

BE A PARTICIPATING CHARITY ON AWARD-WINNING EVENTS

We enable hundreds of charities of all sizes to maximise their fundraising and supporter engagement, raising over £2m a year across our Threshold Events. As a participating charity, you'll benefit from the following:

- ▶ Zero risk, only paying for those fundraising for you
- ▶ No pre-purchase requirement
- ▶ Free charity toolkit provided to promote events

You're only invoiced 6 weeks prior to the event*

- ▶ Coincides with participant's 50% fundraising deadline
- ▶ If target not met, you don't have to pay for the place



**RIDE ACROSS
BRITAIN**

**RACE TO
THE KING**

**RACE TO
THE STONES**

**ENDURE²⁴
READING**

**ENDURE²⁴
LEEDS**



PARTICIPATING CHARITY FEES & FUNDRAISING

Event	Charity fee pp	Pax fee pp	Min. fundraising	Av. Fundraising
Race to the King				
Non-Stop	£142	£40	£550	£1,045
50km excl. camping	£71	£30	£350	
Race to the Stones				
Weekender	£196	£70	£550	£915
Non-Stop	£146	£50		
50km excl. camping	£75	£40	£350	
Endure24 Leeds & Reading				
Solo	£92	£45	£300	£650
Pairs	£71	£35		
Small Team	£71	£30		
Large Team	£71	£25		
XL Fun Team	£71	£20		
Ride Across Britain				
Classic	£1,418	£599	£2,600	£2,790

Charity fees excluding VAT.
Participant fees including VAT.
Av fundraising from 2023 (RAB 2022) ex. GA

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MORE IS IN YOU™

YOUR PARTNER RIGHTS & OTHER PACKAGES TO CONSIDER

Recruitment support	Participating Charity	Gold Partner Charity	Title Charity *
Charity toolkit incl. Website copy, imagery, logos	Y	Y	Y
Bespoke charity registration link	-	Y	Y
Charity partner profile on website	-	Y	Y – additional exposure
Charity logo on all website & event email footers	-	Y	Y
Charity listing within public registration form	-	Y	Y
Threshold-hosted event marketing workshop	-	Y	Y
Dedicated account manager	-	Y	Y
Fundraising support	Participating Charity	Gold Partner Charity	Title Charity
Charity smart link, with live participant data	Y	Y	Y
Fundraising reminder emails on key dates	Y	Y	Y
Own place fundraising opt in & data capture	-	Y	Y – plus 'click to donate'
Cheaper charity fees pp to drive ROI higher	-	Y	Y – plus sponsor pledge
Corporate support	Participating Charity	Gold Partner Charity	Title Charity
Presentations for charity's corporate partners	-	Y	Y
Brochures and sales materials	-	Y	Y
Live event	Participating Charity	Gold Partner Charity	Title Charity
Live event activation, with charity space	-	Y	Y – additional exposure