

CAMU I'R COPA
ALWAYS
AIM HIGH
events



CHARITY GUIDE
2023

WELCOME TO ALWAYS AIM HIGH EVENTS

Founded and run by sport professionals, Always Aim High Events specialise in providing award-winning, ultimate sports events.

Based in stunning North Wales, our events capitalise on the glorious landscapes, providing open-air triathlons, duathlons, cycle sportives and running races around the most inspiring locations possible.

Founded in 2010, the ethos of Always Aim High Events has always been to showcase the beautiful parts of the world that we call home, while ensuring that our events have a positive impact on both the local communities and environments that host them.

Our Community Fund ensures that local grass-roots sporting & community organisations benefit directly from our events, and we are proud to support local charities and mountain rescue teams,

recognising the importance of events in the charitable sector, who are recovering from a lack of fundraising opportunities during the Covid pandemic.

We have striven to be at the forefront of sustainable and positive environmental improvement. We were the first to introduce the Tee's for Trees initiative, we aim to remove single use cups and plastic from events, and provide only locally-sourced finisher mementos

All these initiatives mean that Always Aim High Events have established a positive reputation for the highest level of event organisation, but also hosting responsible events.



My wife and I compete in triathlons all across the UK and I genuinely believe that Always Aim High Events are the best around. Superb staff and volunteers on the day, great information prior to the event, a good race day pack and a fantastic course. I would highly recommend any Always Aim High event to anyone interested! - 2022 Snowman Participant

LOOKING AHEAD TO 2023

Following on from a successful 2022 event season, which saw participant and spectator numbers exceed 2021 and also pre-pandemic numbers, we are excited to build on this success for the 2023 season ahead.

Having introduced the Llandudno Triathlon in 2022, we continue to expand, with two new events in 2023. In support of the founding North Wales Road Runners Club, we are hosting the Nick Beer Memorial 10k, an event that has been running for over 30 years.

Building on our relationship with global brand XTERRA, we are thrilled to announce the launch of XTERRA UK - Weston Park, the only XTERRA triathlon in the UK.



Coming in May 2023, this event will attract an additional segment of adventure endurance athletes, looking for Always Aim High Events quality in delivering this UK cross-tri event.



Since 2010 we have welcomed over 500,000 athletes & spectators to our events.

ALWAYS AIM HIGH EVENTS PARTICIPANT & SPECTATOR TRENDS

There's no doubt that the Covid pandemic has been a difficult time for the events industry & charities. At Always Aim High Events we chose to engage positively with our community which resulted in less than 1% refund requests. 2022 saw multiple sell-out events across our calendar, providing measurable confidence for the 2023 season ahead.

Yearly Attendance Figures

2018	2019	2021	2022
11,000+ participants	14,000+ participants	15,000+ participants	17,000+ participants
33,000+ spectators	54,000+ spectators	60,000+ spectators	65,000+ spectators
Events televised on Channel 4 and Skysports worldwide.	Events televised on S4C and Skysports and on internet worldwide.	Events televised on S4C and Skysports and on internet worldwide.	Events televised on S4C and Skysports and on internet worldwide.



OUR EVENTS: TRIATHLON, DUATHLON & SWIM



Location: Newborough, Anglesey
Date: 09 & 10.09.2023
Event Visitors: 3750
Distance: Sprint, Standard, Savage & Legend Triathlon; Sprint & Standard Duathlon



Location: Llanberis, Snowdonia
Date: 10 & 11.06.2023
Event Visitors: 4000
Distance: Sprint, Standard, Savage & Legend Triathlon; Sprint & Standard Duathlon



Location: Capel Curig, Snowdonia
Date: 29 & 30.07.2023
Event Visitors: 1850
Distance: Sprint, Standard, Savage & Legend Triathlon; Sprint & Standard Duathlon



Location: Cardiff
Date: 25.06.2023
Event Visitors: 7700
Distance: Sprint, Standard, Savage & Legend Triathlon; Sprint Duathlon



