



PARTNERSHIP OPPORTUNITIES

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.

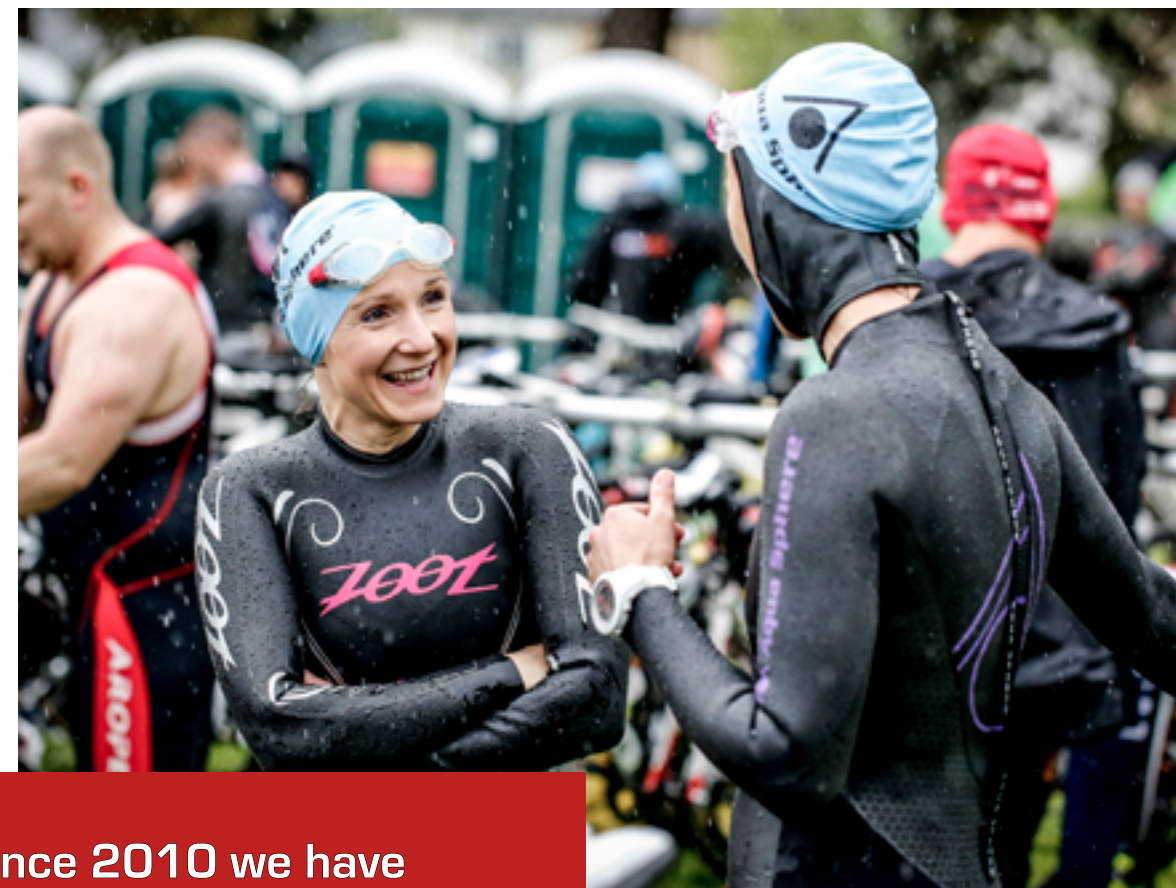
Having introduced the Llandudno Triathlon in 2022, we continue to expand, with two new events in 2023. In support of the founding North Wales Road Runners Club, we are hosting the Nick Beer Memorial 10k, an event that has been running for over 30 years.

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.



**WESTON PARK**  
POWERED BY ALWAYS AIM HIGH EVENTS

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. 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



**WINNER** Welsh Triathlon Commercial Event of the Year 2019 & 2017



220 Triathlon - World's Best Triathlons [Link]



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.

### 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.

### 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

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.

