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CHARITY PROSPECTUS 2025



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THANK YOU FOR YOUR INTEREST IN OUR 2024 EVENTS

We want to thank all our amazing charity partners who joined us across the 2024 Event Season.

We've seen fantastic increases in participation numbers throughout the year. All our events sold out, with increased capacity. The growth has come from under the 30's and is skewed towards women.

We are looking forward to our 2025 season. Applications for our Great North Run September ballot was the highest we've ever seen, and demand for all the other events is very strong to date.

This Charity Prospectus gives you details of all our 2025 events. Each event has a range of different partnership opportunities, which we hope are suitable for all your fundraising objectives.

CHARITY MANAGEMENT

Fundraising is a key component to all our events. The millions raised for charity and the personal stories and challenges that fundraisers bring are integral to our events. We are keen to support you in maximising your participant fundraising as well as offer you the best possible support as a charity partner.

We provide all our charity partners:

- Use of Great Run Marketing Toolkits for all your promotional needs.
- Opportunity for your fundraisers to appear across Great Run channels.
- Opportunity to receive bonus entry places with celeb ambassador participation.
- A dedicated team to handle enquiries.
- Use of Let's Do This entry system to manage entries.
- Comprehensive Information Directory.
- Enhanced online charity search facility for potential entrants.
- Use of the Great North Run Charity Clearing System.

The Great Run Company charity team

Judith Taylor

Charity Manager (Newcastle)

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Commercial Director (London)

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DEADLINES

We aim to offer a variety of packages suitable for charities' varied needs:

Opening date for reservation of charity packages

31 October

Closing date for reservation of charity packages

18 November

Successful charities will receive quotes with their confirmed packages by

22 November

Successful charities to be invoiced

29 November

2025 EVENTS

AJ BELL GREAT SCOTTISH RUN
10K & HALF MARATHON (GLASGOW)
5 OCTOBER

ARLA GREAT NORTH SWIM
(WINDERMERE)
13-15 JUNE

AJ BELL GREAT MANCHESTER RUN
10K & HALF MARATHON | 18 MAY

AJ BELL GREAT BIRMINGHAM RUN
10K & HALF MARATHON | 4 MAY

AJ BELL GREAT BRISTOL RUN
10K & HALF MARATHON | 11 MAY

AJ BELL GREAT NORTH RUN
(NEWCASTLE - GATESHEAD - SOUTH SHIELDS)
7 SEPTEMBER

AJ BELL GREAT SOUTH RUN
10 MILE (PORTSMOUTH)
19 OCTOBER



The Great North Run is the world's biggest Half Marathon, now in its 44th year! Participants come from every postcode region in the UK to take part, and the event is televised live on the BBC.

Our second 2025 Ballot will open on Monday 6th January and closes on Wednesday 16th January

ENTRY PRICE: £65 (WITH ITAB £72.20)

LOCATION: NEWCASTLE–GATESHEAD–SOUTH SHIELDS

DATE: SUNDAY 7 SEPTEMBER 2025

ENTRANTS: 60,000

DISTANCE: HALF MARATHON

TV COVERAGE: LIVE ON BBC

2024 AVG. FUNDRAISING VIA ENTHUSE: £662



PLATINUM

Number of guaranteed entries available:
250 - 320 at face value

Online advertising

Platinum listing plus listing by search facility

Online Entry Platform

Drop down listing at point of entry including runner data

Cheering Point

Branded, designated cheering point on course

Charity Village Hospitality

6 x 12m marquee (signage and furniture included)
2x water urns and WiFi access.

Marketing Opportunities Available

Newsletter inclusion or social post

Featured charity website listing once per month

Package cost:

£24,250 + VAT
(not including cost of entries)

GOLD

Number of guaranteed entries available:
100 - 180 at face value

Online advertising

Gold listing plus listing by search facility

Charity Village Hospitality

6 x 6m marquee (signage and furniture included) and WiFi access.

Marketing Opportunities Available

Newsletter inclusion or social post

Package cost:

£12,300 + VAT
(not including cost of entries)

SILVER

Number of guaranteed entries available:
60 - 85 at face value

Online advertising

Silver listing plus listing by search facility

Charity Village Hospitality

6 x 6m marquee (signage and furniture included)

Package cost:

£6,600 + VAT
(not including cost of entries)

BRONZE+

Number of guaranteed entries available:
35 entries standard

Online advertising

Listing by search facility

Charity Village Hospitality

Shared marquee area

Package cost:

£3,000 + VAT
(not including cost of entries)

BRONZE

Number of guaranteed entries available:
***5-25 at face value**
plus £24.00 + VAT admin fee per place

Online advertising

Listing by search facility

Package cost:

£24.00 +VAT per place
(not including cost of entries)



*Admin fee provides your charity with access to the Great Run Charity Management system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.

