

Threshold Sports 2026 Charity Packages

Taking you beyond a marathon...



Market leading fundraisers

We enable charities to maximise fundraising and supporter engagement, by offering proven packages on our award-winning endurance challenges.

Hundreds of UK charities of all sizes benefit from our events, with £2.1 million raised in 2024 alone. There are several simple ways to partner with us:

Gold Charity Partnership: 1 of only 8 Gold charities per event

- Small pre-purchase of places upfront & ringfenced places on sell-out events
- Highly prominent in recruitment, marketing and live event activation

Local Charity Partnership: Local to event vicinity

- Smaller Partner Fee & Minimum number of places vs. Gold
- Additional support, brand awareness & live event activation

Participating Charity: No pre-purchase of places.

- Zero risk, only pay for runners that fundraise for you
- Registration Fee of £10 per event
- Places invoiced for at 4 weeks before event

Title Charity: Detail on request, subject to corporate partners



RACE TO THE KING RACE TO THE STONES

Inclusive, Award-Winning Ultramarathons in Spectacular British Landscapes

Key Facts

- The UK's Favourite Ultras: 4000+ participants across two iconic mass-participation ultras.
- Ultras For All: Walk, jog, or run 50km – 100km distances.
- All-inclusive approach: Full support including route signage, pitstops, basecamp, hot meals, and showers.

When & Where

- Race to the King: 20th June 2026, The South Downs Way
- Race to the Stones: 11th – 12th July 2026, The Ridgeway



RACE TO THE KING RACE TO THE STONES

Proven Fundraiser

- Average fundraising £1,280pp*
- >£640k* raised across both events

Participant Packages

- **100km Weekender: 2-days incl. camping**
c.£75pp + £550 fundraising (Stones only)
- **100km Non-Stop: 24hr challenge**
- c.£40pp - £55pp + £550 fundraising
- **80km: NEW! 1 day challenge, non stop**
- c.£45 + £450 fundraising
- **50km: 1 day challenge**
- c.35pp - £45pp +£350 fundraising
- **30km: NEW! 1 day challenge**
- c.£30 + £250 fundraising



