



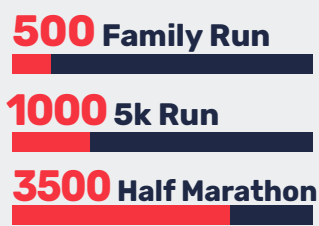
PARTNERSHIP OPPORTUNITIES

The hugely successful and award-winning British Airways Run Gatwick offers a Half Marathon, 5k and Family Run. Set on fully closed roads, this flat and fast route takes runners through an exciting mix of park, town and the beautiful West Sussex and Surrey countryside around Gatwick Airport.

Brought to you by Run Series, this unique event already hosts 5,000 runners and 15,000+ spectators and was voted the best New Road Race in the 2019 National Running Awards. Runners, spectators and the entire community enjoy the huge and exciting festival feel Event Village, complete with live music, entertainment, a mouthwatering food festival, free activities and superb hospitality from British Airways.

This high quality event is growing quickly and is the perfect opportunity to expose a brand to a healthy and affluent sporting marketing along with a huge spectator base.

5000
COMPETITORS



400
LOCAL COMMUNITY VOLUNTEERS

15,000+
SPECTATORS



52
running clubs

40
SCHOOLS taking part in FAMILY RUN

NATIONAL AWARD WINNERS

Local Business and Community Engagement

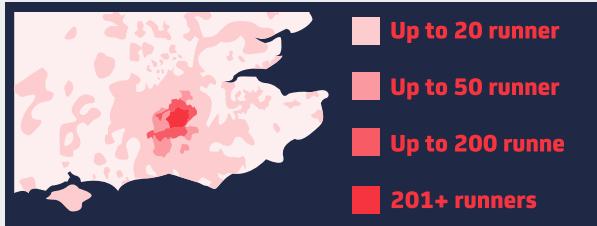
57% **43%**
PARTICIPANT GENDER

Marketing Reach: **1,200,000+**

INDEPENDENT RACE REVIEWS
★★★★★
4.7 / 5.0

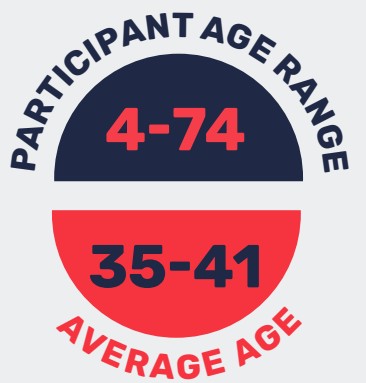
£187,000
RAISED FOR CHARITY IN 2018/19

GEOGRAPHIC REACH



HOW DID YOU HEAR ABOUT US?

- Word of Mouth: **44%**
- Social: **20%**
- Search: **10%**
- Local Advertising: **26%**



“
‘Second year of running, and the thrill of running next to a runway as planes take off is unbelievable. Well planned route with nice mix of country and town’
”

“
‘Great well organised event. Fantastic event village too. Well worth it in your half marathon calendar. First class!!’
”

“
‘One of the best half marathons I have ran!!! Well laid out course with the excitement of airliners flying overhead. Marshal’s were everywhere ensuring we were well supported and encouraged.’
”

BRITISH AIRWAYS

RUN GATWICK

PARTNERSHIP OPPORTUNITIES

- Huge Event Village
- FREE Kids Active Village - inflatables/climbing wall/obstacle course
- Exciting stage programme with live music
- Strong spectator appeal and offering
- Engaging and relevant partner activations
- Relevant Community Event Village stands
- Commentator & Event Host
- Runner Awards/Prizes & Competitions
- Live BBC broadcasts
- Strong social media coverage and reach



PARTNERSHIP PACKAGES (including but not limited to):

- ✓ Bespoke emails to 25k database
- ✓ Dedicated account manager
- ✓ Monthly slot in e-newsletter
- ✓ Logo on website home page
- ✓ Logo on all marketing material and competitor communication
- ✓ Advert in digital event programme
- ✓ Quarterly slot in e-newsletter
- ✓ Recognition on all social media channels
- ✓ Branding at all events and commentator mentions
- ✓ Bespoke activation opportunity
- ✓ Space in Event Village
- ✓ Free race places
- ✓ Logo and partner description on website

Official Partner	£7,000 - £12,000
Official Supporter	£3,000 - £5,000
Charity Partner	£500 - £5,000
Local Community Supporter	£150 - £ 300



JOIN OUR HAPPY PARTNERS

"British Airways is proud to support Run Gatwick since it's first event in 2018. Each year British Airways Run Gatwick delivers a fantastic running experience for all with a family friendly atmosphere that attracts runners and spectators both locally and internationally. The Run Series team are professional and flexible to work with, always striving to understand and deliver against our objectives, not only on the event day but in the months leading up to it and post event too. A great event to be involved in and for British Airways, a hugely positive and rewarding engagement opportunity for both our colleagues and with the local community!"

Nick Welsh, Marketing, PR & Comms Manager, British Airways

"Partnering with both the Run Reigate and the Run Gatwick events have proved a significant return on our investment both in terms of sales and brand awareness/recognition. The team are innovative and fun to work with and we love how they help our customers 'run on clouds'"

Olly Laws, Sales Director, UK & Ireland, On

"We are proud to partner with Run Series on their unique Run Gatwick event. Our community is a priority for us and sponsoring the Run Gatwick RaceCrew Volunteers enables us to show our support and appreciation to the local community whilst inspiring and engaging runners, spectators and volunteers in a positive and healthy manner."

Melanie Wrightson, Community Engagement Manager, Gatwick Airport