

A PROVEN TRACK RECORD OF CHARITY FUNDRAISING

BATHALF2018

OFFICIAL CHARITY SCHEME OUTLINE GENERAL CHARITY ENTRY PACKAGES

How do we compare ?

- 18-year proven history of delivery for charity fundraising - £2.2m raised in 2016
- General public entries have sold out every year since 2000
- Average 2-3 months exclusive period for charity sales
- Capacity for the event has been capped at 15,000 entries since 2007
- Lower entry costs and advertising packages for charities across all sectors
- Consistently high sell on rate – 89% of allocated charity places successfully filled by charities in 2017 (82% in 2016, 86% in 2015, 85% in 2014)
- One of the highest fundraising returns in UK (ave £360 per allocated charity place)
- Low minimum pledge limit - £175
- Discounted entries for local charities – 25% below general public entry price
- No charge for ‘Local Charity’ status
- Dedicated in-house charity staff – a personal support & enquiries team
- Long-term relationships with our charity partners - 130 race charities in 2017

BACKGROUND

Introduction

The Bath Half Marathon, or BATHALF as it is affectionately known, is one of the most popular and longest established mass-participation running events in the UK, one of the leading warm up races for the London Marathon and the largest single day fundraising event in the South West.

Over £19 million pounds has been raised by the BATHALF in the 17 years since the introduction of our Official Race Charity Scheme in 2000. A record sum of over £2.2 million pounds was raised for charity at the 2016 BATHALF. With a record number of charity entries having been sold for the 2017 BATHALF, plus a high sell on rate traditionally for charity places allocated, indications are that another record sum will be raised at the 2017 race.

The BATHALF is one of the most successful charity fundraising events in the UK : with a 17-year proven track record charity fundraising, including an average 2-3 months exclusive sales period, an average 89% sell on rate for allocated charity places, plus an average £ 360 fundraising return per allocated place (£ 486 per ‘sold on’ place) in 2016.

Higher entry costs for national and international charities and website advertising charges are used to subsidise substantially discounted entries for local charities, and the operating costs of providing dedicated in-house staff to manage the charity scheme.

Our simple proposition, through low entry prices and a low fundraising pledge limit, is to incentivise charities to take as many places in the race as possible to ensure the race sells out each year and in turn to maximise the perceived ‘added value’ of charity places, and thereby the amount runners are willing to fundraise for their chosen charity.

OUTLINE

1 - RESERVED CHARITY PLACES

Around 30% of the 15,000 places in next year's Bath Half Marathon will be reserved in specific allocations for around 130 Official Race Charities (25% in 2017, 22% in 2016). These charities will, in turn offer these reserved places to individual runners in return for a fundraising pledge in sponsorship for the charity (a minimum of £175 per place).

Charities can select from one of the following entry packages :

Top Tier Charities

- **Lead Charity** The highest of the top tier packages including reserved race entries and website advertising and other promotional benefits (plus the option to purchase additional entries if required).
- **Platinum Bond** Home page website advertising and reserved race entries and other promotional benefits (plus the option to purchase additional entries if required) suitable for larger charities.
(4 charities)
- **Diamond Bond** Secondary website advertising and reserved race entries and other promotional benefits (plus the option to purchase additional entries if required).
(6 charities)
- **Ruby Bond** ** New for 2018 ** Tertiary website advertising and reserved race entries
(6 charities) (plus the option to purchase additional entries if required).

'Featured Charity' status

- **Fun Run Charity** Website advertising and other promotional benefits
- **Local Charity** Reserved for charities providing benefits and services within Bath & North East Somerset. Includes website advertising and other promotional benefits.
- **Run Series Charity** Reserved for the charity nominated by our Title Sponsor. Includes website advertising and other promotional benefits.

Featured charities may purchase reserved Gold Bond or Silver Bond general charity places – see below

For details of our Featured Charity status and Top Tier charity packages, please contact our Charity Director, Mel Taylor

General Charity Entries

- **Gold Bond** Reserved race entries suitable for national, international & regional 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

2 - VOLUNTEERING SCHEME – Paid Volunteering Opportunities

Community events such as the BATHALF could not be staged without the generous support of hundreds of volunteers assisting with road closures, drink stations, post-finish and information services. All volunteers who work on the BATHALF are paid for their services at the rate of £20 per youth (12-15yrs) and £30 per adult (over 16yrs). Charities and local voluntary groups will be invited to provide volunteers for the event in return for an equivalent donation to the charity. This can provide a valuable source of revenue and publicity for charities, and a great opportunity for team building.

