

ABOUT THRESHOLD THE UK'S LEADING ACTIVE EVENTS AGENCY

WE BELIEVE THAT MORE IS IN YOU™

Our Purpose is to help people realise their potential through world class events

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

We offer a range of our own multi-award-winning public events for sponsorship and brand partnerships, as well as creating bespoke challenges for clients.



PHYSICAL EVENTS CREATED FOR A DIGITAL AGE
OUR PURPOSE LED CHALLENGES
HAVE A UNIQUE ABILITY TO HIT
MULTIPLE BUSINESS OBJECTIVES
IN ONE SINGLE EVENT



EVENTS WITH PURPOSE
EFFICIENT SPEND

**Leadership
Development**
C-suite

**Client
Engagement**
Sales team

Brand Building
Marketing team

Fundraising
CSR team

**Employee
Engagement**
HR team

**Health &
Wellbeing**
HR team





RIDE ACROSS BRITAIN LAND'S END TO JOHN O'GROATS: A TRULY ICONIC BRITISH CHALLENGE WITH GLOBAL REACH TO HIGH VALUE RIDERS



KEY FACTS

- The leading **Land's End to John O'Groats ride**, with 1,000 riders taking on the 9-day, 980 mile challenge each year
- **Breathtaking route** that takes you from the jagged Cornish coast to the peaks of the Scottish Highlands
- **A sell out event**, with limited places in high demand & high corporate uptake
- **Year-round engagement** with full comms plans and training platform
- 9-day event builds **life-long bonds**
- **Record-breaking fundraiser** (>£1m pa)
- Winner of **Best B2B and Mass Participation** Sponsorship Awards at **UK Sponsorship awards 2020**



WHEN & WHERE



September
annually



3 Countries (UK)
End to end of the UK



9 Stages
Covering 23 counties and running close to key cities including Bristol, Bath, Manchester, Liverpool, Carlisle, Edinburgh and Inverness.



PARTICIPANT PROFILE



1,000+
participants



>600 Companies
represented since 2010



£80k
Median income of riders in 2019



31 Countries
represented in 2019



MEDIA DATA



700k+
social reach per year²



150k+
web sessions per year



2.9m+
branded impressions per year

Social Reach: Instagram and Facebook
All data taken from 2019 event year



PACKAGES



Title Partner



Category Partners

Including, but not limited to:
Automotive
Haulage
Wellbeing
Technology
Option for Value in Kind deals



Stage Sponsors
Stage Sponsors

All prices on application



THRESHOLD TRAIL SERIES UK'S FAVOURITE TRAIL EVENTS FOR ELITES TO FIRST TIMERS

VOTED UK'S BEST ENDURANCE EVENT FOR LAST FOUR YEARS*



THRESHOLD/
TRAIL SERIES
ULTRAS FOR ALL



KEY FACTS

- **Four weekend events** in stunning UK locations
- **Entry options for all:** walk, jog or run distances from 21km to 100km
- **All inclusive and accessible:** full support including pit stops and high spec overnight camp sites
- **Voted the UK's Best Endurance Event** for last four years at the UK Running Awards*
- **Market leading fundraising platform** with >£900k raised per year for hundreds of charities
- **National series** sponsorship available for 2022+



WHEN & WHERE



May - July
annually



Stunning Routes

across the UK in National Parks and Areas of Outstanding Natural Beauty:

- **Race to the Tower:** Cotswold Way
- **Race to the King:** South Downs Way
- **Race to the Stones:** Ridgeway
- **Race to the Castle:** Northumberland Coast



PARTICIPANT PROFILE



9,000+
participants



18 – 80 Years
Intergenerational



50%
male



50%
female



Novice to Elite
First timers to world class



MEDIA DATA



350k+
web sessions per year



40k+
Subscribed database of walkers and runners



42k+
social media followers



9m+
branded impressions per year



PACKAGES



Series Title Partner
(2023+)



Single Event Title Partner



Category Partners
Automotive
Haulage
Wellbeing
Technology
Option for Value in Kind deals

All prices on application



ENDURE24

GLASTONBURY FOR RUNNERS: UK'S LEADING 24 HR CHALLENGE DESIGNED FOR SUPER SOCIAL TEAMS OR SOLO RUNNERS

ENDURE24
 EPIC, BRUTAL, RELENTLESS


KEY FACTS

- A **24-hour solo or team relay race** run over a 5-mile trail loop on stunning private estates
- **Multiple entry options** from one 5-mile lap to >100 miles for a solo
- Runners and support teams **camp all weekend** with the run from midday Saturday to midday Sunday
- Mass camp allows **extended contact time** and leads to fantastic atmosphere throughout the event
- Ideal option for coverage across the **North and South of the UK**



