



Full Event Package – Charity Events

Pennine Events want to help you to put on the best possible event and we are delighted that you are interested in taking up this option. Each year Pennine Events work with a number of charities who look to us to get the very best out of their events.

We understand the need for you to focus on your fundraisers, the need for you to bring in much needed income to aid your cause and so a partnership with Pennine Events is the perfect opportunity to make this happen. From cycling to festivals, runs to awards ceremonies, Pennine Events has you covered.

What will you get from an event?

Utilising the skills and experience of the Pennine Events team your charity will receive the best care and attention to ensure that a profit is made all round. Let Pennine Events take the risk and create an event for you that will put you in a positive and forward-thinking position.

Think Tank

Pennine Events staff are full of innovative and exciting event ideas that we want to share with you. After a consultation with you and your team we will look to what you have at your disposal and how we can bring our creative and fun ideas forward to match your database and ambitions.

Experienced Team

When putting together your event we will use all the experience that we can muster to ensure that you get the best possible service. We have a dedicated team in the Pennine Events office of Directors, Operations Managers, Project Managers, Project Assistants, Commercial Managers, and Social Media experts to ensure that we give your event the best possible chance to succeed. We then carry this team forward into event delivery with a highly experienced and skilled set of freelance staff who love to get involved in new and exciting projects. Among them we can boast experience in major and international event delivery, health and safety, public services, charity, and much more to give a combined experience age of well into the hundreds of years.

Event Delivery

When putting your event together we will ensure that it is delivered professionally; within your set budget; and to the best of our ability. We will ensure that you are kept informed throughout and we will work closely with you to ensure that we can also help you with your fundraisers where we can.

Director: Mark Sandamas

Suite 1a Ribble House Meanygate Bamber Bridger Preston PR5 6UP

Tel: 01772 44 79 79 Wed www.pennineevents.co.uk Email: support@pennineevents.co.uk

Pennine Events Ltd. Registered in England and Wales. No. 4624504 VAT Registration No. 808 1021 69

Twitter: [@pennineevents](https://twitter.com/pennineevents) Facebook: Pennine Events

What do you have to do for an event?

Not that much! Pennine Events are here to do the work for you. We will ensure that together we choose the right event for you; the event that will appeal to your fundraisers and as such we would ask you to ensure that your fundraisers make an appearance at your event.

Marketing

Working with our marketing team here at Pennine Events we will look to ensure that between us we get the very best out of your fundraisers. Pennine Events will be only too happy to work with you to give the public the very best chance to join up on your event. We will also between us look to target a new range of fundraisers to add to your database and boost those all-important income figures.

Volunteers

Always a crucial part of any event we would like for you to play your part and bring your incredible volunteers to the event, not to take on event production roles, but to help you to make the most of your day.

Focus on YOUR fundraisers

We understand that the donor journey means so much to you and your charity so it is therefore important to us that you have the time to focus on your donors and not the event details. Working with Pennine Events gives you the very best opportunity to ensure that you create fundraisers for life, developing that all important journey from initial enquiry to event attendance and fundraising, to becoming a committed supporter, volunteer, and eventually direct debit and legacy donor. Fundraising is about relationships, let us give you the time to develop yours.

Agreement

The process of setting up the event is simple, together we can identify targets or simply let us know your expectations, and we will present to you an event along with a set budget that we will work to.

Ideas

The main thought process behind an event will often come from what is at your disposal, what you have done in the past, what your supporters prefer, or simply a crazy idea. Talk us through your set up and we will take it from there.

Event Package - *Let's work together*

Option 1 - *in association with 'your charity'*

Cycling or Running Event	Duathlon or Triathlon Event
<p>250 free places on the event Suggested minimum sponsorship £100</p> <p>Cost: £10,000 Potential income: £25,000 +</p>	<p>250 free places on the event Suggested minimum sponsorship £150</p> <p>Cost: £15,000 Potential income: £37,500 +</p>
<p>400 charity participant places Suggested minimum sponsorship £100 Exclusive right to sell any of your 400 places to a nominated charity at £33 per place</p> <p>Cost: £15,000 Potential income: £40,000 +</p>	<p>400 charity participant places Suggested minimum sponsorship £150 Exclusive right to sell any of your 400 places to a nominated charity at £33 per place</p> <p>Cost: £20,000 Potential income: £60,000 +</p>

- Charity partner – your own event
- Uncapped earning potential for you
- Event owned and run by Pennine Events
- Pennine Events will also sell places directly to the public
- Turn up with your fundraisers and participate
- Event created in consultation with you
- One-off payment
- Run, cycle, or swim
- Logo on promotional materials including:
 - Press release (event promotion and event recap)
 - Email marketing
 - Geo-targeting
 - E-Shot to current Pennine Events database
 - Website - link to sponsors website from event website
- Stand and presence at the event village and feed-stations
- Access to up to 1,000 participants through booking system, Pennine Events marketing, and on the day
- Right of first refusal to sponsor the following year's event
- Price dependent upon type of event, subject to confirmation. Example above based on standard cycle/run event held on a Sunday with open roads

Event Package - *Let's work together*

Option 2 - *in association with 'your charity' and one other*

Cycling or Running Event	Duathlon or Triathlon Event
<p>200 free places on the event Suggested minimum sponsorship £100</p> <p>Cost: £8,000 per charity Potential income: £20,000 +</p>	<p>200 free places on the event Suggested minimum sponsorship £150</p> <p>Cost: £10,000 per charity Potential income: £30,000 +</p>

- Charity partner with one other charity
- Uncapped earning potential for you
- Event owned and run by Pennine Events
- Pennine Events will also sell places directly to the public
- Turn up with your fundraisers and participate
- Event created in consultation with you
- One-off payment
- Run, cycle, or swim
- Logo on promotional materials including:
 - Press release (event promotion and event recap)
 - Email marketing
 - Geo-targeting
 - E-Shot to current Pennine Events database
 - Website - link to sponsors website from event website
- Stand and presence at the event village and feed-stations
- Access to up to 1,000 participants through booking system, Pennine Events marketing, and on the day
- Right of first refusal to sponsor the following year's event
- Price dependent upon type of event, subject to confirmation. Example above based on standard cycle/run event held on a Sunday with open roads

Event Package - *Let's work together*

Option 3 - *in association with 'your charity' and two others*

Cycling or Running Event	Duathlon or Triathlon Event
150 free places on the event Suggested minimum sponsorship £100 Cost: £5,000 per charity Potential income: £15,000 +	150 free places on the event Suggested minimum sponsorship £150 Cost: £7,000 per charity Potential income: £22,500 +

- Charity partner with two other charities
- Uncapped earning potential for you
- Event owned and run by Pennine Events
- Pennine Events will also sell places directly to the public
- Turn up with your fundraisers and participate
- Event created in consultation with you
- One-off payment
- Run, cycle, or swim
- Logo on promotional materials including:
 - Press release (event promotion and event recap)
 - Email marketing
 - Geo-targeting
 - E-Shot to current Pennine Events database
 - Website - link to sponsors website from event website
- Stand and presence at the event village
- Access to up to 1,000 participants through booking system, Pennine Events marketing, and on the day
- Right of first refusal to sponsor the following year's event
- Price dependent upon type of event, subject to confirmation. Example above based on standard cycle/run event held on a Sunday with open roads