

TRAIL RUNNING & ULTRAS THE CHARITY OPPORTUNITY

Threshold x Maverick Race x Alzheimer's Research UK x JustGiving





THRESHOLD/
MORE IS IN YOU™



ALZHEIMER'S
RESEARCH UK **FOR A
CURE**

JustGiving®
from Blackbaud

Today's Agenda

- ▶ The growth of Trails and Ultras
- ▶ The Trail and Ultra demographic
- ▶ Event case studies
 - ▶ Maverick Race
 - ▶ Threshold Trail Series
 - ▶ Endure24
- ▶ The Fundraising Opportunity
- ▶ Charity partner case study: Alzheimer's Research UK
- ▶ Q&A



A brief history of Trails & Ultras



Roots in the Northern Fells
Hard men in small shorts



Developed in the mountains
Terrifying unless you're part goat



Increasingly elite
Unwelcoming to mere mortals

Ultras: Growing fast, booking early

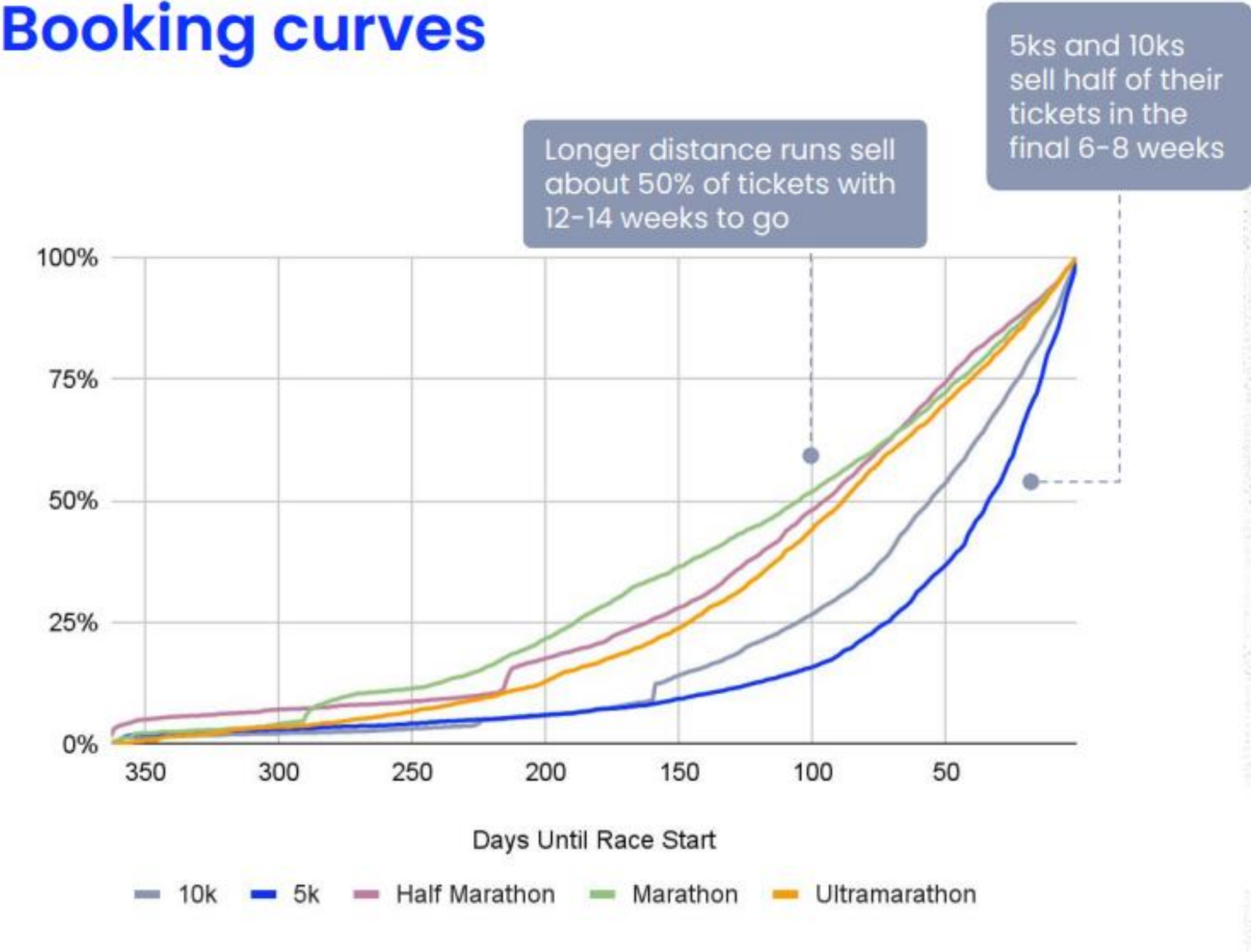


Ultramarathons are among our fastest growing categories in 2023

| Growth Tier | Event Distance |
|---------------|-----------------------------------|
| 30%+ Growth 🚀 | Ultramarathon, 10k, Half Marathon |
| 10%+ Growth | 5k |
| 0% Growth | Marathon |

