

Threshold Sports 2027 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
- Places invoiced for at 4 weeks before event

Title Charity: Detail on request, subject to corporate partners



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

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.

Proven Fundraiser

- Average fundraising £1,269pp*
- >£718k* raised across both events

When & Where

- Race to the King: June 2027, The South Downs Way
- Race to the Stones: July 2027, The Ridgeway



RACE TO THE KING RACE TO THE STONES Gold Charity

Event	Partner Fee*	Min Purchase	Charity fee pp*	Participant 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	5	£121	£55	£550	£1,250	£4,220	£6,350	£18,750	1.5	4.4
80km		3	£88	£45	£450						
50km		2	£55	£40	£350						
30km		5	£38	£35	£250						
Race to the Stones											
100km Weekender	£3,500	5	£175	£80	£550	£1,289	£5,315	£7,250	£19,335	1.4	3.6
100km Non-Stop		5	£125	£60							
50km		5	£63	£50							

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

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* Charity fee ex. VAT

**2025 fundraising figures including ga.

MORE IS IN YOU™

RACE TO THE KING RACE TO THE STONES

Local Participating Charity

Event	Partner Fee*	Min Purchase	Charity fee pp*	Participant 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	2	£134	£55	£550	£1,250	£2,052	£2,500	£7,500	1.6	4.2
80km		1	£100	£45	£450						
50km		2	£67	£40	£350						
30km		1	£50	£35	£250						
Race to the Stones											
100km Weekender	£1,500	2	£196	£80	£550	£1,289	£2,401	£3,100	£7,734	1.4	3.7
100km Non-Stop		3	£146	£60							
50km		1	£71	£50							

* Charity fee ex. VAT, Pax fee including VAT

**2025 fundraising figures including ga.

RACE TO THE KING RACE TO THE STONES

Participating Charity

Event	Charity fee pp*	Participant fee pp	Minimum Fundraising pp	Average Fundraising pp**
Race to the King				
100km Non-Stop	£134	£55	£550	£1,250
80km	£100	£45	£450	
50km	£67	£40	£350	
30km	£50	£35	£250	
Race to the Stones				
100km Weekender	£196	£80	£550	£1,289
100km Non-Stop	£146	£60		
50km	£71	£50	£350	

* Charity fee ex. VAT, Pax fee including VAT

**2025 fundraising figures including ga.

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.

Proven Fundraiser

- Average fundraising £765pp*
- >£176k* raised across both events

When & Where

- Wasing Park, Reading: June 2027
- Branham Park, Leeds: July 2027



ENDURE²⁴
READING

ENDURE²⁴
LEEDS

Gold Charity

Event	Partner Fee*	Min Purchase	Charity fee pp*	Participant 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	£55	£300	£777	£6,320	£10,800	£27,972	1.7	4.4
Teams Place		12	£67	£35 - £45							
Endure24 Leeds											
Solos	£3,500	24	£84	£55	£300	£689	£6,320	£10,800	£24,804	1.7	3.9
Teams Place		12	£67	£35 - £45							
Both Events											
Solos	£7,000	48	£84	£55	£300	£733	£12,640	£21,600	£52,776	1.7	4.2
Teams Place		24	£67	£35 - £45							

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

* Charity fee ex. VAT, Pax fee including VAT

**2025 fundraising figures including ga.

ENDURE²⁴
READING

ENDURE²⁴
LEEDS

Local Charity

Event	Partner Fee*	Min Purchase	Charity fee pp*	Participant 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	£88	£55	£300	£777	£3,181	£5,400	£13,986	1.7	5.1
Teams Place		9	£71	£35 - £45							
Endure24 Leeds											
Solos	£1,752	9	£88	£55	£300	£689	£3,181	£5,400	£12,402	1.7	3.3
Teams Place		9	£71	£35 - £45							

* Charity fee ex. VAT, Pax fee including VAT

**2025 fundraising figures including ga.

ENDURE²⁴
READING

ENDURE²⁴
LEEDS

Participating Charity

Event	Charity fee pp*	Participant Fee pp	Minimum Fundraising pp	Average Fundraising pp**
Endure24 Reading				
Solos	£88	£55	£300	£777
Teams Place	£71	£35 - £45		
Endure24 Leeds				
Solos	£88	£55	£300	£689
Teams Place	£71	£35 - £45		

* Charity fee ex. VAT, Pax fee including VAT

**2025 fundraising figures including ga.

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

- September 2027
- Day 1: Llandudno to Machynlleth
- Day 2: Machynlleth to Brecon
- Day 3: Brecon to Cardiff



RIDE CYMRU

Event	Partner Fee*	Min Purchase	Charity fee pp*	Participant fee pp	Minimum Fundraising pp	Total Charity Cost*	Minimum fundraising	ROI Min.
RideCymru								
Camping	£2,500	10	£459	£300	£1,500	£8,000	£18,000	2.3
Hotel (Single Occupancy)		2		£1,200				
Hotel (Double Occupancy)		0		£800				

* 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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