

THRESHOLD/ MORE IS IN YOU™

Unlocking potential in teams and individuals,
one breathtaking event at a time



About Threshold Sports

We believe More Is In You™

Threshold's purpose is to help people realise their potential through world-class events.

We craft bespoke events for our clients. We also offer partnerships and corporate team entries on our award-winning public events.

Clients come to us for events that:

- / Raise money for charity
- / Build brands
- / Engage employees
- / Engage clients
- / Build teams
- / Inspire healthier lifestyles



Bespoke Event Delivery

You have full control

Some clients come to us with a clear idea of what they want whilst others have a blank sheet of paper and an objective.

Threshold's depth of experience and extended network ensure the only limitation is your ambition:

- / Flexible formats, dates and locations
- / 10 to 10,000 participants
- / Single or multi-day challenges
- / UK and international options
- / Accessible to all or pushing limits
- / Virtual challenge options
- / Full support from planning to delivery and evaluation



Corporate Client: NatWest Group

Team GB Baton Relay

Objective: Employee Engagement & Wellbeing

Event: 1,000-mile baton relay around NatWest sites across the UK

NatWest wanted to take their Team GB partnership on the road to bring it to life for employees from Scotland to the white cliffs of the South Coast.

With a short turnaround time, we developed a two-week challenge that saw 300 NatWest colleagues carry a baton 1,000 miles visiting 55 branches and offices in 4 countries.

In doing so we set a record for the biggest variety of challenges we had ever delivered in one event: cycling, walking, running, horse riding, surfing, sailing, swimming, rowing and kayaking.



90% of participants said it helped them feel more connected to colleagues*

*post-event survey



Corporate Client: Vodafone Foundation

Trans-Alp Cycle

Objective: Fundraising

Event: 5-day Alpine Cycle Challenge finishing in Nice

The Vodafone Foundation wanted to build on the success of the seven previous epic challenges that Threshold delivered with a once-in-a-lifetime Alpine cycle adventure.

Drawing riders from across their international footprint, we crafted a route that took in iconic climbs like Alpe d'Huez, the Galibier and Cime de la Bonette whilst stopping overnight in traditional mountain accommodation.

Fundraising flooded in and friendships were forged to last a lifetime. The main question at the celebration dinner was, 'Where next?'



£178K raised for the Foundation and 100% of riders interested in taking part in a future event*

*post-event survey



Corporate Client: Bupa

Bupa Challenge

Objective: Client Engagement

Event: Single day, multi-discipline team challenge

Bupa's broker network are critical to their business. Building close relationships with them is fundamental.

We created an annual Bupa Challenge which brought together 100-150 of their key network for a day that tested their physical, creative and problem-solving prowess all in stunning country house settings.

Teamwork was at the heart of all the challenges fostering bonds between everyone from the moment the starting gun was fired on the first challenge to the closing song of the party at the end of the day.



94% of clients who attended the event said it improved their perceptions of Bupa*

*post-event survey



Corporate Client: Puma

Forever Faster Cup

Objective: Brand awareness amongst Gen-Z runners

Event: A world-first 10km relay format

Puma wanted to reach runners early in their relationship with brands so we created a brand-new relay format that pitted rival universities against each other in a high-octane night of racing in front of their peers.

A fully Puma branded track, high profile influencers and a packed infield provided the back-drop for Leeds Uni to take the honours in the inaugural Forever Faster Cup.



The 10,000m was split into 23 legs, from 100m to 1600m to test a range of track athletes



Corporate Client: Morgan Stanley

Manchester to London Ride

Objective: Fundraising & Employee Wellbeing

Event: Manchester to London Cycle Ride

Building on the success of a previous London to Paris ride, Morgan Stanley wanted to keep things closer to home with a tightly managed ride between key cities.

Threshold managed the planning and delivery of the 200-mile ride with a particular focus on supporting the internal team for a smooth experience for riders.

The climbs of the Peak District provided a stern challenge on Day 1 before the final day saw them welcomed home with a family friendly festival finish.



99% of riders said taking part had increased their sense of pride working with Morgan Stanley*

*post-event survey



Corporate Client: NatWest Group

Virtual Cycle Challenge

Objective: Employee Engagement & Wellbeing

Event: Land's End to John O'Groats virtual cycling challenge

NatWest had entered a team into Threshold's Ride Across Britain event which saw employees riding from 'End-to-End' of the UK over 9 days.

We wanted everyone to be part of the epic challenge, so we created a bespoke challenge where cyclists from across the business could combine their efforts to see how many times they could cover the same distance.

High profile office takeovers with live music, bike installs and MCs saw the team get behind every pedal of the challenge.