Growth of longer distances
People pushing beyond the marathon

Booking curves

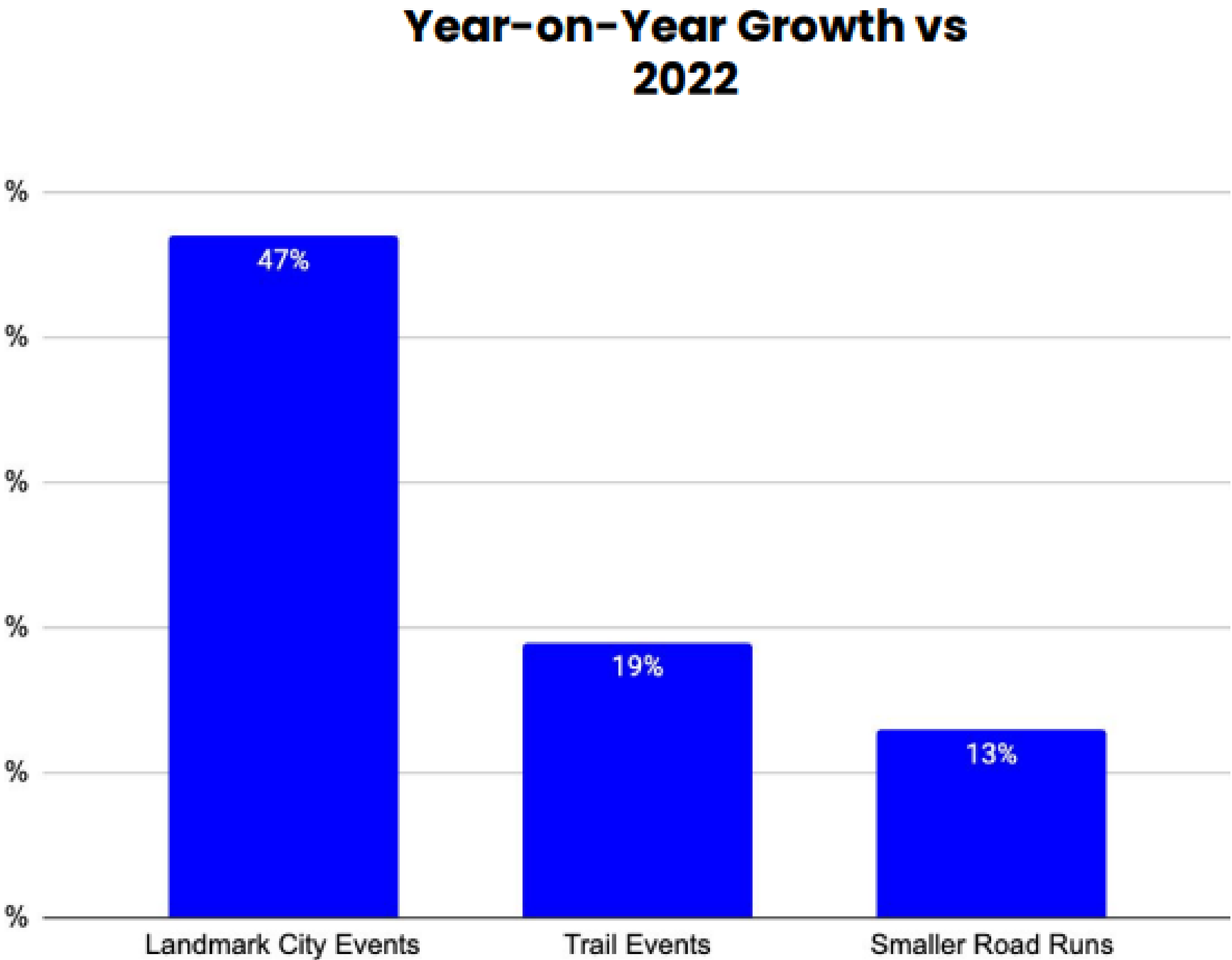


These are considered events
Matches a longer fundraising journey

Trails is a focal point for the sector



- ▶ Trail running has grown by 231% in the last 10 years. *Run Repeat*
- ▶ Female participation has grown from 13% in 1997 to 46% in 2022. *World Athletics*
- ▶ Forecast annual growth of 8% annually to 2028. *Intellectual Market Insights Research.*
- ▶ Continuing to be a major growth sector with running brands investing heavily



