

MULTI-AWARD WINNING ENDURANCE EVENTS

PROVEN, MARKET-LEADING FUNDRAISERS

RIDE ACROSS BRITAIN
THRESHOLD TRAIL SERIES
ENDURE24



ENABLING CHARITIES TO MAXIMISE FUNDRAISING & SUPPORTER ENGAGEMENT

We partner with some of the UK's biggest charities and work with hundreds more, raising over £2million* a year across our public portfolio of events.

There's more than one way to work with us:

Be a Participating Charity

- Zero risk, only paying for participants that fundraise for you
- No pre-purchase of places required
- Free charity toolkit provided to promote events

Apply to be a Gold Charity

- Be one of only 8 per event, with increased chance of selection
- Small pre-purchase of places minimises risk
- Targeted partner rights to drive recruitment & build awareness

Register interest to be a Title Charity

- Be the leading charity and main benefactor of the event
- Link up with event's corporate sponsor, benefitting from their support
- Enjoy increased exposure pre & live event

We work with many **world-leading brands and companies**, and have a proven track record in **linking up partners** that result in **>£100k fundraising commitments**.

**THRESHOLD/
MORE IS IN YOU™**

*Trail Series, Endure24 & Ride Across Britain



RIDE ACROSS BRITAIN 2026

LAND'S END TO JOHN O'GROATS: 9-DAY BUCKET LIST CHALLENGE

RAISING >£1M A YEAR

babble
RIDE ACROSS
BRITAIN



KEY FACTS

- The leading **Land's End to John O'Groats ride**, with 900 riders taking on the 9-day, 980-mile challenge each year
- Fully signed, **breath-taking route** takes you from the jagged Cornish coast to the peaks of the Scottish Highlands
- Overnight basecamps** incl. hot meals, showers, bar
- A **sell out event**, with limited places in high demand
- High corporate uptake makes it the perfect **networking** & client event



WHEN & WHERE



September 2026
Briefing & camp on 4th Sept'



3 Countries (UK)
End to end of the UK



9 Stages
Running close to Bristol, Bath, Manchester, Liverpool, Carlisle, Edinburgh and Inverness



CHARITY PACKAGE



Classic, 9 days
£599 + £2,600 fundraising

RAB Plus also available with [full packages here](#)



PROVEN FUNDRAISER



£2,760 pp*
average fundraising



+9% increase
In 2022 fundraising compared to 2021



>£950k fundraising
Raised on the event in 2022

*not including ga



REVIEWS & AWARDS



Bucket list

"RAB was an unforgettable event, it could not have been better organised and supported, I would highly recommend any cyclist to take this on" 2022 rider



Leading networker

Winner of Best B2B and Best use of Mass Participation at the UK Sponsorship Awards 2021

THRESHOLD TRAIL SERIES

UK'S FAVOURITE TRAIL EVENTS

FOR ELITES TO FIRST TIMERS

RACE TO THE KING

RACE TO THE STONES



THRESHOLD/
TRAIL SERIES



KEY FACTS

- **Two weekend trail walks and runs** in stunning UK locations
- **Entry options for all:** walk, jog or run distances up to 100km in one go or over the weekend
- **All inclusive and accessible:** full support including pit stops and overnight basecamp incl. hot meals, showers, massages, bar
- **Leading fundraiser** with average of >£900 pp



WHEN & WHERE



Race to the King

June 2025

Race to the Stones

July 2025



Stunning Routes

across the UK in National Parks and Areas of Outstanding Natural Beauty:

- **Race to the King:**
South Downs Way
- **Race to the Stones:**
Ridgeway

*provisional dates



PACKAGES



Weekender

2-days incl. camping
c.£70pp + £550 fundraising
(Stones only)



Non Stop

c.24hr challenge
c.£40pp - 50pp + £550 fundraising



50km

c.1 day challenge
c.£30pp - £40pp + £350 fundraising

[full packages here](#)



PROVEN FUNDRAISER



£920 - £1,045 pp*
average fundraising



>£505k*
raised in 2023 across
both events

*not including ga based on 2023 figures



REVIEWS & AWARDS



My first ultra

"A fantastic event, definitely worthwhile taking part whether new to ultra or an experience ultra runner!" 2022 participant



UK's Best Endurance Events

Winner of the UK's Best Endurance Series/Event

ENDURE24

GLASTONBURY FOR RUNNERS:
UK'S LEADING 24 HR CHALLENGEENDURE24
READINGENDURE24
LEEDS

ENDURE24



KEY FACTS

- A 24-hour solo or team relay race run over 5-mile trail loops on stunning private estates
- Choice of distance with runners taking on anything from one 5-mile lap to >100 miles from midday Saturday to midday to Sunday
- Runners and support teams camp all weekend with the run from midday Saturday to midday Sunday
- Mass camp allows extended contact time and leads to fantastic atmosphere throughout the event
- Ideal regional option with access to the North and South of the UK