ENHANCE YOUR
RUNNER'S EXPERIENCE

**WITH AN
ITAB
RIBBON
HANGER**

CELEBRATE YOUR GREAT NORTH RUN RUNNER'S JOURNEY
BY PERSONALISING THEIR FINISHER MEDAL WITH YOUR
CHARITY NAME, THEIR NAME AND UNIQUE FINISH TIME!

RRP: £9

CHARITY PRICE: £6 +VAT



AJBell great manchester run®

The Great Manchester Run is the biggest 10k race in the UK. The event also includes a Half Marathon distance. We are the only event to start and finish in the city of Manchester. We offer an iconic start line experience on Portland Street and finishing to cheering crowds on Manchester's Deansgate. 50% of our runners are raising money for charity every year.

10K ENTRY PRICE: £43

HALF MARATHON ENTRY PRICE: £50

LOCATION: MANCHESTER CITY CENTRE

DATE: 18 MAY 2025

ENTRANTS: 30,000

DISTANCE: HALF MARATHON & 10K

TV COVERAGE: LIVE ON BBC

2024 AVG. FUNDRAISING VIA ENTHUSE: £586 (10k & HM)



GOLD

Number of guaranteed entries available:

Up to 165 at face value (split 10k & half marathon distance)

Online advertising
Gold listing

Online Entry Platform
Drop down listing at point of entry including runner data

Charity Village Hospitality
3m x 3m marquee (signage and furniture included)

Marketing Opportunities Available
Newsletter inclusion or social post

Featured charity website listing once per month

Package cost:
£6,300 + VAT
(not including cost of entries)

SILVER

Number of guaranteed entries available:

Up to 70 at face value (split 10k & half marathon distance)

Online advertising
Silver listing

Charity Village Hospitality
3m x 3m marquee (signage and furniture included)

Package cost:
£3,045 + VAT
(not including cost of entries)

BRONZE+

Number of guaranteed entries available:

***With purchase of over 25 entries**

Online advertising
Listing on website

Reduced Admin Fee
Purchase more than 25 places and only pay the admin fee for the first 25

Package cost:
£312.50 + VAT
(admin fee for 25 places only, not including cost of entries)

BRONZE

Number of guaranteed entries available:

***5-25 at face value plus £12.50 + VAT admin fee per place**

Online advertising
Listing on website

Package cost:
£12.50 +VAT per place
(not including cost of entries)

If you would like to purchase either a Gold or Silver package for the Great Manchester Run (10k and half marathon) please email judith.taylor@thegreatruncompany.com with your request and split of 10k/half marathon places. These packages will not be available via the online system. If you require a Bronze+ or Bronze package only, please order via the online system.

AJBell great south run®

The Great South Run is the only major 10 mile running event in Europe. It has sold out to capacity ever year since the first event in 1985. The fast flat course, stunning event location and the support of the cheering crowds make this event very popular with first time runners and charity fundraisers.

Following the cancellation of the 2024 Great South Run, the vast majority of participants have opted to roll-over their place to 2025. This means that general entries will be limited. We expect to sell out our general entries early in 2025. This is a fantastic opportunity for charities to get involved by purchasing guaranteed entries up front at the best possible price.

ENTRY PRICE: £48

LOCATION: SOUTHSEA, PORTSMOUTH

DATE: 19 OCTOBER 2025

ENTRANTS: 25,000

DISTANCE: 10 MILES

2024 AVG. FUNDRAISING VIA ENTHUSE: £506



GOLD

100 places included in the package

Online advertising
Gold listing

Charity Village Hospitality
3m x 3m marquee (signage and furniture included)

Online Entry Platform
Drop down listing at point of entry including runner data

Marketing Opportunities Available
Newsletter inclusion or social post

Featured charity website listing once per month

Package cost:

£3,750 + VAT
(including cost of entries)

SILVER

70 places included in the package

Online advertising
Silver listing

Charity Village Hospitality
3m x 3m marquee (signage and furniture included)

Package cost:

£2,750 + VAT
(including cost of entries)

BRONZE+

Number of guaranteed entries available:
***With purchase of over 25 entries**

Online advertising
Listing on website

Reduced Admin Fee
Purchase more than 25 places and only pay the admin fee for the first 25

Package cost:

£312.50 + VAT
(admin fee for 25 places only, not including cost of entries)

BRONZE

Number of guaranteed entries available:
***5-25 at face value plus £12.50 + VAT admin fee per place**

Online advertising
Listing on website

Package cost:

£12.50 + VAT per place
(not including cost of entries)

Our Gold and Silver packages offer great value for money – with the purchase of a minimum of 70 entries, combined with a small admin fee, you will receive several benefits for free, including marketing opportunities and event village marquee. See above for all details.