1. 'The State of Trail Running'. *RunRepeat*

the outdoors awaits™

ESTD 2013
Maverick
RACE

18 Events across the UK

Distances from 10km to 50km

14,000 runners in 2023

Events year round



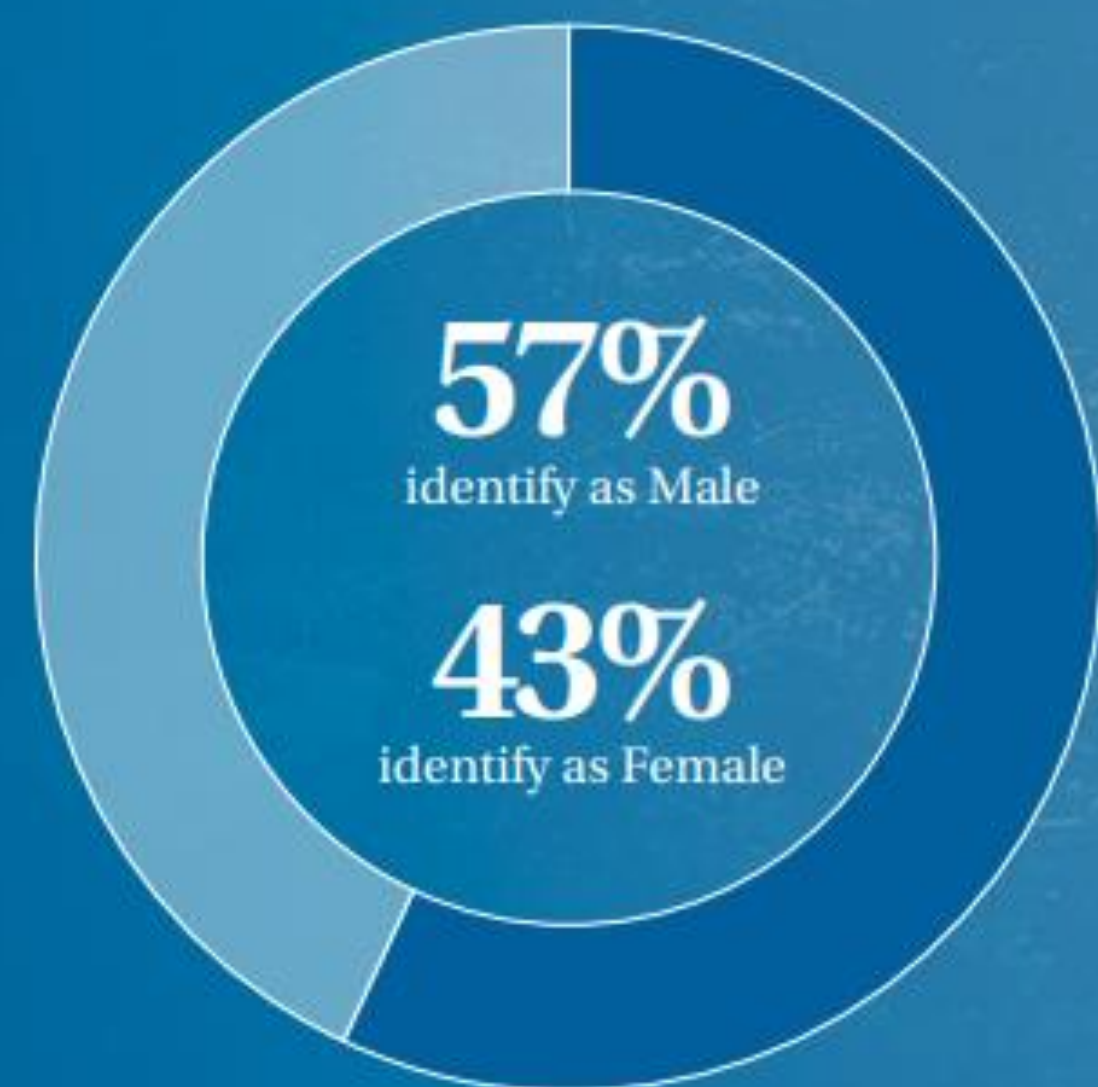
A challenge, an experience,
a community.



Maverick Race is guided by a set of core values at its heart that shape our identity and mission. We embrace adventure and support community spirit in the outdoors with all enthusiasts. We operate with integrity and innovation, prioritising the safety and enrichment for our participants. We pride ourselves on inclusivity, creating a diverse and welcoming environment for all.