WHEN & WHERE



Wasing Park,
Reading
June 2025



Branham Park,
Leeds
June 2025

*provisional dates



PACKAGES



Team

2 – 12 members
Starting from £20pp +
£300 fundraising pp



Solo

Starting from £45pp +
£300 fundraising pp

[full packages here](#)


PROVEN FUNDRAISER



£620 - £680pp*
Average fundraising



>£118K*
Raised across both
events in 2023

*not including ga based on 2023 fundraising



REVIEWS & AWARDS



Team bonding

"Although a 'once in a lifetime' experience...I'll be back next year!", 2022 participant



UK's Best New Event

Winner of the UK's Best New Event at The Running Awards 2019

THE DETAIL : PARTNER RIGHTS WITH IMPACT

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

*Title charity information on request

RAB : GOLD CHARITY FEES AND FUNDRAISING

Event	Charity partner fee*	Min purchase	Charity fee pp*	Participant fee pp**	Min. fundraising	Av. Fundraising***
Ride Across Britain						
Classic	£5,500	15	£1,293	£599	£2,600	£2,790

RAB : EXAMPLE ROI

Package	Pax Projection	Total Charity Fee****	Fundraising projection	ROI
Classic	40	£57,220	£111,600	2.0

*All Charity fees excluding VAT

**All Participant fees including VAT

***Av fundraising from 2022 in. GA

****ROI based on average fees across packages

TRAILS : GOLD CHARITY FEES AND FUNDRAISING

Event	Charity partner fee*	Min purchase	Charity fee pp*	Participant fee pp**	Min. fundraising	Av. Fundraising***
Race to the King						
Non-Stop	£3,000	15	£121	£40	£550	£1,045
50km excl. camping			£55	£30	£350	
Race to the Stones						
Weekender	£3,500	15	£175	£70	£550	£915
Non-Stop			£125	£50		
50km excl. camping			£63	£40	£350	

TRAILS : EXAMPLE ROI

Package	Pax Projection	Total Charity Fee****	Fundraising projection	ROI
RTTK only	25	£5,695	£26,125	4.6
RTTS only	25	£6,367	£22,875	3.6
Both events (incl. £500 Partner fee multi-event discount)	50	£12,290	£49,000	4.0

*All Charity fees excluding VAT

**All Participant fees including VAT

***Av fundraising from 2023 ex. GA

****ROI based on average fees across packages

ENDURE24 : GOLD CHARITY FEES AND FUNDRAISING

Event	Charity partner fee*	Min purchase	Charity fee pp*	Participant fee pp**	Min. fundraising	Av. Fundraising***
Endure24 Reading						
Solo	£3,500	36	£84	£45	£300	£679
Pairs			£67	£35		
Small Team			£67	£30		
Large Team			£67	£25		
XL Fun Team			£67	£20		
Endure24 Leeds						
Solo	£3,500	36	£71	£45	£300	£616
Pairs			£59	£35		
Small Team			£59	£30		
Large Team			£59	£25		
XL Fun Team			£59	£20		

ENDURE24 : EXAMPLE ROI

Package	Pax Projection	Total Charity Fee****	Fundraising projection	ROI
Reading only	42	£6,824	£28,518	4.2
Leeds only	42	£6,824	£25,872	3.8
Both events (incl. £500 Partner fee multi-event discount)	84	£12,956	£54,600	4.2

*All Charity fees excluding VAT **All Participant fees including VAT ***Av fundraising from 2023 ex. GA

****ROI based on average fees across packages

ABOUT THRESHOLD

WE BELIEVE THAT MORE IS IN YOU™

Our Purpose is to help people realise their potential through world class events

We have been doing this since 2009 by:

- Supporting **individuals** to go beyond what they feel is possible
- Showing **clients** how they can fulfil their potential as responsible businesses
- Enabling **charities** to maximise their fundraising and supporter engagement
- Inspiring our **employees** to be the best versions of themselves

"Huge congratulations on an incredibly successful Ride Across Britain. It was so brilliant to be part of it and see it all in action", Client Lead, **The Prince's Trust**

"I'm so impressed with you all and I'm in awe at how well organised everything is. It's fantastic and nothing but professional. Thank you for letting us be part of it" **Head of Fundraising, Wiltshire Air Ambulance**

Get in touch today to see how your charity can be involved

- Georgia Anderson, Charities Team
- georgia.anderson@thresholdsports.co.uk / charities@thresholdsports.co.uk

THRESHOLD/ MORE IS IN YOU™

Find out more at www.thresholdsports.co.uk