3 - COMMUNITY GRANTS PROGRAMME – Local Community Projects Funded by Runners Donations

‘Own place’ general public entrants will be invited to make an optional donation at point of entry to the Bath Half Marathon Fund, administered by Quartet Community Foundation. After gift aid recovery and endowment match funding, this fund is used to make annual grants to smaller local charities and voluntary groups within Bath & North East Somerset, targeting areas of deprivation and rural isolation.

In the 14 years since the fund was established in 2003 over £ 180,000 in cash grants have been made to fund 162 local community projects for 102 local charities and voluntary groups, and using match funding from central government a further sum of £ 160,000 has been invested in an endowment fund to provide a permanent legacy for local community grants.

GENERAL CHARITY RACE ENTRIES

	Reserved entries	No of places	Cost per entry	Website listing & page	'Own Place' drop down	Website advertising	E-marketing	Race day stand
Gold Bond	Pre-paid by charity	Min 10	£60.00 plus VAT	Secondary				Yes
Silver Bond * (Local charities)	Pre-paid by charity	Min 10	£33.00 plus VAT	Secondary				Yes
Bronze Bond ** (‘Seedbed’ for new charities)	Paid by entrant	5-10 max	£45.00 incl VAT	Logo only				
‘Official Local Race Charity’ No charge *	For race entries see Silver Bond above			Prominent	Incl	Home page Pod	2 x inclusions in e-newsletters	6x6m marquee

* Local charities. Silver Bond entries, and ‘Local Charity’ status will be reserved for charities either delivering services to the local area, or ring-fencing funds raised from the race for services within the local area, or for locally-based charities. ‘Local’ is defined as within a half marathon radius (13 miles) of the start/finish line in Great Pulteney Street.

** Bronze charities. Bronze Bond entries are designed 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.

Website listing. Gold Bond and Silver Bond charities will be offered logo placement on the Charity List page linking a dedicated webpage page on the race Charities section with links and contact details to the charity’s own website. Bronze Bond charities will be offered logo placement on the Charity List page linking to the charity’s own website.

Carry forward places. Charities taking 50 places or more places may carry forward any unsold places to the 2018 BATHALF subject to an administration charge of £20 plus VAT per place.

Featured ‘Local Charity’. Charity advertisements will be hosted on the race website from 1st April 2017 until 1 week after race day. Artwork to be supplied by the charity at their own cost in a specified size and format to be confirmed (can be animated). Running High Events reserve the right to refuse inappropriate content on advertisements & blogs or e-newsletters. Charity text and logo or images will be included in event blogs or e-newsletters sent to all registered race entrants.

CHARITY APPLICATION PROCESS

BATHHALF2018

Charities are invited to apply for a fixed allocation of reserved 'Gold Bond', 'Silver Bond' or 'Bronze Bond' places. For details of Featured 'Lead' and 'Family Fun Run' charities, and 'Top Tier' advertising packages, please contact our charity director, Mel Taylor

Applications open –	17 th March 2017
Existing race charities applications close -	14 th May 2017
New race charities applications close -	1 st August 2017

Payment for reserved entries will become due on confirmation to successful charities.

Each charity will be issued with login details for registration of their entrants, and checking registered entrant's details through the event registration platform. Charities can choose either to allow their runners to register their own entries, or to register entrants on their behalf.

Demand for charity entries increases significantly after general public entries are sold out, typically 3 months before race day.

Charity entries will close (5 weeks before race day) to give us sufficient time to mail out race packs.

Race charities will be required to provide feedback post-race reports on the amounts, and source of funds received.

'Own Place' entrants details

Fundraising by 'own place' general public entrants can be a valuable additional source of revenue for race charities. General public entrants who indicate an intention to fundraise for charity during the entry process will be invited to select one of the 20 Top Tier or Featured charities on a drop down list. Details of entrants who indicate 'undecided' will be passed to the Lead Charity.

Contact details for these 'own place' entrants will be forwarded to the appropriate Top Tier or Featured charity, for them to offer support in connection with their participation in this year's event. Entrant's details must not be used for general or unrelated mailings without entrant's consent.

Minimum fundraising pledge

All race charities must require each entrant to undertake to fundraise a minimum of £175 per reserved place. Charities can also require entrants to make an initial donation or registration fee at point of entry if they wish, and this can be included within the pledge level.

Terms & conditions

For full terms and conditions of our official race charity scheme, see our 2018 Official Race Charity Information Pack

MEL TAYLOR- Charity Director

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14th March 2017

Charities / official charity scheme outline 2018 General V1