### 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.



## 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.

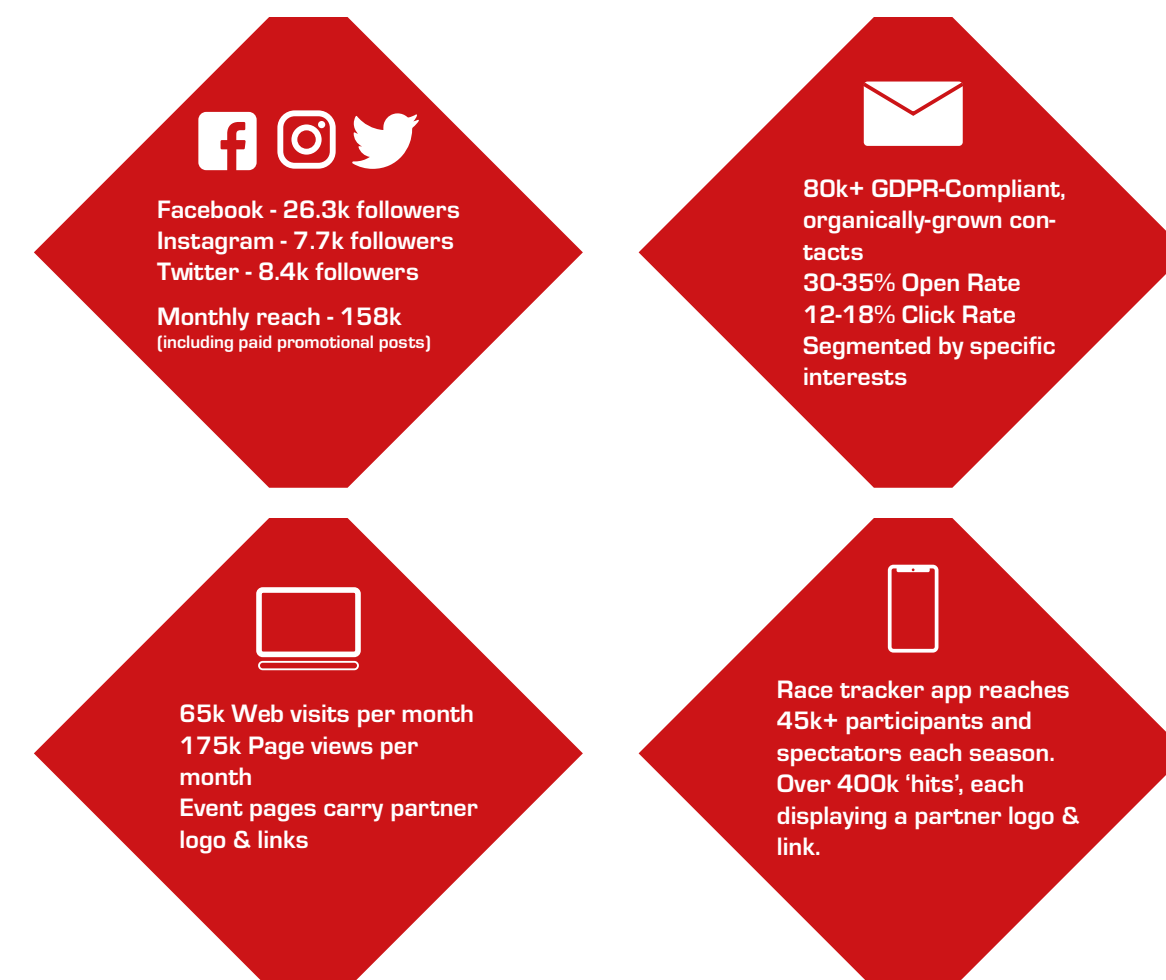
### PHYSICAL BRAND EXPOSURE

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 PACKAGES

PACKAGE	WHAT IT INCLUDES	PRICE
Title Partnership	<ul style="list-style-type: none"> <li>For the duration of the deal the event will be known as the YOUR NAME Always Aim High Event.</li> <li>Your company logo will be incorporated into the official event logo.</li> <li>Potential prominent TV publicity via highlights programme to be broadcast across the world.</li> <li>Premium space on event website linking to your web page.</li> <li>Premium inclusion in event Live Tracker</li> <li>Inclusion in all media releases including dedicated press release announcing partnership.</li> <li>Promotion via Always Aim High Events social media channels.</li> <li>Premium display space at the event village.</li> <li>Branding space on the start/finish straight on race day.</li> <li>Inclusion of logo on all event materials, including finisher mementos.</li> <li>Option to reach the event entrant database via at least four e-mails prior to the event.</li> <li>Inclusion of logo on race numbers. These are often kept as mementos by competitors to leave a lasting impression of the event.</li> <li>Inclusion of your logo on all event-specific merchandise</li> <li>The opportunity to provide branded event give-aways.</li> </ul>	£10,000+
Primary Partnership	<ul style="list-style-type: none"> <li>Event to be 'Supported by' YOUR NAME.</li> <li>Logo to feature in the event web header.</li> <li>Feature in event literature, website and other communications as agreed by Always Aim High Events.</li> <li>Primary display space at the event village(s).</li> <li>Inclusion of logo on all event material.</li> <li>Option to reach the event entrant database via up to three e-mails prior to the event.</li> <li>Inclusion of logo on race numbers.</li> </ul>	£5,000 - £10,000
