

# RUN REIGATE

The largest running event in Surrey, the multi-award winning Run Reigate offers a Half Marathon, 10k, 5k and Kids Race on a fully closed road route through park, town and beautiful Surrey countryside. Brought to you by Run Series, this flagship event hosts 5,000 runners, starting and finishing in Reigate's stunning Priory Park. With a unique family friendly festival atmosphere, this is so much more than just an exciting running challenge for all abilities and ages. The fantastic and ever popular huge event village ensures runners, spectators and the entire community come together to run and celebrate as one!

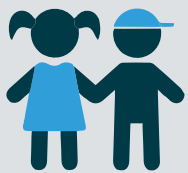
## PARTNERSHIP OPPORTUNITIES

This assured and established event is the perfect opportunity to expose a brand to a healthy and affluent sporting market along with a huge spectator base.

**5000** COMPETITORS  **30,000** RUNNERS TO DATE

**15,000+** spectators 

**LARGEST** RUNNING EVENT IN SURREY



**SOLD OUT** KIDS RACE 2016-2019

LOCAL BUSINESS ENGAGEMENT 

**400** LOCAL COMMUNITY VOLUNTEERS 



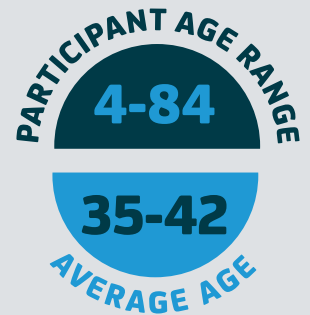
**RESIDENT** ENGAGEMENT AND SUPPORT 



**NATIONAL** AWARD WINNERS

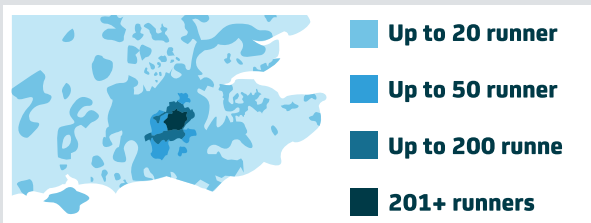
**£900,000+** RAISED FOR LOCAL CHARITIES 2014 - 2019

AWARD WINNERS IN..

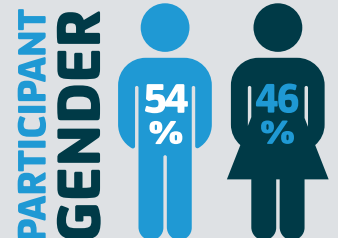


**Marketing Reach:** **1,100,000** 

**Geographic Reach:**



**INDEPENDENT RACE REVIEWS**



“Run Reigate just gets better and better every year ‘The best event in the South East’”

“6th year and I’ll be back for number 7! Great race and well organised from start to finish. Better setup than a lot of marathons I’ve seen! Definitely worth doing”.

“Run Reigate seems to be one of a kind. A great race made brilliant by the course, the crowds and the extras laid on like music, drummers and the huge event village...”

# RUN REIGATE

## 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

*"More than just a race, it's a whole day out for family and friends"*

### PARTNERSHIP PACKAGES (including but not limited to):

- ✓ Event naming right & joint logo
- ✓ Bespoke emails to 25k database
- ✓ Branding on race bibs, medals, ribbons, volunteer t-shirts, start/finish gantry, finishers t-shirts
- ✓ 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

Headline Partner (with Naming Rights)	£20,000+
Official Partner	£7,000 - £12,000
Official Supporter	£3,000 - £5,000
Charity Partner	£500 - £5,000
Local Community Supporter	£150 - £ 300

*(Subject to rights package and activation agreed)*

### JOIN OUR HAPPY PARTNERS

*"Partnering with both the Run Reigate and the Run Gatwick events has been a great fit for us and allowed us to achieve our goal of getting more Ons on peoples feet. 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 support such a successful, forward thinking company as Run Series. Working with them is always a pleasure and a great opportunity for us to gain exposure within the local community prior to the event, on race day itself and post event across a number of different platforms. The team are so committed and dedicated to our business goals as well as to bringing a fantastic, well organised event to the local community".*

**Nicola Morgan, Business Development Manager, Spire Gatwick Park Hospital**

*"Our Run Reigate partnership represents a significant marketing spend and we feel the Run Series team really nail this event for us. Great ROI, growing numbers year on year, fantastic feedback and a great team to work with".*

**Mike Jackson, Marketing Manager, Morrisons Solicitors**