Location: Llandudno
Date: 01.10.2023
Event Visitors: 2100
Distance: Sprint & Standard Triathlon



Location: Shropshire
Date: 14.05.2023
Event Visitors: 1750
Distance: Super-sprint, Sprint Triathlon & Sprint Duathlon



Location: Harlech
Date: 26.03.2023
Event Visitors: 3000
Distance: Sprint Triathlon & Duathlon



Location: Cardiff
Date: 24.06.2023
Event Visitors: 750
Distance: 750m, 1500m, 3000m & 4500m



Location: Llanberis, Snowdonia
Date: 10.06.2023
Event Visitors: 3750
Distance: 1000m, 2000m & 2.4 Miles



Location: Capel Curig, Snowdonia
Date: 29.03.2023
Event Visitors: 3750
Distance: 1000m, 2000m & 2.4 Miles



Location: Llanberis, Snowdonia
 Date: 09.07.2023
 Event Visitors: 9250
 Distance: Ultra, Marathon, Half Marathon & 10k



Location: Llanberis, Snowdonia
 Date: 08-09.07.2023
 Event Visitors: 1600
 Distance: 24hrs



Location: Harlech
 Date: 25.03.2023
 Event Visitors: 1250
 Distance: Ultra, Marathon, Half Marathon & 10k



Location: Newborough, Anglesey
 Date: 09.09.2023
 Event Visitors: 450
 Distance: 5k, 10k & Canicross



Location: Newborough, Anglesey
 Date: 05.11.2023
 Event Visitors: 2125
 Distance: Half Marathon & 10k



Location: Menai Bridge, Anglesey
 Date: 05.03.2023
 Event Visitors: 5000
 Distance: Half Marathon & 10k