Our runners

GENDER



WHERE OUR RUNNERS ARE BASED



ATTENDANCE



AGE



Connecting with our runners

Email database

 **15k**

53% open rate

8% click-through ratio

Instagram followers

 **20k**

38k av monthly reach

6k av monthly profile visits

500 av new followers a month

3k av reel views, 91% story completion

Website

 **350k** unique users per month

500k views per month

4% av conversion rate of visitors buying a race entry

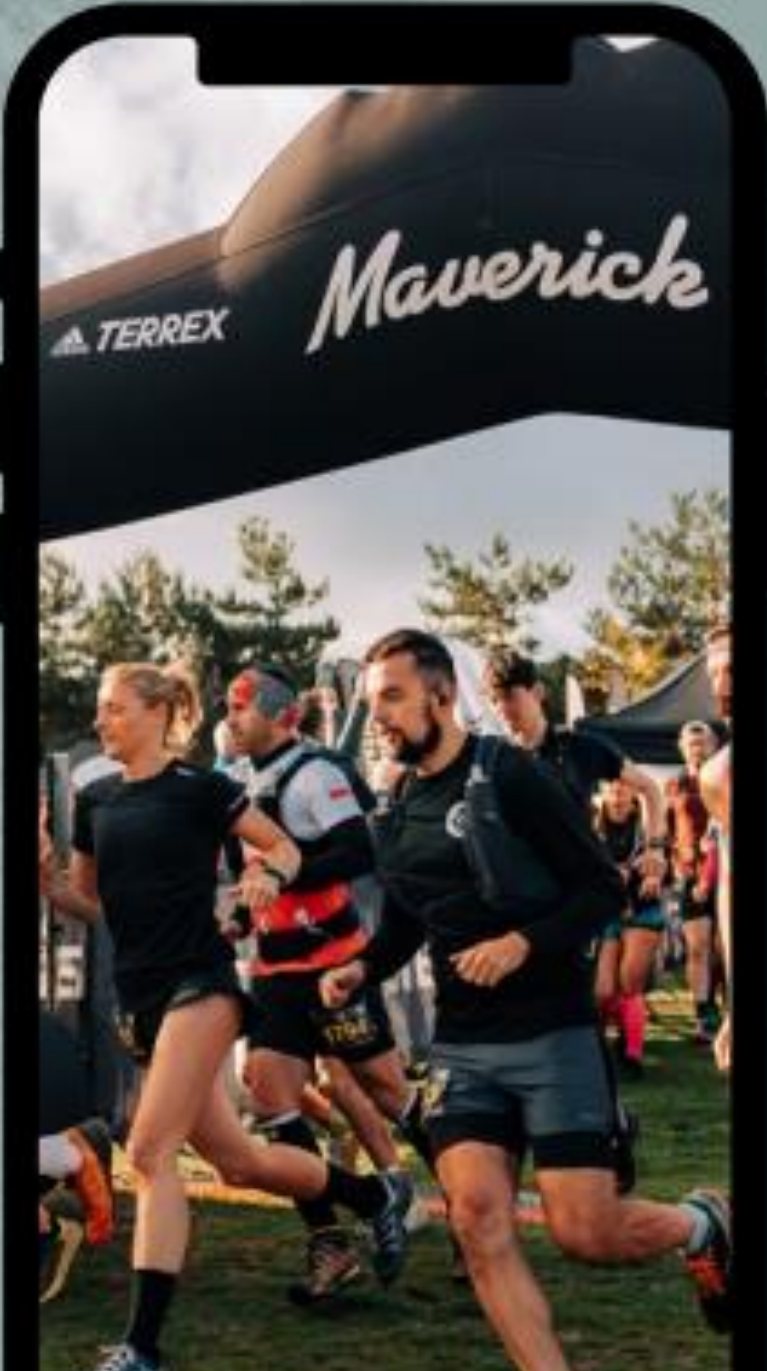
Facebook followers

 **12k**

70k av monthly reach

7k av monthly profile visits

60 av new followers a month



RACE TO THE STONES



RACE TO THE KING



The UK's favourite Ultramarathons

Designed to be **Ultras for All**

Distances from 50km to 100km

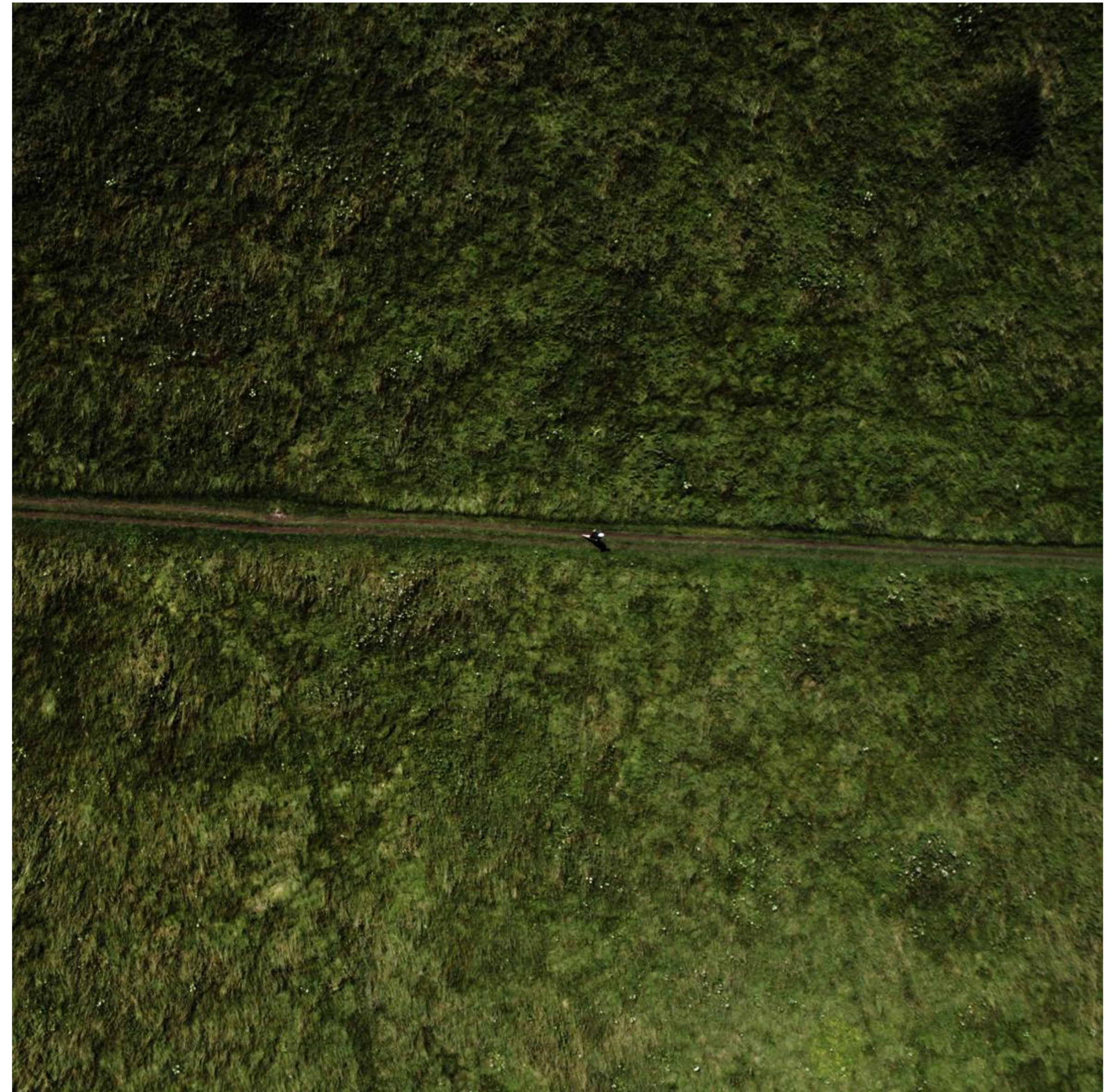
Single-day or 2-day options

Stones: 13-14th July, Ridgeway

c.3,000 runners and walkers

King: 15th June, South Downs

c.2,000 runners and walkers



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Designed to open up Ultras For All



Wide range of participants

First timers to fastest known timers

A lifetime achievement

The inaccessible made accessible

Fundraisable

Stepping beyond the marathon

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ENDURE24

HOW FAR WILL YOU GO?