ENDURE²⁴ READING

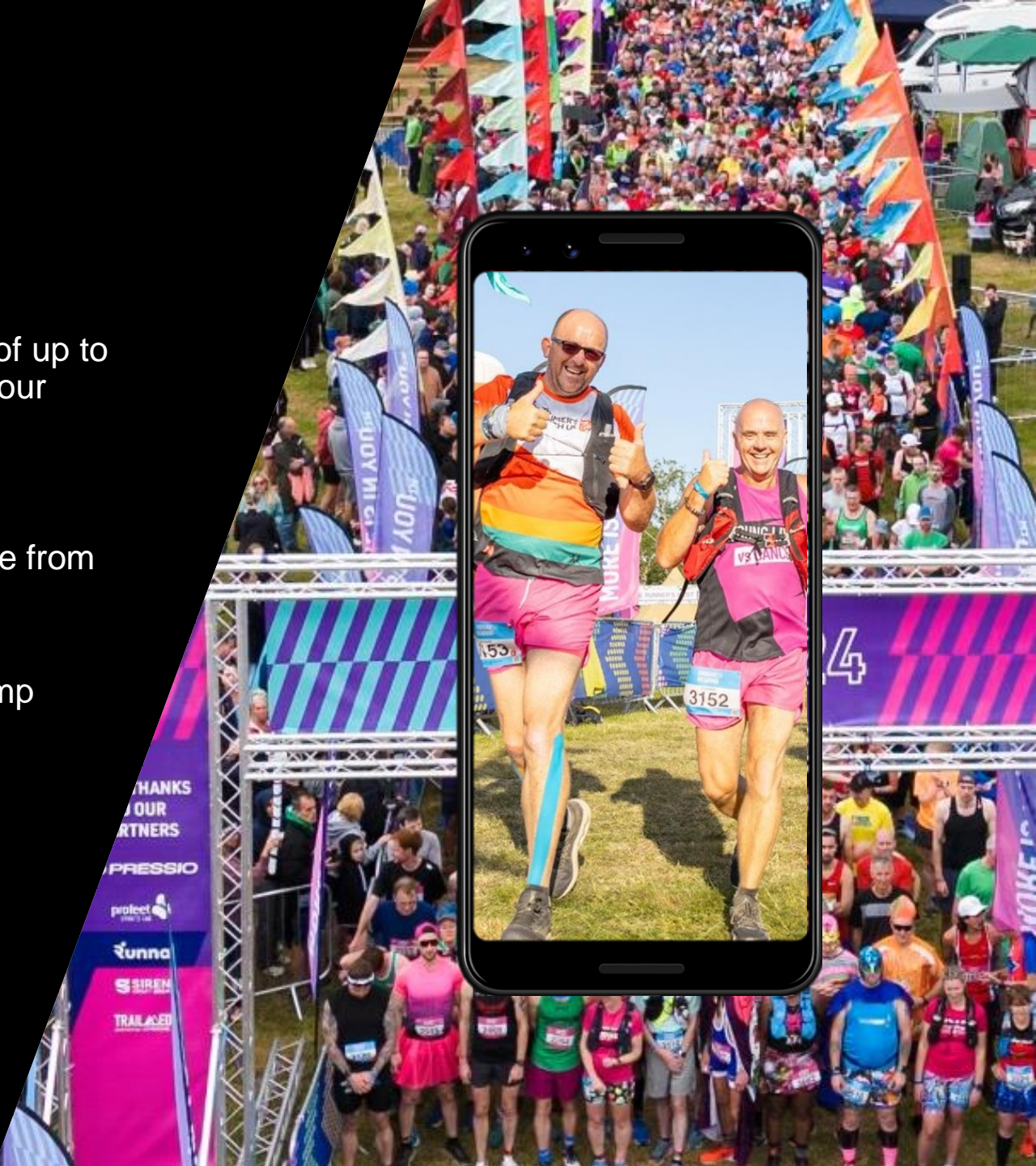
ENDURE²⁴ LEEDS

The UK's Favourite 24-Hour Trail Races

- A race unlike any other: Running Solo, in Pairs, or Teams of up to 12, participants have 24 hours to rack up as many laps of our stunning 8km trail course as they can.
- From 5 miles to 150: The event is highly accessible, with participants completing as many or as little laps as they like from midday Saturday to midday Sunday.
- Unique festival atmosphere: Runners & support teams camp together all weekend.

When & Where

- Wasing Park, Reading: 5th – 7th June 2026
- Branham Park, Leeds: 3rd – 5th July 2026



ENDURE²⁴ READING

ENDURE²⁴ LEEDS

Proven Fundraiser

- Average fundraising £765pp*
- >£137k* raised across both events

Participant Packages

- Team: 2 – 12 members, starting from £25pp + £300pp in fundraising
- Solo: £50pp + £300pp in fundraising



RIDE CYMRU

Take on the Wild Heart of Wales

- A Stunning Ride Across Wales: From the rugged north coast through remote mountain landscapes and into the beating heart of the capital.
- A Tough but Achievable Challenge: 256 miles with 22,000ft elevation, completed over three challenging days.
- Fully Supported Adventure: Turn-by-turn signage, chaperone riders, fully-stocked pitstops and basecamp accommodation.

When & Where

- 18th – 20th September
- Day 1: Llandudno to Machynlleth
- Day 2: Machynlleth to Brecon
- Day 3: Brecon to Cardiff