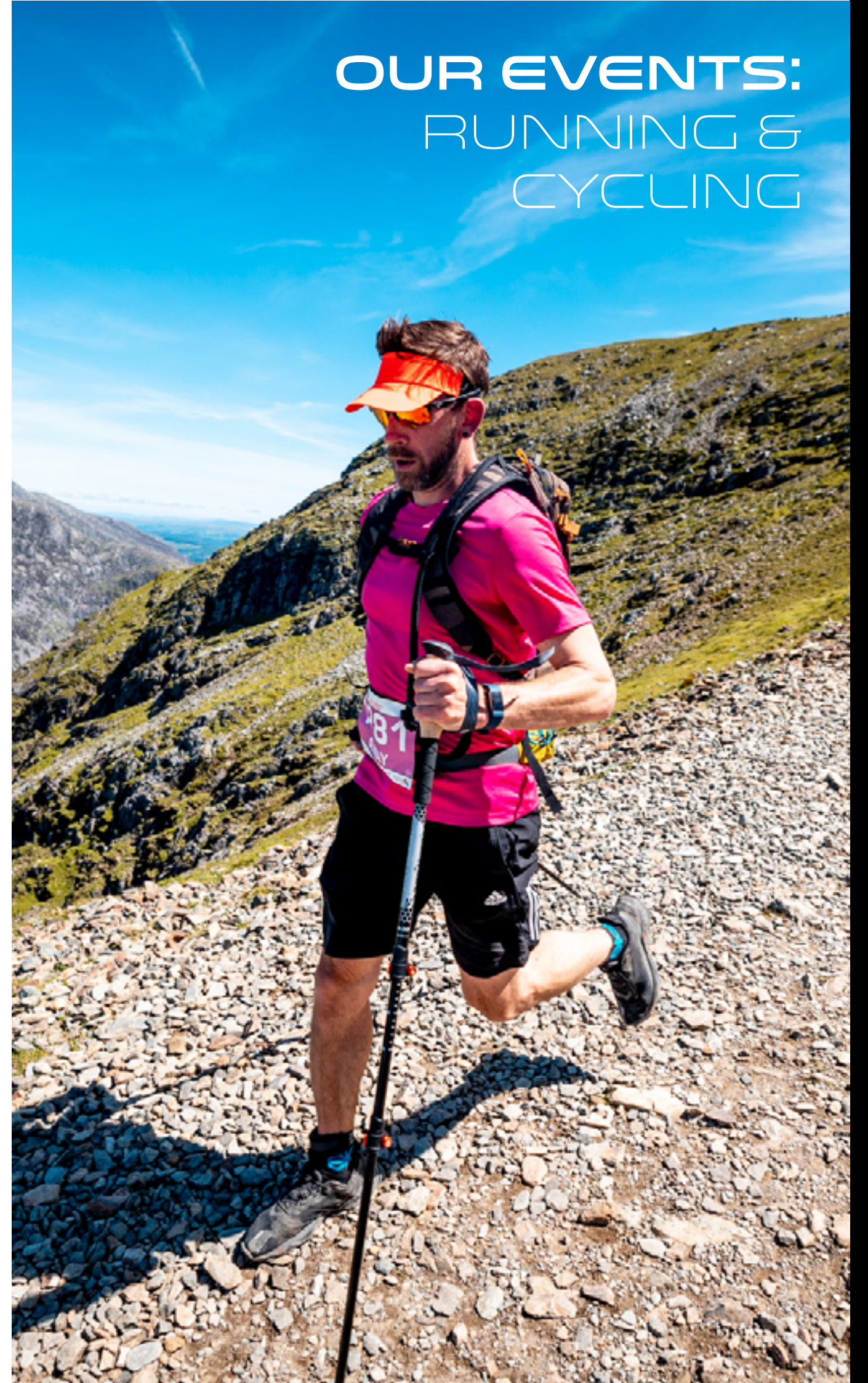


Location: Llandudno
 Date: 12.02.2023
 Event Visitors: 2100
 Distance: 10k



Location: Anglesey
 Date: 20.08.2023
 Event Visitors: 3000
 Distance: 46, 77 & 107 Miles

OUR EVENTS: RUNNING & CYCLING



AWARD WINNING AND MAJOR EVENTS

The reputation of Always Aim High Events make them an obvious choice for inclusion in the Major Events Calendar. Our award-winning history solidifies this reputation.

RECENT AWARD-WINNING EVENTS



WINNER Welsh Triathlon of the Year 2022

220 Triathlon - Toughest Middle-Distance Triathlons on the Planet [Link]



WINNER GO North Wales Magnificent Crowd-Puller Award 2019



220 Triathlon - World's Best Triathlons [Link]



WINNER Welsh Triathlon Commercial Event of the Year 2019 & 2017



Redbull - Best Triathlons in the World [Link]

NATIONAL & INTERNATIONAL MAJORS

The below events have also been submitted for inclusion in the 2023 calendar.

World Triathlon Age Group Qualifier 2023 Cardiff Triathlon

The 2023 Cardiff Triathlon will host the World Championship Sprint Distance Triathlon Qualifier. The Cardiff Triathlon is broadcast to millions of people around the world via Sky Sports, EuroSport & ESPN.

the success of this new event in 2022, and places it firmly on the World Triathlon map.

Welsh Super Series 2023 Harlech & Llandudno

In 2023 the Harlech Duathlon will host the Welsh Duathlon Championship, whilst the Llandudno Triathlon Sprint distance will feature as Stage 6 of the Super Series.

Sprint Distance Duathlon European Championship Qualifier

2023 Weston Park Duathlon
Then Weston Park Duathlon has awarded the European Championship Qualifier for 2023. This will attract the very best the UK has to offer in the new sport of Duathlon to the event.

UTMB Indexed & ITRA Qualifying Point Races

XTERRA Snowdonia Trail Marathon & Snowdon24
Both events are UTMB Indexed races and have been awarded ITRA points. Achieving these challenges, and participants' placing in these races are key for anyone wanting to compete at the highest level in international trail running & at the UTMB Mont Blanc races.