AJBell great *bristol* run[®]

The Great Bristol Run will incorporate a 10k and Half Marathon on the same day. We are keen to develop new charity partnerships with the event next year, as we are confident the event will reach capacity early.

10K ENTRY PRICE: £36

HALF MARATHON ENTRY PRICE: £46

LOCATION: BRISTOL CITY CENTRE

DATE: 11 MAY 2025

ENTRANTS: 17,000

DISTANCE: 10K & HALF MARATHON

2024 AVG. FUNDRAISING VIA ENTHUSE: £568 (10k & HM)



GOLD

Number of guaranteed entries available:

****inc 75 places**

Online advertising

Gold listing

Online Entry Platform

Drop down listing at point of entry including runner data

Charity Village Hospitality

3 x 3m marquee at the event finish

Marketing Opportunities Available

Newsletter inclusion or social post

Featured charity website listing once per month

Package cost:

£5,650 + VAT

(including cost of 75 entries)

SILVER

Number of guaranteed entries available:

Option to purchase if required

Online advertising

Silver listing

Charity Village Hospitality

3 x 3m marquee (signage and furniture included)

Marketing Opportunities Available

Newsletter inclusion or social post

Package cost:

£2,205 + VAT

(not including cost of entries)

BRONZE+

Number of guaranteed entries available:

***With purchase of over 25 entries**

Online advertising

Listing on website

Reduced Admin Fee

Purchase more than 25 places and only pay the admin fee for the first 25

Package cost:

£312.50 + VAT

(admin fee for 25 places only, not including cost of entries)

BRONZE

Number of guaranteed entries available:

***5-25 at face value plus £12.50 + VAT admin fee per place**

Online advertising

Listing on website

Package cost:

£12.50 + VAT per place

(not including cost of entries)

If you would like to purchase either a Gold or Silver package for the Great Bristol Run (10k and half marathon) please email judith.taylor@thegreatruncompany.com with your request and split of 10k/half marathon places. These packages will not be available via the online system. If you require a Bronze package only, please order via the online system.

AJBell great birmingham run®

The 10k & Half Marathon will be held on the same day, on the new City Centre course.

10K ENTRY PRICE: £33

HALF MARATHON ENTRY PRICE: £43

LOCATION: BIRMINGHAM CITY CENTRE

DATE: 4 MAY 2025

ENTRANTS: 15,000

DISTANCE: 10K & HALF MARATHON

2024 AVG. FUNDRAISING VIA ENTHUSE: £639 (10k & HM)



GOLD

Number of guaranteed entries available:

****inc 75 places**

Online advertising

Gold listing

Online Entry Platform

Drop down listing at point of entry including runner data

Charity Village Hospitality

3 x 3m marquee at the event finish

Marketing Opportunities Available

Newsletter inclusion or social post

Featured charity website listing once per month

Package cost:

£5,450 + VAT

(including cost of 75 entries)

SILVER

Number of guaranteed entries available:

Option to purchase if required

Online advertising

Silver listing

Charity Village Hospitality

3 x 3m marquee (signage and furniture included)

Marketing Opportunities Available

Newsletter inclusion or social post

Package cost:

£2,205 + VAT

(not including cost of entries)

BRONZE+

Number of guaranteed entries available:

***With purchase of over 25 entries**

Online advertising

Listing on website

Reduced Admin Fee

Purchase more than 25 places and only pay the admin fee for the first 25

Package cost:

£312.50 + VAT

(admin fee for 25 places only, not including cost of entries)

BRONZE

Number of guaranteed entries available:

***5-25 at face value plus £12.50 + VAT admin fee per place**

Online advertising

Listing on website

Package cost:

£12.50 + VAT per place

(not including cost of entries)

If you would like to purchase either a Gold or Silver package for the Great Birmingham Run (10k and half marathon) please email judith.taylor@thegreatruncompany.com with your request and split of 10k/half marathon places. These packages will not be available via the online system. If you require a Bronze package only, please order online via the online system.

AJBell great scottish run®

The event offers both 10k and Half Marathon distances. The event features an iconic start line in George Square, a closed-road city-centre course taking in all the sights of Glasgow and features music stations and cheering points throughout. Runners finish to cheering crowds and a festival site on Glasgow Green.