Associate Partnership	<ul style="list-style-type: none"> <li>Logo &amp; link on event website.</li> <li>Inclusion on two newsletters annually.</li> <li>Social media opportunities.</li> <li>Press release detailing partnership.</li> <li>Display space at event village(s).</li> <li>Opportunities for associated product /brand prizes (where applicable).</li> <li>Branding space on the start/finish straight on race day or within the transition area (triathlons only).</li> </ul>	£2,000 - £3,000



# PARTNERSHIP OPPORTUNITIES



## CARDIFF TRIATHLON, DUATHLON & SWIM OPPORTUNITIES

- Title Partnership
- Primary Partnership
- Associate Partnership

## SLATEMAN TRIATHLON, DUATHLON & SWIM OPPORTUNITIES

- Title Partnership
- Primary Partnership
- Associate Partnership



## LLANDUDNO TRIATHLON OPPORTUNITIES

- Title Partnership
- Primary Partnership
- Associate Partnership

## WESTON PARK TRIATHLON OPPORTUNITIES

- Title Partnership
- Primary Partnership
- Associate Partnership



## SNOWDON24 TRIATHLON OPPORTUNITIES

- Title Partnership
- Primary Partnership
- Associate Partnership

## TOUR DE MÔN SPORTIVE OPPORTUNITIES

- Title Partnership
- Primary Partnership
- Associate Partnership



## ANGLESEY TRAIL HALF MARATHON & 10K OPPORTUNITIES

- Title Partnership
- Primary Partnership
- Associate Partnership

In addition to the above, all other events have opportunities for Primary & Associate Partnerships. Please contact us to discuss these opportunities.

# PARTNERSHIP OPPORTUNITIES

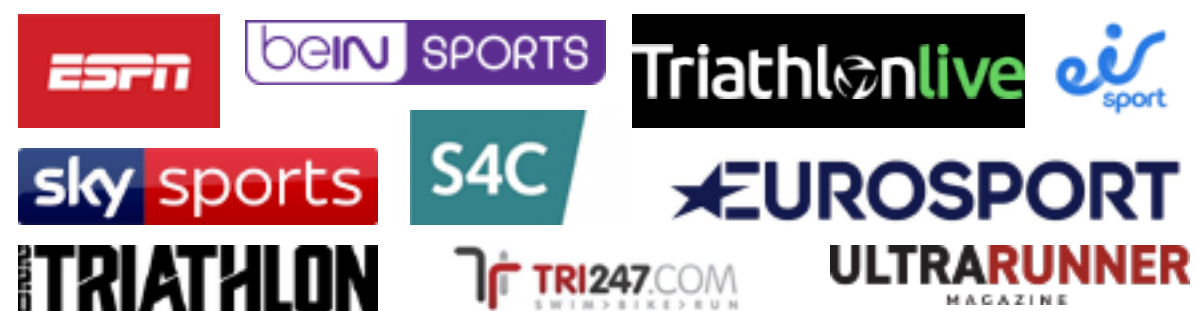




## EVENT PARTNERS



## MEDIA PARTNERS



## EVENT & MEDIA PARTNERS EXISTING PARTNERS







PARTNERSHIP OPPORTUNITIES

**2023**

**Always Aim High Events  
Partnership Team:**

**Tim Lloyd**

*Director*

[tim@alwaysaimhigh.co.uk](mailto:tim@alwaysaimhigh.co.uk)

07500 927037

**Claire Stones**

*Head of Marketing*

[claire@alwaysaimhigh.events](mailto:claire@alwaysaimhigh.events)

01248 723553