Covering 4.5 lengths of Britain, 93% of employees said they would take part in a similar event in the future*



Charity Client: British Heart Foundation

London to Brighton Ride

Objective: Optimisation of an established event

Event: The iconic London to Brighton;
Europe's Oldest Charity Ride

Since 1976 thousands of people a year have taken on the iconic 54-mile route from London to Brighton raising millions for good causes.

COVID battered the cycle event industry, and we were brought in to help the BHF rebuild the event back to its former glory.

Using the full range of skills within Threshold, we supported on all aspects of the event from operational reviews to event positioning and commercialisation of the asset with the simple aim of ensuring the ride raises millions of £ for charity for another 50 years.



12,000 riders signed up in the first year of our involvement; an increase of +25% YoY



Charity Client: Macmillan Cancer Support

Mighty Hike Series

Objective: Series Expansion

Event: The UK's leading charity hike series

We have worked closely with Macmillan since 2017 to efficiently expand their flagship fundraising event series.

Since then, we have scoped and launched over 9 new locations from the Scottish Highlands to the Giant's Causeway and the far West Country, we have introduced new formats, and supported Macmillan on how to maximise the sponsorship of the asset.

Every year we set ourselves the challenge of remaining ahead of the increasingly competitive market with a combination of world-class delivery and efficient investment.



£1.2m most raised from single hike

£11.4m raised in total in 2024

£670 average raised per hiker

*post-event survey



Charity Client: Restless Development Schools Triathlon

Objective: Series Expansion to raise over £1m per year

Event: The UK's leading school fundraising event series

Restless development pioneered a fantastic format that saw kids aged 7 to 13 complete a pool swim, cycle and run in teams of 4 at some of the UK's most prestigious schools.

However, they had the challenge of expanding this proven concept with a limited team. This was compounded by having limited weekends that would work to deliver the triathlons at host schools.

With our extended crew network we rapidly extended the series to 10 of the UK's most esteemed schools delivering accessible triathlons for over 9,000 kids hitting the £1m target as we did so.



£1.2m raised in 2024: +20% vs. 2023

Target of further expansion to 14 schools in 2025



Charity Client: Sport Relief

Celebrity Challenges

Objective: Inspire donations with unmissable celebrity challenges

Events: David Walliams vs. the Thames, Zoe's Hardest Road Home, Davina's Beyond Breaking Point, John Bishop's Week of Hell, Sport Relief's Return to Kili and more

Our long-running relationship with Sport Relief saw us work on multiple celebrity projects balancing the unique demands of live broadcasts, dynamic public support and pushing an individual to their limits.

No challenge was deemed too great, whether it was permits for David Walliams to swim in front of the Houses of Parliament or dispensation from the French Government for John Bishop to row from France to the UK as part of his Week of Hell.



£3.4m raised by John Bishop as he cycled, rowed and ran from Paris to London in his Week of Hell



Charity Client: Street Child

The Big Ride

Objective: Fundraising and engagement of a key partner network

Event: The Big Ride: 3-day fundraising festival with cycling, walking and running options, full hospitality, and camping.

Street Child have a long-running partnership with Liberty Global and each year they host The Big Ride to engage their extensive global corporate partner network.

Threshold finds a new iconic European location to host the event each year and by integrating partnership opportunities and accessible routes for all levels we have successfully helped the charity generate over 1m euros in entry fees, donations and sponsorship per year.



Enough funds raised in a year to enrol 43,300 children into school in Cameroon, or build 50 temporary learning centres in Nepal



Charity Client: Big Change

Strive Challenges

Objective: Fundraising and recruitment of a network of high-value supporters of Big Change

Events: Strive Challenges

Since 2016 we have been working with Big Change to craft unforgettable challenges for their high-value donors.

From the mountains of Bhutan to the frozen forests of Finland we have created bespoke routes that focus on pushing the participants to their limits but also providing time and space for building relationships and learning about the role of the charity.

Needless to say, they are popular projects for the team to work on!



“Thank you for being such a reliable, versatile and vital partner to Big Change and Strive over the past nine years. We couldn’t ask for a more Strive-y crew.”

CLIENT LEAD



Charity Client: Stand up to Cancer

London 3 Peaks

Objective: City-based fundraising concept

Event: London 3 Peaks

Stand Up to Cancer wanted an iconic city fundraiser to add to their portfolio.

We brought the classic 3 Peaks challenge to the heart of the capital with the UK's first 5km run in between iconic tower climbs.

After climbing the Gherkin, Salesforce Tower, and 200 Aldersgate, we added a twist to finish with a 196ft abseil back down to earth.