10K ENTRY PRICE: £37.40

HALF MARATHON ENTRY PRICE: £44.40

LOCATION: GLASGOW

DATE: 5 OCTOBER 2025

ENTRANTS: 30,000

DISTANCE: 10K & HALF MARATHON

2024 AVG. FUNDRAISING VIA ENTHUSE: £689 (10k & HM)



GOLD

Number of guaranteed entries available:

****inc 50 Half-Marathon or 10k places**

Online advertising
Gold listing

Online Entry Platform
Drop down listing at point of entry including runner data

Charity Village Hospitality
3 x 3m marquee at the event finish

Marketing Opportunities Available
Newsletter inclusion or social post

Featured charity website listing once per month

Package cost:
£5,950 + VAT
(including cost of 50 entries)

SILVER

Number of guaranteed entries available:

****inc 10 Half-Marathon or 10k places**

Online advertising
Silver listing

Charity Village Hospitality
3 x 3m marquee at the event finish

Marketing Opportunities Available
Newsletter inclusion or social post

Package cost:
£2,450 + VAT
(including cost of 10 entries)

BRONZE+

Number of guaranteed entries available:

***With purchase of over 25 entries**

Online advertising
Listing on website

Reduced Admin Fee
Purchase more than 25 places and only pay the admin fee for the first 25

Package cost:
£312.50 + VAT
(admin fee for 25 places only, not including cost of entries)

BRONZE

Number of guaranteed entries available:

***5-25 at face value plus £12.50 + VAT admin fee per place**

Online advertising
Listing on website

Package cost:
£12.50 + VAT per place
(not including cost of entries)

If you would like to purchase either a Gold or Silver package for the Great Scottish Run (10k and half marathon) please email judith.taylor@thegreatruncompany.com with your request and split of 10k/half marathon places. These packages will not be available via the online system. If you require a Bronze package only, please order online via the online system.



Britain's biggest mass participation swimming event will be back in Windermere on 13-15 June 2025. Swimmers participate in a variety of distances, ranging from ½ Mile to 10k. 30% of our swimmers say they are raising money for charity and the average charity swimmer raises £675.

1 MILE OFFER PRICE: £44

LOCATION: WINDERMERE

DATE: 13-15 JUNE 2025

ENTRANTS: 7,500

DISTANCE: Half Mile, 1 Mile, 2 Miles, 5K and 10K

2024 AVG. FUNDRAISING VIA ENTHUSE: £675



OFFICIAL

Number of guaranteed entries available:

Up to 50 at face value

Online advertising

Charity listing with logo

Online Entry Platform

Drop down listing at point of entry including swimmer data

Charity Village Hospitality

3 x 3m marquee (signage and furniture included)

EComms

One advert in a pre race email

Package cost:

£3,050 + VAT

(not including cost of entries)

SUPPORTING

Number of guaranteed entries available:

Up to 30 at face value

Online advertising

Charity listing with logo

Charity Village Hospitality

3 x 3m marquee (signage and furniture included)

Package cost:

£1,200 + VAT

(not including cost of entries)

PARTNER+

Number of guaranteed entries available:

***With purchase of over 25 entries**

Online advertising

Listing on website

Reduced Admin Fee

Purchase more than 25 places and only pay the admin fee for the first 25

Package cost:

£312.50 + VAT

(admin fee for 25 places only, not including cost of entries)

PARTNER

Number of guaranteed entries available:

***5-25 at face value plus £12.50 +**

VAT admin fee per place

Online advertising

Listing on website

Package cost:

£12.50 + VAT per place

(not including cost of entries)

Distance	Cost
Swim 250	£19
1/2 Mile	£39
1 Mile	£44
2 Mile	£56
5K	£64
10K	£98



*The packages above apply to one mile distance only. If you would like to purchase places for any of the other swim distances, please email judith.taylor@thegreatruncompany.com

*Admin fee provides your charity with access to the Let's Do This entry system, allowing you to coordinate entries and gives you access and support from our Charity Support team when required.

OFFICIAL ONLINE FUNDRAISING PARTNER



WHY WE RECOMMEND ENTHUSE TO CHARITIES FOR FUNDRAISING

Enthuse is the official online fundraising partner of Great Run and is Europe's no.1 charity-first fundraising platform. As such, they support each Great Run event with an official branded platform to provide the best experience for charities and participants.

Enthuse runs with your charity from start to finish:

- From day one, fundraising page creation is integrated with event registration meaning participants can start fundraising straight away for your charity. And you can focus your time on helping them raise money rather than setting up pages.
- Throughout the build up and after the event, branded fundraising pages put your charity front and centre.
- Enthuse fundraising pages are exclusively integrated into the Great Run app, making it the easiest way to receive donations on the day.