The UK's biggest 24hr trail race

Enter as a solo, pair or a team of up to 12. Bring your team for the Friday night party. See how many laps of the 5-mile trail you can complete from midday on Saturday to midday on Sunday.

Reading: 8-9th June. c.3,500 participants

Leeds: 29-30th June. c.2,500 participants

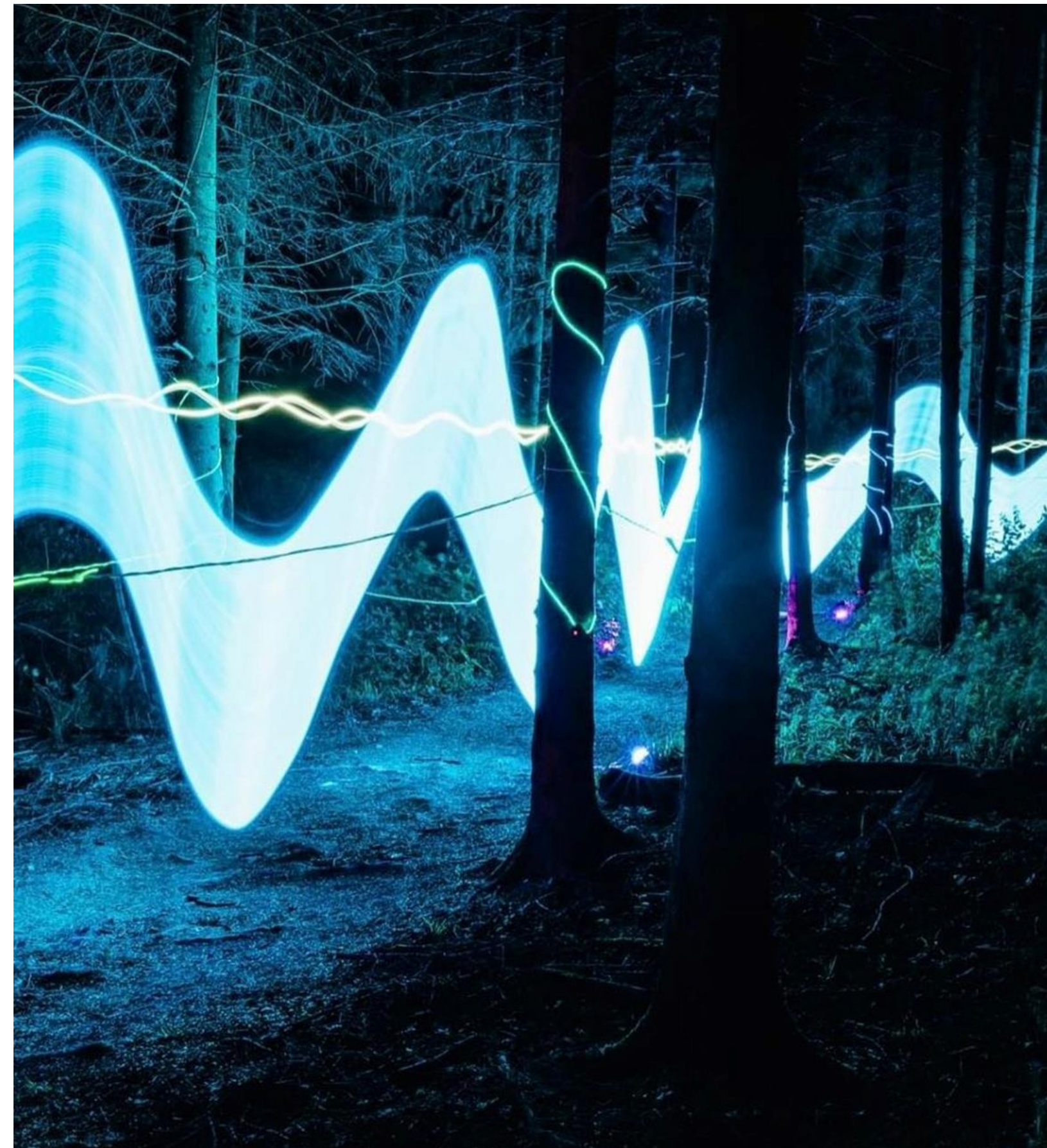


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The team opportunity: Endure24



