

MULTI-AWARD- WINNING ENDURANCE EVENTS

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 £730,000* across our portfolio of events.

The best way to work with us, apply to be a **Gold Charity**

- Be one of only 8 charities per event, with increased chance of selection
- Small pre-purchase of places minimizing risk & ringfencing places on sell out events
- Targeted partner rights to drive recruitment & build awareness
- 1-2-1 support from a team that really cares

Alternatively, Be a **Participating Charity**

- Zero risk, only paying for participants that fundraise for you
- No pre-purchase of places required

*2024 fundraising figures including ga.



Threshold Trail Series

Inclusive, Award-Winning Ultras in Spectacular British Landscapes

Key Facts

- Two weekend trail events in stunning UK locations
- Entry options for all: walk, jog or run distances up to 100km
- All inclusive & accessible: full support including pit stops, basecamp (Stones), hot meals and showers

When & Where

- Race to the King: 21st June 2025, The South Downs Way
- Race to the Stones: 12th – 13th July 2025, The Ridgeway

Participant Packages

- Weekender: 2-days incl. camping c.£70pp + £550 fundraising (Stones only)
- Non-Stop: 24hr challenge c.£40pp - £50pp + £550 fundraising
- 50km: 1 day challenge c.30pp - £40pp +£350 fundraising

Proven Fundraiser

- Average fundraising £1,260pp*
- >£627k* raised across both events

*2024 fundraising figures including ga.



Endure24

The UK's Biggest 24-Hour Trail Race

Key Facts

- A 24-hour solo or team relay race, over a 5-mile trail loop on stunning private estates
- Accessible for all, do as many or as little laps as you like from midday Saturday to midday Sunday
- Runners & support teams camp all weekend, creating fantastic atmosphere

When & Where

- Wasing Park, Reading: 7th – 8th June 2025
- Branham Park, Leeds: 28th – 29th June 2025

Participant Packages

- Team: 2 – 12 members, starting from £20pp + £30pp in fundraising
- Solo: £45pp + £300 in fundraising

Proven Fundraiser

- Average fundraising £731pp*
- >£108k* raised across both events

*2024 fundraising figures including ga.



Partner Rights with Impact

Recruitment Support	Participating Charity	Gold Partner Charity	Title Charity
Charity Hub 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 reporting 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	-	Y	Y – plus sponsor pledge
Corporate Support	Participating Charity	Gold Partner Charity	Title Charity
Presentations for charity’s corporate partners	-	Y	Y
Brochure & sales materials	-	Y	Y
Corporate Support	Participating Charity	Gold Partner Charity	Title Charity
Live event activation, with charity space	-	Y	Y – additional exposure

TRAILS GOLD CHARITY FEES & FUNDRAISING

Event	Partner Fee*	Min Purchase	Place fee pp*	Min Fundraising pp	Av Fundraising pp	Total Charity Cost*	Min fundraising	Fundraising Projection	ROI Min	ROI Projected
Race to the King										
100km Non-Stop	£3,000	10	£121	£550	£1,262	£4,485	£7,250	£18,930	1.6	4.2
50km		5	£55	£350						
Race to the Stones										
Weekender	£3,500	5	£175	£550	£1,259	£5,315	£7,250	£18,885	1.4	3.6
Non-Stop		5	£125							
50km		5	£63	£350						
Both Events										
Weekender	£6,000	5	£175	£550	£1,260	£9,300	£14,500	£37,800	1.6	4.1
Non-Stop		15	£121 - £125							
50km		10	£55 - £63	£350						

TRAILS GOLD CHARITY FEES & FUNDRAISING

Event	Partner Fee	Min Purchase	Place fee pp*	Min Fundraising pp	Av Fundraising pp	Total Charity Cost	Min fundraising	Fundraising Projection	ROI Min	ROI Projected
Endure24 Reading										
Solos	£3,500	24	£84	£300	£889	£6,320	£10,800	£32,004	1.7	5.1
Teams Place		12	£67							
Endure24 Leeds										
Solos	£3,500	24	£84	£300	£573	£6,320	£10,800	£20,628	1.7	3.3
Teams Place		12	£67							
Both Events										
Solos	£6,000	48	£84	£300	£731	£12,140	£21,600	£52,632	1.8	4.3
Teams Place		24	£67							

* Charity fee ex. VAT

** Participant fee in. VAT

***2024 fundraising figures including ga.

About Threshold

We Believe that More Is In You™

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

Threshold Sports are without doubt one of, if not the favoured events supplier for Macmillan Cancer Support. Not only are 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. – Challenge Events Programme Manager, Macmillan Cancer Support

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

Georgia Anderson, Charities Manager

- Georgia.Anderson@thresholdsports.co.uk / charities@thresholdsports.co.uk

