries page of the event website
- Plus Premium listing on the 'Our Charity Partner' webpage (below the Lead Partners)
- Personalised listing page on the event website

ADDITIONAL BENEFITS

- 1 x inclusion in E-newsletter to Bath Half Marathon database
Past participant or current year entrant database - charity chooses
- Top Tier Partners to feature on the secondary 'Own Place Runners' listing on the general entry form
- Large Marquee in the Runners Village
- Rollover up to 15% of unsold entries to the 2025 BATHALF for £20 plus VAT per entry

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Charities must set a minimum fundraising target/pledge of £200 per place

* Option to purchase additional Gold or Silver Bond entries, see Overview & Package Costs

DIRECT ENTRY SALES

ENTRIES SOLD DIRECT THROUGH OUR ONLINE REGISTRATION SYSTEM

Runners will be offered the opportunity to purchase one of your reserved charity entries direct instead of a public entry

100% sell on rate for Lead Partner direct entries in 2020 and 2022

ENTRIES *

- Lead Partner – 200 reserved Half Marathon Entries included
- Lead Local Partner – 50 reserved Half Marathon Entries included

MARKETING

- 2 x inclusions in Event E-newsletters to Bath Half Marathon database

Past participant or current year entrant database - charity chooses

WEB BENEFITS

- Entries sold direct through our online registration system, alongside public entries
 - Advertisement on the event Home page
 - Premium listing on 'Our Charity Partners' webpage
 - Personalised listing page on the event website

ADDITIONAL BENEFITS

- Lead Partners to feature on the Premium 'Own Place Runners' listing on the public entry form
 - Extra Large Marquee in the Runners Village
- Rollover up to 15% of unsold entries to the 2025 BATHALF for £20 plus VAT per entry

Subject to the Bath Half Marathon Charity Scheme Terms and Conditions.
Charities must set a minimum fundraising target/pledge of £200 per place

* Option to purchase additional Gold or Silver Bond entries, see Overview & Package Costs

Other Opportunities

BRONZE BOND ENTRIES

A limited number of Bronze Bond Entries have been reserved for smaller local * charities and voluntary groups taking between 5 and 10 Half Marathon Entries, with the entry fee being paid direct by the applicant at the published retail price. These are for charities that are new to the Bath Half Marathon Charity Scheme and available to the charity for a maximum of 2 years

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Charities must set a minimum fundraising target/pledge of £200 per place

EVENT VOLUNTEERS

Charity Partners are welcome to offer volunteers to work on our event – with the expenses payments we offer to volunteers being donated direct to the charity – as an opportunity for further fundraising and team-building

BATH HALF MARATHON FUND GRANTS

We also run a grants programme using runners' donations to fund sport, play and exercise projects by smaller charities and voluntary groups within Bath & North East Somerset through Quartet Community Foundation. Since 2003 the Bath Half Marathon Fund has distributed £250,000 in cash grants to 115 local charities, which also creating an endowment fund of £290,000 to provide a permanent source of future funding

FAMILY FUN RUN ENTRIES

The Family Fun Run is the highlight of the Bath Half Marathon Community Activity Day in Royal Victoria Park on Saturday 16 March, the day before the half marathon

The Family Fun Run is open to all ages and abilities, and aims to foster a love of running from an early age. It takes part on closed roads around the Runners Village and offers families and young people an opportunity to experience the atmosphere and excitement of the South West's biggest mass participation sporting event

Due to increasing demand from our Charity Partners, we are now including the opportunity to reserve Family Fun Run Entries at the time of booking your package. This is a great way to top up your fundraising and involve a wider audience in your Bath Half Marathon charity campaign

* 'Local Charity' – defined as delivering the majority of charity services or being based in Bath & North East Somerset Council area or within a 13.1 mile radius of Royal Avenue

Overview & Package Costs

	No of Charities	No of HM Entries Included	Cost of Package Plus VAT	Charity Entries Sold Direct through Event Entry Form	Website Advertising	'Own Place' Drop Down	E-newsletter Inclusions	Runners Village Marquee Included
Lead Partner*	4	200	Cost available on enquiry	Included	Home Page Ad	Including (Premium List)	2	Extra Large
Lead Local Partner*	1	50	Cost available on enquiry	Included	Home Page Ad	Including (Premium List)	2	Extra Large
Top Tier Partner*	4	50	Cost available on enquiry		Entries Page Ad	Including (Secondary List)	1	Large

* Lead and Top Tier Charities can supplement the number of reserved Half Marathon Entries they require by purchasing additional Gold Bond or Silver Bond Entries – as appropriate

General Charity Options	Excl VAT
Gold Bond	£86.39 per entry
Silver Bond	£41.87 per entry
Bronze Bond	£44.17 per entry
Extra Large Marquee	N/A
Large Marquee	£800.00
Medium Marquee	£600.00
Table in General Charity Tent	£50.00
Reserved Parking Space	£25.00
Family Fun Run	£7.50 per entry

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APPLICATION PROCESS

Please complete our on-line application form :

<https://bathhalf.co.uk/charity/information-for-charities/bath-half-marathon-charity-entries-application-form/>

For further information see :

<https://bathhalf.co.uk/charity/information-for-charities/>

All figures quoted exclude VAT

BATH HALF 2024

Sunday 17 March

The largest single day fundraising event in the South West
£28 million raised for charity partners since 2000

16,500 capacity race
Sold out every year since 2000
£2.1 million raised in 2020

A proven charity fundraiser
74% 'sell on rate' for reserved charity entries in 2020
£470 average JustGiving page value in 2022

Charity partnerships managed by Running High's in-house staff
Discounted entries for local charities

All Lead Charity partners' direct entries sold out nearly 6 months before race in 2020

30-35% of half marathon entries pre-sold to 100+ charity partners

Dedicated support for charity partners :
- Weekly drop-in e-meetings
- Dedicated Facebook Group
- Annual Charity Forum

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

Stunning location through the centre of the historic city of Bath

75,000 subscribers to Bath Half newsletters
40% open rate ave
1% click through rate ave

Massive atmosphere
Crowd support
Cheering points
On-course entertainment

Entries registration through Let's Do This
Entry form API integration with Enthuse

www.bathhalf.co.uk



@Bathhalf

running high
Event Management

For further details please contact:
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