2,000 steps climbed by every single participant taking part



Teams & Partnerships

Be part of our public events

Our public portfolio of trail running, walking and cycling events is ideally suited to brands targeting the health and wellbeing space and corporate teams.

Whether looking to build awareness in the active lifestyle sector or unite your team behind a shared challenge, we have options to suit.

**RACE TO
THE KING**

**ENDURE²⁴
LEEDS**

**RACE TO
THE STONES**

**ENDURE²⁴
READING**

**RIDE ACROSS
BRITAIN**



TESLA



GREAT
ORMOND
STREET
HOSPITAL
CHARITY



Brand Partnership: Endure24

Adidas TERREX

Objective: Brand Building & Product Trial

Event: Endure24 – The world's biggest 24hr trail runs

Adidas TERREX built on their long-standing relationship with the Threshold Trail Series by becoming the official Footwear and Apparel Partner for Endure24.

The 3-day festival format and looped route of Endure24 provided the ideal environment for adidas to maximise Test and Trial numbers.

From sign up to wrap up, we took adidas TERREX along with us on the participant journey introducing a brand-new Endure24 adidas TERREX shakeout lap as the perfect opportunity to kit everyone out in TERREX trainers.



24,000 participants supported by TERREX on Threshold events since first partnering



Brand Partnership: Ride Across Britain

Deloitte

Objective: Employee Engagement, Brand Building & Fundraising

Event: RAB - The UK's largest Land's End to John O'Groats ride

Deloitte were looking for a platform to activate their partnership with London 2012 for their UK employee and client population.

They took the title partnership of Threshold's Ride Across Britain event which sees 800 riders a year take on the iconic challenge of riding end to end of the UK over 9 days.

Over the 10 years of their partnership they saw hundreds of their employees and clients complete the bucket list challenge raising millions of £s for their partner charities in the process.

Award Winner: UK Sponsorship Awards LTD. Best B2B Sponsorship and Most Effective Use of Mass Participation 2020/21



600 companies represented on RAB including riders from over 25% of the FTSE 100



Brand Partnership: London Revolution Dulux

Objective: Client Engagement & Fundraising

Event: London Revolution - 2-day cycling festival with riders taking on a full 180-mile lap of Greater London.

Dulux are all about adding colour to people's lives. With cycling booming they looked for an event that would appeal to their core partner base and enable them to raise money for their charity partners.

They transformed the overnight camp at London Revolution into a family friendly festival to engage all their key partners and suppliers, raising hundreds of thousands of £s in the process.



4hrs is the average time the Dulux dog spends in 'hair and makeup' before a photo shoot



Brand Partnership: Threshold Trail Series

VÅGA

Objective: Brand Awareness

Event: The UK's favourite ultramarathons
– the Threshold Trail Series

VÅGA were introduced to the Threshold Trail community as the Official Headwear Partner in 2024.

Together we designed bespoke Race to the Stones and Race to the King feather caps for participants to wear on the events and keep as one of a kind mementoes of their endeavours.

VÅGA's long term goal is to see the brand represented across the field from the first finisher to the very last finisher. We are one step closer to achieving this after a successful first year of working together.



400 x Race to the Stones caps sold out
200 x Race to the King caps sold out
150 x Unique crew caps made



Brand Partnership: Race to the Stones Dixons Carphone

Objective: Employee Engagement, Brand Building & Fundraising

Event: Race to the Stones - The UK's favourite Ultramarathon

Dixons Carphone flipped their CSR investment on its head. Instead of donating money directly to a partner charity, they invested in the title partnership of Race to the Stones and used that as a platform to raise hundreds of thousands more for multiple charities.

Over 7 years they used the event as a cornerstone of their employee wellbeing and engagement programme whilst engaging key partners to take part along the iconic 100km trail.



4 x winner at Running Awards including the UK's favourite endurance event



Brand Partnership: Endure24

Siren Craft Brew

Objective: Brand Awareness & Product Trial

Event: Endure24 – The world's biggest 24hr trail runs

Siren, a Berkshire based, independent brewery were approached to become the Official Bar Partner of Endure24.

Their partnership has brought fun, colour and a comfortable spot for those not on the course, and in 2024 we co-created a bespoke Endure24 beer with help from our very own Endure participants.

Siren's journey with us started at the Reading event but has now extended to Leeds, into our community pop ups as well as into the basecamp of Race to the Stones, exposing them to a whole new audience set.



1,594 pints of 'Lap It Up'
sold at Endure24 in 2024





Get in Touch


All great adventures start with a conversation.
Choose the approach that suits you and give us a call

- / Create your own event
- / Partner with an event
- / Enter teams in an event

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