Team running event
Unique vs. standard solo races



Multi-day experience
Up to 50+ hours on site

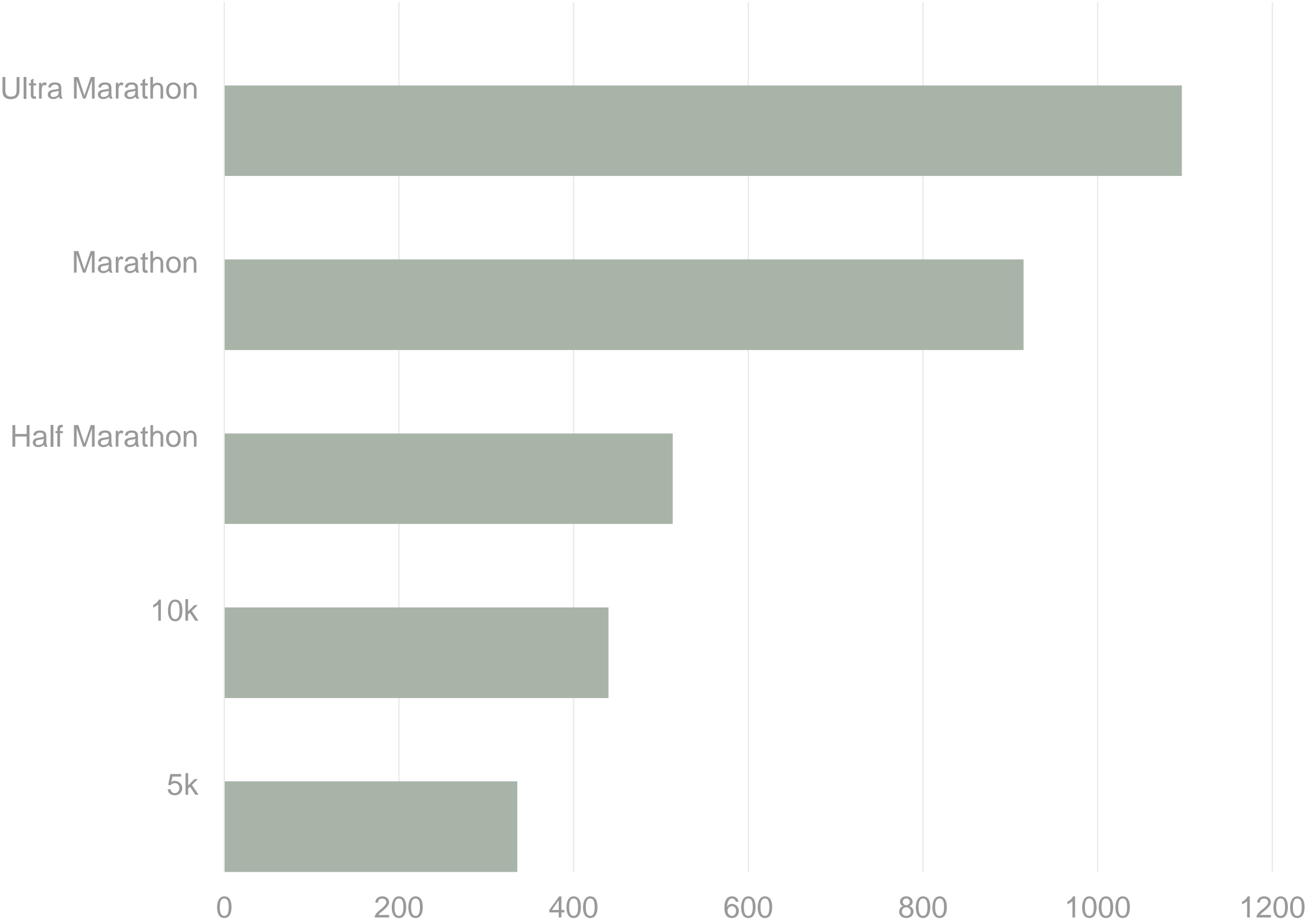


Fun & Fundraising
A rare combination in one event

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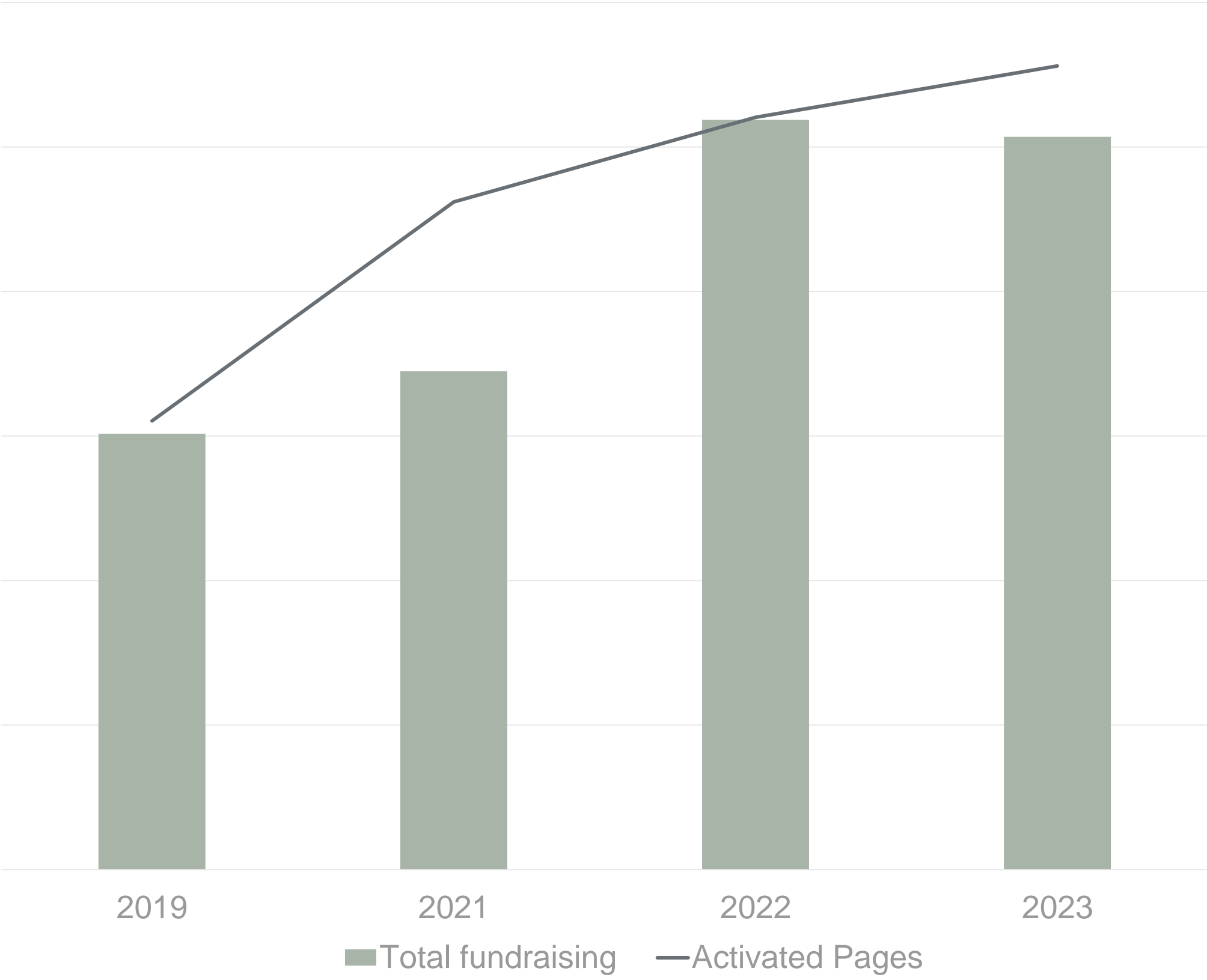
Ultrasc deliver the highest fundraising