World Triathlon Age Group Qualifier 2023 Weston Park Duathlon

Then Weston Park Duathlon has awarded the World Championship Super-Sprint Distance Triathlon Qualifier. This recognises



INTERNATIONAL AWARD-WINNING EVENTS

“Always Aim High Events are some of the best run events in the country. Their core values align perfectly with ours and the team are a joy to work with; it makes it an easy decision to continue to work with them year after year.”

- Toby Hill, Superfeet



PARTNERING WITH ALWAYS AIM HIGH EVENTS



“These guys put on truly the best races in the country, if not the world.”

-Alex foster, GBR triathlete



PARTNERING WITH US

Partnering with Always Aim High Events provides the opportunity to be associated with some of the UK's best sporting events. Your company will be partnered with a brand renowned for high quality by our customers and partners alike.

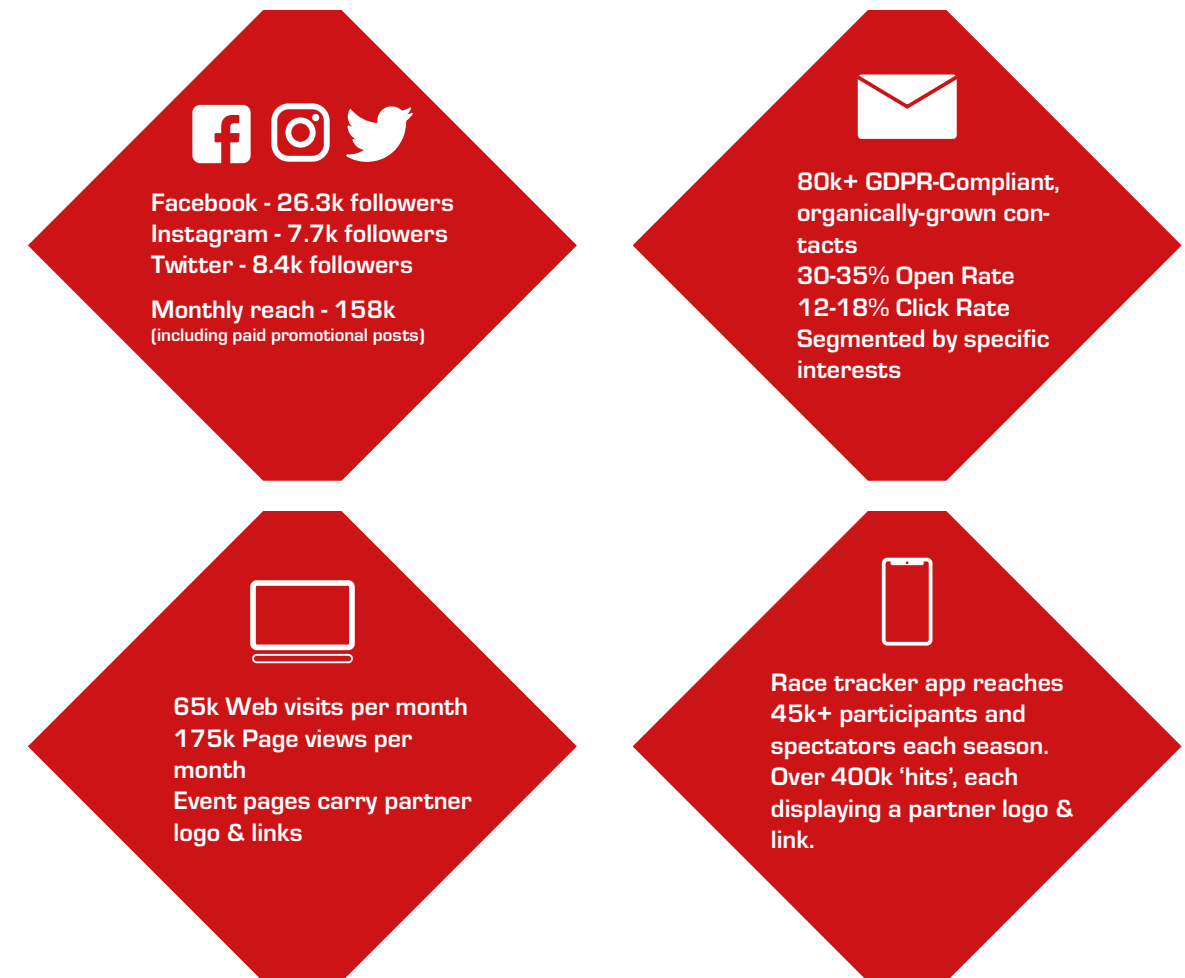
PHYSICAL BRAND EXPOSURE

Relative to your partnership package, your branding will be displayed within the event village and out on course.



DIGITAL BRAND EXPOSURE

Pre, during & post-event exposure via our established program of digital communications.



PARTNERSHIP PACKAGES BRAND EXPOSURE



PARTNERSHIP OPTIONS

OPTION	WHAT IT INCLUDES	PRICE
Platinum	<ol style="list-style-type: none"> Advertisement on the Always Aim High Events website. Promotion in: <ul style="list-style-type: none"> Newsletters (in depth) to a database of 80,000+ GDPR-compliant contacts Social media releases - 42,000+ followers Live tracking device (logo and mentions on social media push notifications) - up to 50,000 impressions per event Event information pack Inclusion in media releases (newspapers/magazines/websites) Premium space in the event village for charity gazebo Option for entrants to donate at point of entry Title promotion (ie. Slateman, supporting charity name) Premium branding opportunities (eg giveaways) Opportunity for co-branded advertisement (scrim/flags) Includes up to 30 guaranteed fundraiser entries to the event* 	<ul style="list-style-type: none"> Triathlons & Snowdon24 £5000 Cycle Sportives £3250 Running events £3250 <p>*Individual entries valued up to £150</p>