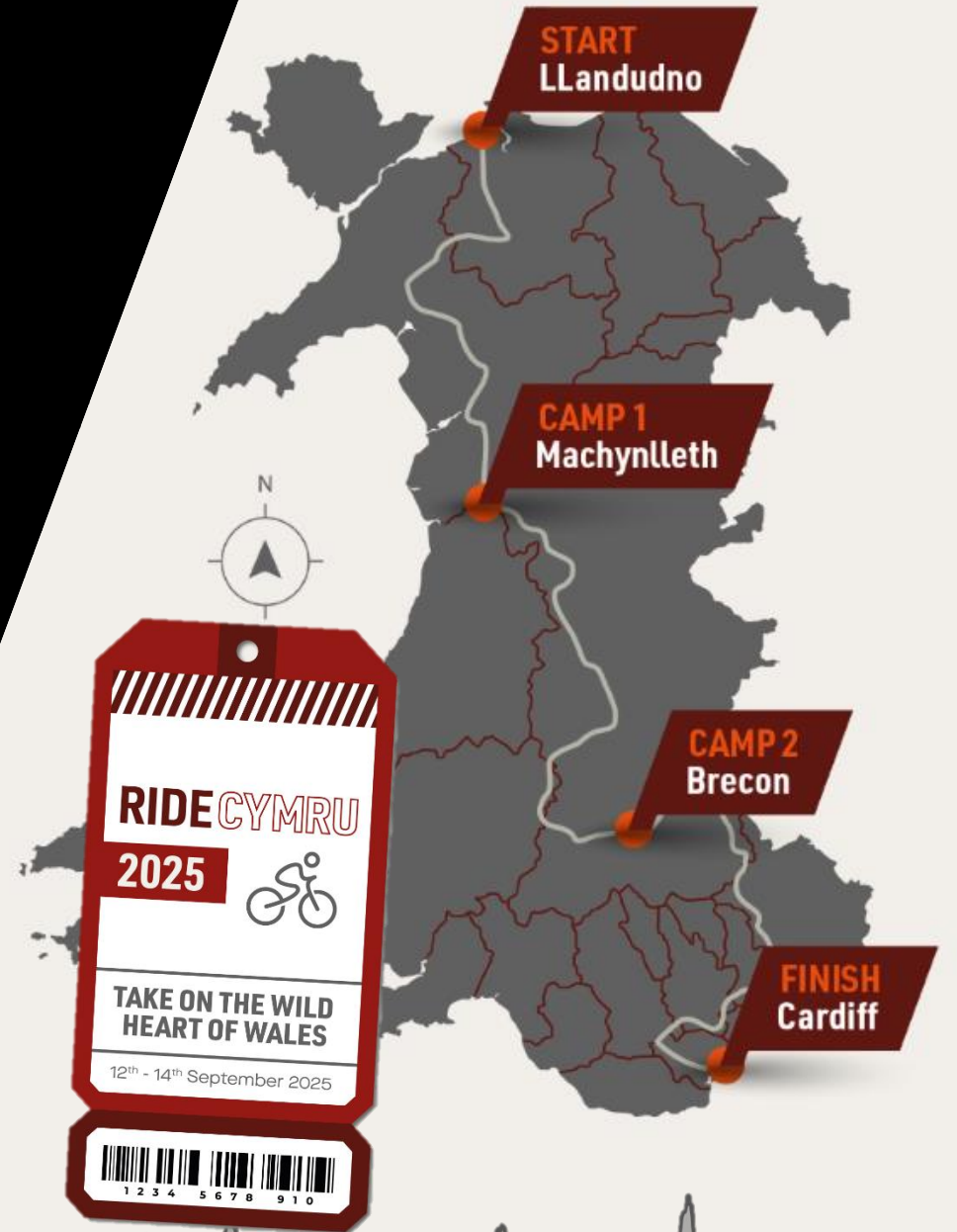
RIDE CYMRU

Fundraising

- Minimum fundraising £1,250
- Expected fundraising £1,750

Participant Packages

- £350pp + £1,250 in fundraising



High value partner rights

Recruitment Support	Gold Partner Charity	Local Charity	Participating Charity
Configuration of minimum purchase of places is flexible to your requirements (subject to availability)*	Y	-	-
Bespoke charity registration link	Y	Y	-
Charity partner profile on website	Y	Y	-
Charity logo on all website & event email footers	Y	-	-
Dedicated account manager	Y	Y	-
Threshold – hosted event marketing workshop	Y	-	-
Included on Participating Charity List – Web & Reg	Y	Y	Y
Participating Charity Fee Listing FOC for other TS events	Y	-	-
Charity Hub incl. Website copy, imagery, logos	Y	Y	Y
Fundraising Support	Gold Partner Charity	Gold Partner Charity	Participating Charity
Own place fundraising opt in & data capture	Y	-	-
Cheaper charity fees pp to drive ROI	Y	-	-
Charity reporting link, with live participant data	Y	Y	Y
Fundraising reminder emails on key dates	Y	Y	Y
Live Event	Gold Partner Charity	Gold Partner Charity	Participating Charity
Charity Flags at Start/Finish	Y	-	-
Live event activation, with charity space	Y	Y	-
2 FOC Places for Charity Reps*	Y	-	-

RACE TO THE KING RACE TO THE STONES

Gold Charity

Gold

Event	Partner Fee*	Min Purchase	Place fee pp*	Minimum Fundraising pp	Average Fundraising pp**	Total Charity Cost*	Minimum fundraising	Fundraising Projection**	ROI Min.	ROI Projected
Race to the King										
100km Non-Stop	£3,000	10	£121	£550	£1,263	£4,485	£7,250	£18, 945	1.6	4.2
50km		5	£55	£350						
Race to the Stones										
100km Weekender	£3,500	5	£175	£550	£1,295	£5,315	£7,250	£19,425	1.4	3.7
100km Non-Stop		5	£125							
50km		5	£63	£350						
Both Events										
100km Weekender	£6,500	5	£175	£550	£1,279	£9,800	£14,500	£38,370	1.5	3.9
100km Non-Stop		15	£121 - £125							
50km		10	£55 - £63	£350						

Configuration of minimum purchase of places is flexible to your requirements (subject to availability)