Av. fundraising per person, per distance 2022



Threshold Trails
£1,005 average fundraising 2021-2023

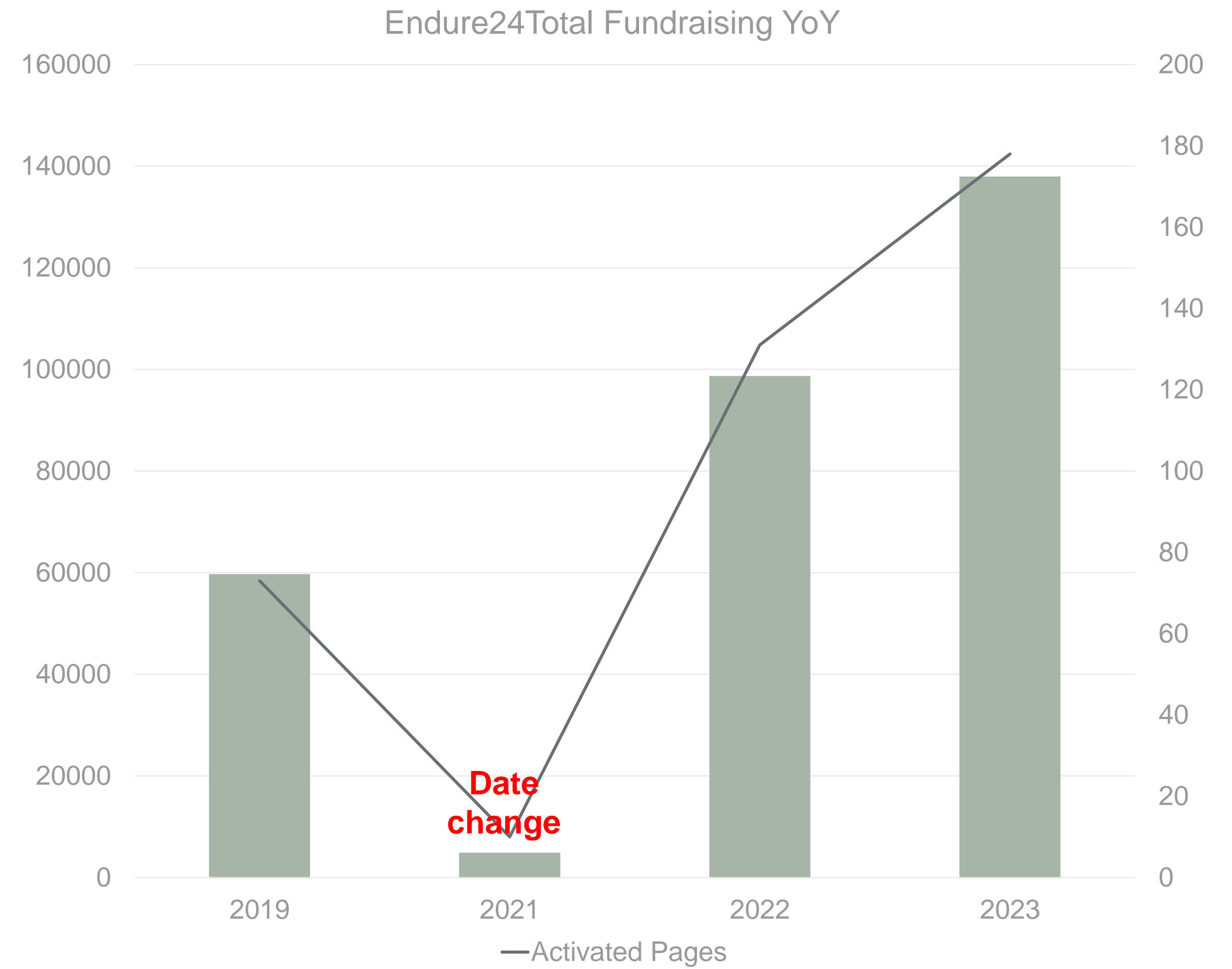
Ultra event activated pages & total fundraising



Growth of Ultrasc & Fundraising
Well above pre-COVID levels

Endure24 the emerging opportunity

- ▶ Acquired by Threshold and first delivered by their team in 2022
 - ▶ Beginning with a single charity model
 - ▶ Now open to more charities
-
- ▶ Average fundraising in 2023:
 - ▶ Endure24 Reading: £794
 - ▶ Endure 24 Leeds: £734