Gold	<ol style="list-style-type: none"> Space in the event village for charity gazebo. Charity logo on the event webpages Newsletter stories Branding at events Includes up to 20 guaranteed fundraiser entries to the event* <p>*Individual entries valued up to £150</p>	<ul style="list-style-type: none"> Triathlons & Snowdon24 £2500 Cycle Sportives £1750 Running events £1750
Silver	<ol style="list-style-type: none"> Space in the event village for charity gazebo. Charity logo on the event webpages Includes up to 10 guaranteed fundraiser entries to the event* <p>*Individual entries valued up to £150</p>	<ul style="list-style-type: none"> Triathlons & Snowdon24 £1600 Cycle Sportives £1250 Running events £1250
Bronze	Up to 10 guaranteed fundraiser entries to the event	Face value plus admin fee of £5 per entry
Local Charity	Provide volunteers in return for donation to charity (non-participants can get involved)	

VOLUNTEER OPPORTUNITIES

Every year, throughout the season we make countless donations to local good causes via our Event Marshal Reward Scheme. If you are raising money for your project or organisation, please get in touch and get involved.

Our Marshal Reward Scheme is perfect for people who can't or don't want to take part in our events but want to raise money for good causes in another way. We're also happy to exchange a day's Marshalling for entry to an event of your choice; a great way to earn Charity entries to events*

Time spent	Free charity entry	Charity Donation
Under 5 hours Marshalling	10K Half Marathon Full Marathon	£25
Over 5 hours Marshalling	Ultra Marathon Sprint Triathlon Classic Triathlon	£35 + £5 per hour extra
2 days Marshalling on longer locations (eg. Transition, finish line, etc)	Savage Triathlon Legend Triathlon	

*All marshal positions and rewards (cash donations or otherwise) will be agreed with the Marshal manager before the event



EVENT VOLUNTEER REWARD SCHEME



EVENT PARTNERS



MEDIA PARTNERS



EVENT & MEDIA PARTNERS EXISTING PARTNERS



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