

2021
**Brighton
Half Marathon**

Organised by:
 the
sussex
beacon

www.brightonhalfmarathon.com



**CHARITY
PARTNERSHIP
OPPORTUNITIES**

**27th June
2021**

THE EVENT IN FIGURES

1990

The very first Brighton Half

14,500

Facebook followers

9,250

Twitter followers

40,000

Mailing list

435,000

Website annual page views

47% / 53%

Female / male entrants

52%

Have run the Brighton Half Marathon before

22%

**Year on Year increase for 2020 in fundraising
via Just Giving**



WELCOME TO THE BRIGHTON HALF MARATHON 2021

The Brighton Half Marathon is well established as one of the largest running events in the South East with 12,000 runner registrations each year.

The event will be in its 31st year in 2021, with new branding to reflect a new decade of the race.

The UK Athletics certified race features a stunning seafront course in one of the country's most vibrant cities. From Brighton Pier to The Royal Pavilion, the impressive course takes in Brighton's key landmarks. Thousands of spectators come to cheer on runners, creating an unbeatable atmosphere and attracting high profile media coverage.

It's the perfect event to showcase your charity. Organised by local HIV charity

The Sussex Beacon, charities are at the heart of the race and each year the event raises around £1 million for charitable causes.

Our aim is to help you attract runners and inspire them to fundraise for your charity. We partner with charities big and small – take a look through our charity packages detailed inside this guide for information on how we work.

And should you have any questions, we'd be delighted to talk with you.

Martin Harrigan,
Race Director



Fundraising at the heart of our event

The event is organised and delivered by The Sussex Beacon and as a charity we actively welcome and promote the event as an opportunity for all charities - whether nationally recognised or small volunteer-led organisations - to use the event as a fundraising platform.

Spectacular seafront course

Flat and ideal for those experiencing the challenge of a half marathon for the first time, the race takes runners through some of the best bits of Brighton, including the historic Royal Pavilion, the iconic Palace Pier, Hove's colourful beach huts on the seafront, the British Airways i360 and more.

Unique charity window

General entries sell out every year and places in the race become hot property! Once we sell out of general entries, we close the race and never re-open it. This gives charities the chance to attract runners to a sell-out half marathon.

Manage runner registrations easily

You can cancel or update entrants' details as many times as you like until charity registrations close at the end of January. This enables your places to be recycled throughout the registration period.



WHY BECOME A CHARITY PARTNER?

Marketing support

We support your promotional activities with our own marketing plan, which includes radio promotion and web and social media promotions throughout the year. We also send dedicated charity-focused emails to databases of over 37,000 subscribers and promote charities to 'own place' runners. We will also supply you with our logo, photos and event description copy for you to adapt and use on your website and in adverts.

Media coverage

In addition to online reporting, the race achieves extensive coverage in both local (Brighton & Sussex) and national press as well as in specialist running and health and fitness publications. The size and scale of the event also ensures that we receive coverage from local radio and television across both the BBC and ITV. In addition to our own internal communication and marketing function, we retain the services of our own PR agency exclusively for the event.



WHAT OUR RUNNERS SAY



“The support was incredible. So much more than I was expecting and a massive help. It was a fantastic event and I hope to be back next year”

“What great crowds and fantastic support...Thank you guys for making my first half marathon in Brighton so memorable”

“Loved every minute of it thanks to the marshals and of course the supporters”

“Just signed up! Always a joy to take part in the BHM - see you all next year!”

“Great support! So many kids giving magic high fives, it was lovely!!”

CHARITY PARTNERSHIP LEVELS



For the 2021 race we are inviting applications for five levels of charity partnership:

- **Pier Partner**
- **Pavilion Partner**
- **Bandstand Partner**
- **Regency Partner**
- **Beach Partner**

Charity places for our 1 year agreements remain at £80.00 per runner and are VAT exempt, which we feel continues to offer really great value within the marketplace. We also have 3 year agreement options (Pier, Pavilion and Bandstand levels) to help with longer term planning and budgeting, with pricing for these packages reflecting this level of commitment. The application process is quick and easy.

Charity places sold are subject to each charity partner signing a partnership agreement with us.

Your commitment

We ask all our charity partners to adhere to the timelines set for runner registration and the delivery of branding materials ahead of race day. These timelines will be detailed in a Charity Agreement upon sign up.

We also ask charities to provide a number of volunteers to help on race day in the race village. The number of volunteers will be outlined in the Charity Agreement.

PARTNERSHIP LEVELS AT A GLANCE

	Pier	Pavilion	Band-stand	Regency	Beach
Min number of entries	250	100	50	11	5
Cost per place	£80	£80	£80	£80	£80
Cost per place 3 years deal	£70	£70	£70	N/A	N/A
Website listing	YES	YES	YES	YES	YES
Social media	YES	YES	YES	YES	YES
Website advert	YES	YES	YES	N/A	N/A
Marquee	12x3	6x3	3x3	N/A	N/A
Newsletter inclusion	YES	YES	N/A	N/A	N/A
Dropdown on website	YES	N/A	N/A	N/A	N/A
Charity of the Week promotion	YES	N/A	N/A	N/A	N/A
Entry point on main registration	YES	N/A	N/A	N/A	N/A

1 & 3 year options

For Pier, Pavilion and Bandstand partners

To help provide flexibility around planning and budgeting, we have 1 or 3 year commitment packages for Pier, Pavilion and Bandstand partnership levels.

1 year option

The 1 year option is flexible and ideal for a partner who might be new to the event or for existing partners considering further growing their involvement.

