

**THRESHOLD/
MORE IS IN YOU™**

Threshold Sports Running and Trekking Event Portfolio

Be a part of our award-winning and proven fundraisers
with our charity partner opportunities for 2025

We're excited to share

Event Portfolio & Charity Opportunities

- **Who are Threshold**
 - Who we are and who you'd work with
 - Why we do what we do!
- **Our events portfolio**
 - What they look like and how they feel
 - What they involve
- **2023 to 2024 Recap**
 - Fundraising & ROI
 - Feedback
- **What to expect in 2025**
 - Recruitment so far
 - How you can get involved!



Who are Threshold?

We believe More Is In You

- **Who are Threshold**
 - Established back in 2007
 - Now based in Brighton with a 30 strong team
 - Two sides of the business: Threshold Events & Client Events
- **Our Purpose**
 - Our purpose is to help people realise their potential through world-class events.
- **What we do**
 - Enabling charities to maximise their fundraising and supporter engagement
 - Providing a platform for participants to go beyond they feel is possible
 - Giving companies a way to enable employee engagement, fundraising & CSR, Client engagement, health & wellbeing
- **Charities Team**
 - Hayley Browning – Partnerships Director
 - Georgia Anderson – Charities Manager



Endure24 & Threshold Trail Series

What are the events like?

- **Endure24 – the UK largest 24-hour running event**
 - Reading – 7th – 8th June at Wasing Park
 - Leeds – 28th – 29th June at Bramham Park
 - 8km loop, in teams or solo

ENDURE²⁴
READING

ENDURE²⁴
LEEDS

- **Threshold Trail Series – 100km ultra marathon**
 - Race to the King – 21st June in West Sussex
 - Race to the Stones – 12th – 13th July starting in Oxfordshire & finishing in Avebury
 - 50km or 100km, solo or teams

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Growing from 2023 to 2025 – Fundraising

What has the impact been

- **Total fundraising**
 - 2023: £730,605 (18% increase from 2022)
 - 2024: £735,875 (1% increase)
- **Average fundraising per person 2023**
 - E24: £765 (6% growth from 2022)
 - Trails: £1,154 (6% growth from 2022)
- **Average fundraising per person 2024**
 - E24: £734 (small drop in fundraising average – multi charity model introduced)
 - Trails: £1,261 (9% growth from 2023)



Growing from 2023 to 2025 – Participants

Amazing people achieving amazing things each year

- **Number of charity pax per event & increase from 2023 to 2024**
 - Endure24 Reading: 135 Charity Pax (366% increase)
 - Endure24 Leeds: 128 Charity Pax (137% increase)
 - Race to the King: 84 Charity Pax (on par)
 - Race to the Stones: 300 Charity Pax (on par)
- **Prepaid Gold Charity Places already filled for 2025**
 - E24: 59%
 - Trails: 131%
 - Overall: 77%



What 2025 has in store!

Sold out public places with 10 months to go

- Only a few limited Gold Charity Packages left for 2025!
- **Endure 24**
 - Public solo places on Reading & Leeds have already sold out
 - Gold Charity solo places in high demand
 - **59%** of Gold Charity Places already filled
- **Trail Series**
 - Race to the Stones 100km Non-Stop places now on waitlist
 - Predicted to be our biggest Stones yet
 - **131%** of Gold Charity Places filled, with more being sold each day!



What you can expect as a charity partner

We have two options to partner with us

Gold Charity Partnership

- 1 of only 8 Gold Charities on each event
- Cheaper charity fees pp to drive ROI
- Own place fundraising opt in & data capture
- Bespoke registration form
- Charity Partner profile on website
- Charity logo on all website & event email footers
- Dedicated account manager
- Live event activation opportunities
- Free ambassador place
- Invitation to event marketing workshop
- Charity Hub marketing toolkit
- Fundraising reminder to participants on key dates
- Assistance in presenting to corporate partners

Participating Charity Partnership

- Pay as you go places, subject to availability
- Included in drop down list of Participating Charities
- Charity Hub marketing toolkit
- Fundraising reminder to participants on key dates

Projected Costs & ROI for 2025

Limited gold partner places available

Endure24 – Reading & Leeds*

- Partner Fee: £6,500
- Minimum places £5,640
- 48 Solo & 24 Team (24 Solo & 12 Team places per event)

- Minimum Expected Fundraising**: £21,600 (1.8 ROI)
- Expected Projected Fundraising: £52,632 (4.3 ROI)

Trail Series*

- Partner Fee: £6,000
- Minimum places: £3,300
- 15 Non-stop, 5 Weekender & 10 50km

- Minimum Expected Fundraising**: £14,500 (1.6 ROI)
- Expected Projected Fundraising: £37,800 (4.1 ROI)

* Individual packages available, all prices excluding VAT.

** 2024 fundraising figures inc. ga



What our Charities Think

Find out how our Charities feel about these events

*Threshold Sports are without doubt one of, if not **the favoured events supplier for Macmillan Cancer Support**. Not only do their events stand out from the crowd and offer something different for our supporters, but the feedback received from supporters taking part in these events is always fantastic. From support offered at the point of registration, right up to event day itself – our supporters are always satisfied with their events experience. Year-on-year Macmillan has taken up Gold Charity packages for Trail Series, and Endure24.*

The packages work well for us because they offer little potential loss in terms of committing to purchasing places, but lots of potential for gain with the way additional places can be purchased on a place-by-place basis. Threshold Sports have proven themselves a great supplier to work with over the years; be it their prompt responses to any questions or concerns, but also in terms of how they listening to charities, take on-board feedback, and always seek to improve their events offering and relationships with charities where they can. We look forward to working with Threshold Sports for years to come and look forward to seeing their events offering grow and develop.



What Charity Participants Think

Find out how our Charity Participants feel about these events

Alzheimer's Research UK supporter Mel, who took part in Race to the King 2024 – Why are you participating in Race to the King?

I've felt really lucky to fundraise for Alzheimer's Research UK. It gives me a reason to share Mum's story and raise awareness about the disease, and I am blown away by people's generosity in response to my fundraising efforts! To date, I've raised over £11,300s.



Hi I'm Mel and I'm running Race to the King 100k

Thank you!