So make use of the official platform for an easy-to-use, integrated fundraising experience to help your cause build and nurture a loyal supporter base past event day.



The screenshot shows a fundraising page for the 'AJBell great north run'. The page layout includes a navigation bar at the top with the event logo, a search bar, and a 'Donate now' button. The main content area features a large image of runners at the start of the race, with the event logo overlaid. Below the image is a profile section with a placeholder for a profile picture and the text 'Your Charity Name'. An 'About us' section contains placeholder text. On the right side, a circular progress indicator shows '£25.2K Raised so far', with statistics for '1250 Donors' and '150 Fundraisers'. Below this is a 'Donate' button with the Enthuse logo. A 'Recent donations' section lists three donations with donor names, messages, and amounts.

Official Event Logo

Your Charity image and branding added

Profile Picture

A chance for fundraisers to talk about their connection to your cause

Total raised for the event for your charity so far

Recent donation info including name, message and amount

Fundraising pages connected to a branded charity profile page raise 24% more on average. Head to <https://enthuse.com/the-great-run-company/> to find out more or email support@enthuse.com to contact the Enthuse team for a demo and get your charity onboarded for free.

With Enthuse, your supporters can customise their official fundraising pages to make it their own. That means setting the fundraising target, sharing their story about why they're taking part, and adding photos or videos, to update friends, family and colleagues on their progress. And of course all of this is done under your charity's brand. These small details can make a massive impact, just take a look below to see how last year's participants maximised their fundraising.

TELLING A STORY

AJ Bell Great North Run fundraisers who updated the 'Story' section on their official fundraising page, explaining why they took on the challenge, raised a whopping **£264 more on average**.

WRITING ON THE WALL

Posting updates on Enthuse fundraising pages was also found to make a big difference to the fundraising total! In fact it was worth **£240 on average**.

PICTURE PERFECT

It's good to show your face! People that updated their official AJ Bell Great North Run fundraising page profile picture this year raised **£203 more on average!**

GIVE THANKS

Fundraisers that said 'thank you' to donors directly on their fundraising page raised nearly **£150 more on average**, a quick and easy way to show gratitude, and raise more.

SELF DONATING

Getting the ball moving with a self donation was another good tactic for maximising fundraising. For the 2024 AJ Bell Great North Run, fundraising pages with a self donation raised **£125 more on average**.

TERMS & CONDITIONS

1. All charities must acknowledge and adhere to the specified dates and deadlines for the return of all charity correspondence.
2. The closing date for the reservation of charity level packages is Monday 18th November 2024.
3. Due to demand for entries, Great Run cannot guarantee charities will be allocated the same number of entries as in 2024. Any charity that has found difficulty in filling their entry allocation in the past may be asked to reduce their entries in 2025.
4. All submissions for entries and packages are requests only and charities will be notified week ending 22nd November 2024 whether they have been successful or not. All decisions are final.
5. Payment of package and entry fees are to be made payable to Nova International Ltd and are due 30 days net from date of invoice.
6. The details of the packages are as stated; and are non-negotiable. Once payment has been made no refunds to the charity will be permissible.
7. The Great Run Company will commence activating the online management system on receipt of package payment.
8. The online management system gives all charities 100% flexibility in managing their entries until the pre-set closing dates for each event. This closing date will be announced in January 2025. Once entries have been submitted after the closing date no swapping of race numbers or transfer of entries is allowed. Any charity found to be doing so would be contravening their involvement with the event and the organisers would take relevant action.

9. Each charity must ensure their participants are informed about the importance of training and seeking medical advice before undertaking a training programme.
10. Each charity is required to ensure that participants who are unable to take part in their event once the closing date has passed are advised of the withdrawal procedure as set by the event organisers.
11. An invoice will be raised detailing the package and number of entries requested. Payment is due as per applicable deadlines. Refunds cannot be made for any unallocated entries, nor can places be rolled over to the following year.
12. Any charities with a number of Great North Run entries remaining unallocated by a date to be announced in January 2025 will be asked to enter the clearing system. The Great Run Company will then endeavour to reallocate those entries to a charity with spare capacity. The payment for transfer of entries will be between the charities involved.
13. Any charity that has requested a Platinum, Gold, Silver or Bronze+ package (GNR only) will be sent further details regarding the Charity Village at a later date. The Great Run Company reserves the right to make changes to the Charity Village should any be required for health and safety or logistical reasons.
14. Charities must ensure that they have appropriate systems and procedures in place to ensure the security of participants' personal data from unauthorised processing.
15. Charities must ensure that they have appropriate consent from each participant to share personal details (name and email address) with Great Run so that Great Run can email the participant in order to fulfil their event entry.