* Charity fee ex. VAT

**2024 fundraising figures including ga.

RACE TO THE KING RACE TO THE STONES

Local & Participating Charity

Local

Event	Partner Fee*	Min Purchase	Place fee pp*	Minimum Fundraising pp	Average Fundraising pp**	Total Charity Cost*	Minimum fundraising	Fundraising Projection**	ROI Min.	ROI Projected
Race to the King										
100km Non-Stop	£1,500	3	£138	£550	£1,263	£3,217	£5,400	£16,146	1.7	5.1
80km		0	£100	£450						
50km		3	£67	£350						
30km		0	£50	£250						
Race to the Stones										
100km Weekender	£1,500	3	£192	£550	£1,295	£3,217	£5,400	£10,314	1.7	3.3
100km Non-Stop		3	£142							

Participating

Event	Listing Fee *	Place fee pp*	Min Fundraising pp	Av Fundraising pp**
Race to the King				
100km Non-Stop	£10 per event	£138	£550	£1,263
80km	£10 per event	£100	£450	
50km	£10 per event	£67	£350	
30km	£10 per event	£50	£250	
Race to the Stones				
Weekender	£10 per event	£192	£550	£1,295
Non-Stop	£10 per event	£142		
50km	£10 per event	£71	£350	

Event	Partner Fee*	Min Purchase	Place fee pp*	Minimum Fundraising pp	Average Fundraising pp**	Total Charity Cost*	Minimum fundraising	Fundraising Projection**	ROI Min.	ROI Projected
Endure24 Reading										
Solos	£3,500	24	£84	£300	£897	£6,320	£10,800	£32,292	1.7	5.1
Teams Place		12	£67							
Endure24 Leeds										
Solos	£3,500	24	£84	£300	£573	£6,320	£10,800	£20,628	1.7	3.3
Teams Place		12	£67							
Both Events										
Solos	£7,000	48	£84	£300	£735	£12,140	£21,600	£52,920	1.7	4.2
Teams Place		24	£67							

Configuration of minimum purchase of places is flexible to your requirements (subject to availability)

* Charity fee ex. VAT
 **2024 fundraising figures including ga.

Local

Event	Partner Fee*	Min Purchase	Place fee pp*	Minimum Fundraising pp	Average Fundraising pp**	Total Charity Cost*	Minimum fundraising	Fundraising Projection**	ROI Min.	ROI Projected
Endure24 Reading										
Solos	£1,752	9	£92	£300	£897	£3,217	£5,400	£16,146	1.7	5.1
Teams Place		9	£71							
Endure24 Leeds										
Solos	£1,752	9	£92	£300	£573	£3,217	£5,400	£10,314	1.7	3.3
Teams Place		9	£71							

Participating

Event	Listing Fee *	Place fee pp*	Min Fundraising pp	Av Fundraising pp**
Endure24 Reading & Leeds				
Solo	£10 per event	£92	£300	£735
Pairs	£10 per event	£71	£300	£735
Small Team (3 – 5)	£10 per event	£71	£300	£735
Large Team (6 – 8)	£10 per event	£71	£300	£735
XL Fun Team (9 – 12)	£10 per event	£71	£300	£735

* Charity fee ex. VAT

**2024 fundraising figures including ga.

RIDE CYMRU All fees & fundraising

Gold

Event	Partner Fee*	Min Purchase	Place fee pp*	Minimum Fundraising pp	Average Fundraising pp	Total Charity Cost*	Minimum fundraising	Fundraising Projection	ROI Min.	ROI Projected
RideCymru										
RideCymru rider place	£4,000	20	£500	£1,250	-	£14,000	£25,000	-	1.8	-

Local

Event	Partner Fee*	Min Purchase	Place fee pp*	Minimum Fundraising pp	Average Fundraising pp	Total Charity Cost*	Minimum fundraising	Fundraising Projection	ROI Min.	ROI Projected
RideCymru										
RideCymru rider place	£2,000	10	£500	£1,250	-	£7,000	£12,500	-	1.8	-

Participating

Event	Listing Fee *	Place fee pp*	Min Fundraising pp	Av Fundraising pp**
RideCymru				
Standard	£10 per event	£542	£1,250	N/A New Event

* Charity fee ex. VAT

About Threshold

We believe More Is In You™

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

“Threshold Sports is, without doubt, one of, if not [our] favoured events supplier. Not only do their events stand out from the crowd and offer something different for our supporters, but the feedback received from supporters taking part in these events is always fantastic”

**Challenge Events Programme Manager,
Macmillan Cancer Support**

**Get in touch with our Charities team to see
how you can be involved:**

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