3 year option

The 3 year option will enable your charity to be registered with us immediately for the following year's event and be profiled in a key marketing period. With budget and planning details already locked in, places for the following year's event can be promoted on race day to current or potential supporters. Further benefits include an option to defer or roll over 15% unused places in any event year at no extra cost*

***T&Cs detailed in Charity Agreement.**

PIER PARTNER

250 - 400 PLACES (MAXIMUM 4 CHARITIES)

Marketing and PR benefits

Our premium charity package offers a host of marketing benefits throughout the year including the following benefits:

- Hosted charity runner entry point on the main registration page
- Promotion within the main race registration form
- Highest profile listing on a dedicated charity page on the website
- Dedicated landing page on the race website
- Regular coverage in newsletters
- Regular coverage on social media channels
- Ad placements on high-traffic pages on the race website
- Charity of the Week promotion in peak season
- Full-page advert in the race guide issued to all runners.

Race day benefits

- Marquee space within the charity race village on race day - minimum size 12m x 3m
- Finish line commentary for your charity and call outs for your runners.

Your commitment

Option one:

Buy 250 - 400 places (sold in blocks of five) at £80.00 per place (no VAT) based on a 1 year commitment.

Option two:

Buy 250 - 400 places (sold in blocks of five) at £70.00 per place (no VAT) per event based on a 3 year commitment.

In addition, we ask you to provide a minimum of **20 volunteers** to help on race day.





PAVILION PARTNER

100 - 245 PLACES (MAXIMUM 6 CHARITIES)

Marketing and PR benefits

Our second tier charity package offers a range of benefits, including the following:

- Unique charity runner entry URL and code
- High profile listing on a dedicated charity page on the website
- Coverage in charity newsletters promoting places
- Coverage on social media channels
- Ad placements on high-traffic pages on the race website in the summer.

Race day benefits

- Marquee space within the charity race village on race day - minimum size 6m x 3m.

Your commitment

Option one:

100 - 245 places (sold in blocks of five) at £80.00 per place (no VAT), based on a 1 year commitment.

Option two:

100 - 245 places (sold in blocks of five) at £70.00 per place (no VAT) per event based on a 3 year commitment.

In addition, we ask you to provide a minimum of **10 volunteers** to help on race day.

BANDSTAND PARTNER

50 - 95 PLACES (MAXIMUM 10 CHARITIES)

Marketing and PR benefits

- Unique charity runner entry URL
- Mid profile listing on the charity page of the website – logo and deep link
- Coverage on social media channels
- Opportunity to have ad slots in the summer on high traffic pages on the race website.

Race day benefits

- Marquee space within the charity race village on race day - minimum size 3m x 3m.

Your commitment

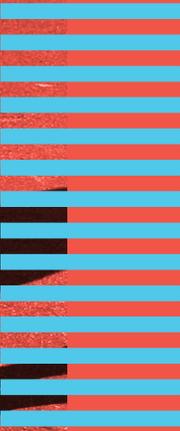
Option one:

50 - 95 places (sold in blocks of five) at £80.00 per place (no VAT), based on a 1 year commitment.

Option two:

50 - 95 places (sold in blocks of five) at £70.00 per place (no VAT) per event based on a 3 year commitment.

In addition, we ask you to provide a minimum of **5 volunteers** to help on race day.



REGENCY PARTNER

11 TO 49 PLACES

Marketing and PR benefits

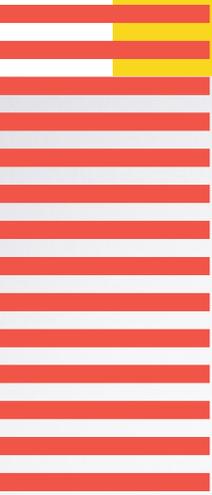
- Unique charity runner entry URL
- Listing on the charity page of the website – logo and deep link
- Coverage on social media channels
- Opportunity to add a case study to the blog on the race website
- Opportunity to buy marquee space within the charity race village on race day, subject to availability.

Your commitment

11 - 49 places (sold in blocks of five) at £80.00 per place (no VAT), based on a 1 year commitment.

In addition, we ask you to provide a minimum of **2 volunteers** to help on race day.





BEACH PARTNER

5 TO 10 PLACES

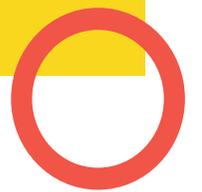
Marketing and PR benefits

- Unique charity runner entry URL
- Listing on the charity page of the website – logo and deep link
- Opportunity to buy marquee space within the charity race village on race day, subject to availability.

Your commitment

Buy 5-10 places in the race (sold in blocks of five).

In addition, we ask you to provide a minimum of **2 volunteers** to help on race day.



GET IN TOUCH



www.brightonhalfmarathon.com

Charity Partnership applications are now open.

If you would like to apply for charity places simply complete the application form and send it with your logo to our Event Manager, Holly Freeman, at:

Holly.Freeman@sussexbeacon.org.uk

We will confirm that your places are reserved and then issue you with an agreement for them together with an invoice for your places. Once the agreement is signed / returned to us and your payment has been made we will add you to our website as an official partner.

Although the race usually sells out in the autumn (we reserve the right to close the race earlier or later if necessary), charity registrations will be open until midnight on **Sunday 6th June 2021**

Have a question?

Please get in touch if you have any questions or would like to discuss how we can help your charity – we'd love to hear from you.

Contact our Event Manager

Holly Freeman at

holly.freeman@sussexbeacon.org.uk

T: 01273 034792