ARUK: Top 5 lessons

- ▶ Demographic of runner
 - ▶ Already clued up on the event or have been a part of another organised event
- ▶ Don't sweat the fundraising
 - ▶ Fundraising can look daunting when running an Ultra
- ▶ The support is endless
 - ▶ Learn to rely on your partner for support
- ▶ Collaboration
 - ▶ A platform to showcase the charity's initiatives
- ▶ Input vs Output
 - ▶ Little expenditure but high average fundraising for the Trail Series 7:5



Things to consider

- ▶ Communication style
 - ▶ Stay concise, no fluff!
- ▶ Fundraising
 - ▶ Runners still need fundraising reminders & a bit of a push
- ▶ Event day experience
 - ▶ Finish times can be long
- ▶ Trust the information provided
 - ▶ Threshold are there to help, you don't need to handhold the runner



A key part of your events mix



A key part of your portfolio
Not just another road race



Great value partnerships
Partner with quality providers



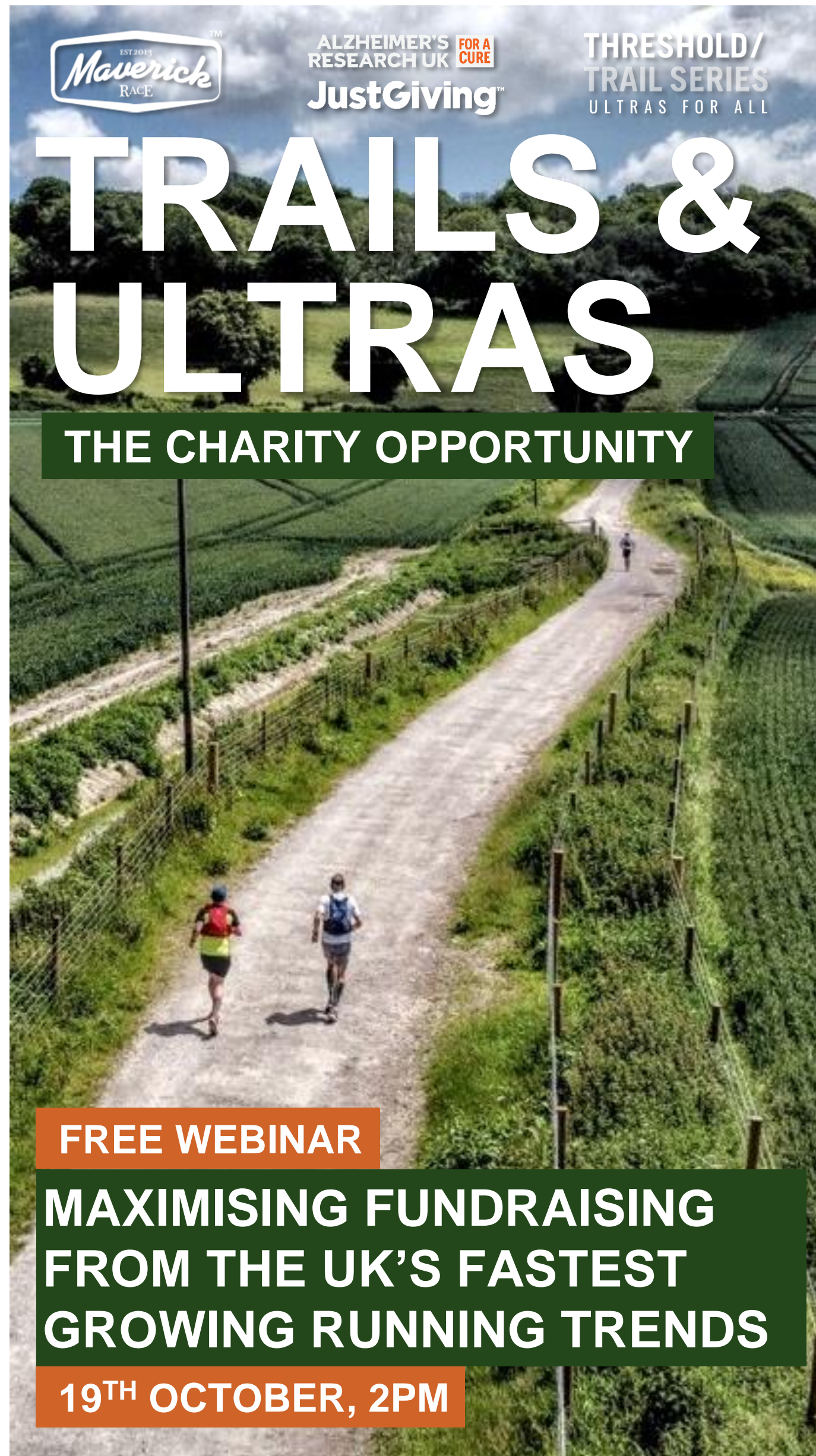
Proven fundraising
Tap into those going longer

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ANY QUESTIONS?

The only stupid question is the one you don't ask



Maverick
ESTD 1985
RACE

ALZHEIMER'S RESEARCH UK
FOR A CURE
JustGiving

THRESHOLD/
TRAIL SERIES
ULTRAS FOR ALL

TRAILS & ULTRAS

THE CHARITY OPPORTUNITY

FREE WEBINAR

MAXIMISING FUNDRAISING
FROM THE UK'S FASTEST
GROWING RUNNING TRENDS

19TH OCTOBER, 2PM