WHEN & WHERE

Wasing Park, Reading
18th-19th June

Bramham Park, Leeds
2nd-3rd July



PARTICIPANT PROFILE



10,000+
participants & supporters



42 Years Old
average age of participants



48%
male



52%
female



MEDIA DATA



116k+
web sessions per year*



620k+
Facebook reach per year



150k+
Facebook engagement per year



PACKAGES



SECURED
Series Partner (2022+)



SECURED
Event Partner (2022+)



Category Partners
Automotive
Haulage
Wellbeing
Technology
Option for Value in Kind



LONDON REVOLUTION

A UNIQUE LONDON EVENT THAT BRINGS TOGETHER CYCLISTS, WALKERS AND RUNNERS IN ONE UNFORGETTABLE WEEKEND



KEY FACTS

- **Unique London event** proven to attract the booming cycling and running demographics
- **Cycle a 250km loop of London** over 2 days, or take it on in one with the Ultra package
- **Take on the trails with half marathon to 50km routes** for walkers and runners
- **All inclusive and accessible**, with halfway basecamp with family entertainment and camping
- **Proven fundraiser** with high-profile charity partners such as CRUK and Macmillan.



WHEN & WHERE



September
annually



London
Full loop of the capital
Overnight basecamp at Windsor



PARTICIPANT PROFILE



3,000+
participants



46 Years Old
average age of participants



70%
male



30%
female



65%
cyclists



35%
walkers / runners



MEDIA DATA



140k+
web sessions per year



1.1m+
social reach since
2021 launch alone*



5.2m+
branded impressions
per year



PACKAGES



SECURED
Title Partner (2022+)



Category Partners

Automotive
Haulage
Wellbeing
Technology

Option for Value in Kind
deals

BESPOKE CLIENT EVENTS CREATING YOUR OWN EXTRAORDINARY EVENT WITH EXTRAORDINARY OUTCOMES

EVERY BRIEF IS UNIQUE TO THE CLIENT
BEFORE WE DO ANYTHING, WE LISTEN TO YOU



FLEXIBLE FORMATS



Multi-format

The only limit is imagination: choose cycles, runs, summit, swims, abseils and more

10 to 10,000

We offer options from small scale VIP experiences to mass participation events



Single or Multi-day

Contact time away from desks transforms relationships; we offer overnight options from mass camps to boutique hotels



INCLUSIVITY FOCUSSED



Accessible to all

Focus on ensuring all levels of experience are supported from sign up to medal



Wellbeing platform

A unifying moment that unites physical and mental health



Built for diversity

Work together to ensure the event and supporting campaign targets a full range of your employees



DIGITAL INTEGRATION

Virtual challenges

Increase reach of your event with a range of cutting edge digital platforms that can be bespoke to your objectives

Flexible platforms

- Competitive or collaborative challenges
- Dynamic leaderboards
- Integration of wearable tech
- Augmented Reality
- Bespoke branding
- Social media integration
- Fundraising integration



UK & INTERNATIONAL

UK Based

Our roots are in London and Brighton, and we deliver events from the Southern to Northernmost tip of the UK

Global Experience

Extensive portfolio of delivery across Europe, Africa and beyond for a range of international clients. Global reach via parent company Infront and their local partners.



FULLY INTEGRATED



Efficient support

We support your team at all stages from comms to recruitment to minimise resource required from you



Fundraising

Guidance and support on ensuring maximum funds raised for charity partners



Evaluation

We treat every project with a long term view & measure success against your KPIs to prove the business case

WE'D LOVE TO HEAR FROM YOU WE'RE PROUD TO WORK WITH THE LEADERS IN THE CORPORATE AND CHARITY SECTOR

"From the start to the finish of this project, every interaction we've had with Threshold has been professional and faultless." **Client lead, RBS**

"In my 20 years of working, the standout best event I have ever done with a team. You have definitely helped us go a level deeper in understanding ourselves and each other. That's a lot to achieve in 2 days!" **CEO, Trainline**

"A huge thank you for yet another outstanding Threshold event. Your team never fails to impress." **Participant, Vodafone Foundation**

"Visionary use of sport... solving serious societal issues whilst simultaneously providing an internally motivation, CSR and wellbeing tool all wrapped up in one of the greatest-possible brand adverts. Really smart." **Participant, Ride Across Britain**

"I always appreciate how calm and under control the whole Threshold team appear, even when multiple last minute changes and obstacles are thrown at them." **Client lead, Comic Relief**

THRESHOLD/ MORE IS IN YOU™

Find out more at www.thresholdsports.co.uk
Contact us at info@thresholdsports.co.uk

