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CHARITY GUIDE

AWARD WINNING EVENTS IN BEAUTIFUL LOCATIONS

“Thank you so much for an amazing event, it was my first ever trail run. We also raised £8200 for Macmillan Cancer Research to compete in this race too which is insane.”

Welcome to Always Aim High Events.

As professional, multi award winning event organisers, we appreciate the amount of work that goes in to hosting an event.

Over the last 10 years we have become one of the most highly respected organisers in the UK – providing not only the safest events, with exceptional levels of support from experts in their field.



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IN 2022 TEAM 'LUCE WHEELS' RAISED £7,700 FOR BOWEL CANCER UK AT THE TOUR DE MÔN.

"107 miles around the isle of Ang-Lucy' (pun intended!) is an awfully long way and will not be easy, particularly for a newbie cyclist... On a serious note, the potential pain of a century ride will pale into significance,



when I think of all that Lucy has endured. It is a privilege to be Lucy's sister, her strength, steely determination and grace is nothing short of inspirational."

Events with a difference.

WHAT SETS US APART?

Based in stunning North Wales our events capitalise on the glorious locations that provide inspirational and never to be forgotten experiences. These incredible environments are not just the place we hold our events but also the place we call home; we have striven to be at the forefront of sustainable and positive environmental improvement, leading the way for event organisers with our policies and practices.

Why Work With Us?

By joining one of our events, you are inviting your fundraisers to take part in respected, established events that are on many people's bucket list. Our events are known for being different, beautiful and challenging, making them a unique, attractive and stand out addition to your charity's event listings.

Incorporating your fundraising in to one of our events requires less financial investment that organising an event independently. Our team do all the hard work so you don't have to; from planning routes and gaining permissions to contracting event staff, suppliers and services, reces, risk assessments and consulting with local councils, highways and communities - when you work with us, you know that all the detail has been covered, to the highest possible standards.

Our event villages are decorated, welcoming and spectator-friendly, consisting of all the facilities needed to support an event including toilets, and first aid as well as local hot food and drink vendors, shopping, music, massage and more. Our bi-lingual commentator names every individual that crosses the line as well as passing on shout-outs and stories from our participants.

We pride ourselves on our inclusivity; welcoming participants of all abilities including elite athletes, fundraisers and para-athletes and supporting them to reach their personal goals.

"Taking up para -triathlon has helped me embrace the use of my wheel chair, as I don't feel like I've given in. I feel like I've achieved a huge push forwards by taking up a new sport. So, please thank everyone involved, they didn't just help me compete in a race, they've helped me regain my life!"



Our Charity Events.

We've chosen these events from our portfolio because they are perfect fundraising challenges as well as being accessible and achievable for all abilities. Our full list of events can be seen at www.alwaysaimhighevents.com; if you are interested in an event not included in this guide, please do contact us to discuss how we can best accommodate you.

THE EVENTS

Anglesey Half
Marathon & 10K

Yr Wyddfa
Snowdon24

Snowdonia Trail
Marathon Eryri

Tour de Môn



"Snowdon itself is one of the wonders of the UK, the views and atmosphere is like nothing I have ever competed in or trained for before.

If you are looking for a challenge, as a team or as an individual and want to see how far your mind and body can go this is a must-do race to add to the bucket list."



Event Stats

7/10

Challenge Level

1500

Average Participant numbers

Anglesey Half Marathon & 10K.

The most beautiful half marathon! Flanked by breath-taking views of North Wales' Eryri (Snowdonia) National Park and the Menai Straits, the sheer beauty and uniqueness of this event is ultimately what draws people from all over the UK to Anglesey to take part, year after year.

The Jones o Gymru Half Marathon and 10k are perfect for all abilities with hundreds of first-timers, fundraisers and seasoned runners lining up together at the start to take on this wonderful undulating course with stunning scenery.



Yr Wyddfa Snowdon24.

Yr Wyddfa, or Snowdon in English, is the highest mountain in England and Wales. It peaks at an impressive 1,085 m (3,560 feet).

Starting and finishing at the foot of this iconic mountain, participants are challenged as an individual, or part of a relay team, to ascend and descend the mountain as many times as possible in 24 hours.

Gaining huge publicity in 2023 this is a totally unique challenge that tests mental strength and endurance like no other. As well as the event village facilities, solo competitors have access to a chill out zone with food and hot drinks. Teams can pitch a tent in our respite area with kitchen and toilet/shower facilities.

Qualified Mountain Leaders are stationed at points along the route for the full 24 hours to support participants.



Event Stats

10/10

Challenge Level

300

Average Participant numbers



Event Stats

9/10

Challenge Level

1700

Average Participant numbers

Snowdonia Trail Marathon Eryri.

A stunning & challenging trail marathon, ultra marathon, half marathon and 10k, starting and finishing in Wales' outdoor capital, Llanberis.

The incredible routes explore the trails, gorgeous panoramic views and tough climbs that make Eryri (Snowdonia) National Park so popular with outdoor enthusiasts. Visiting Rhyd Ddu, Beddgelert, Nant Gwynant, Pen y Pass, and the flanks of Yr Wyddfa (Snowdon), there isn't a more striking trail marathon route in the UK!

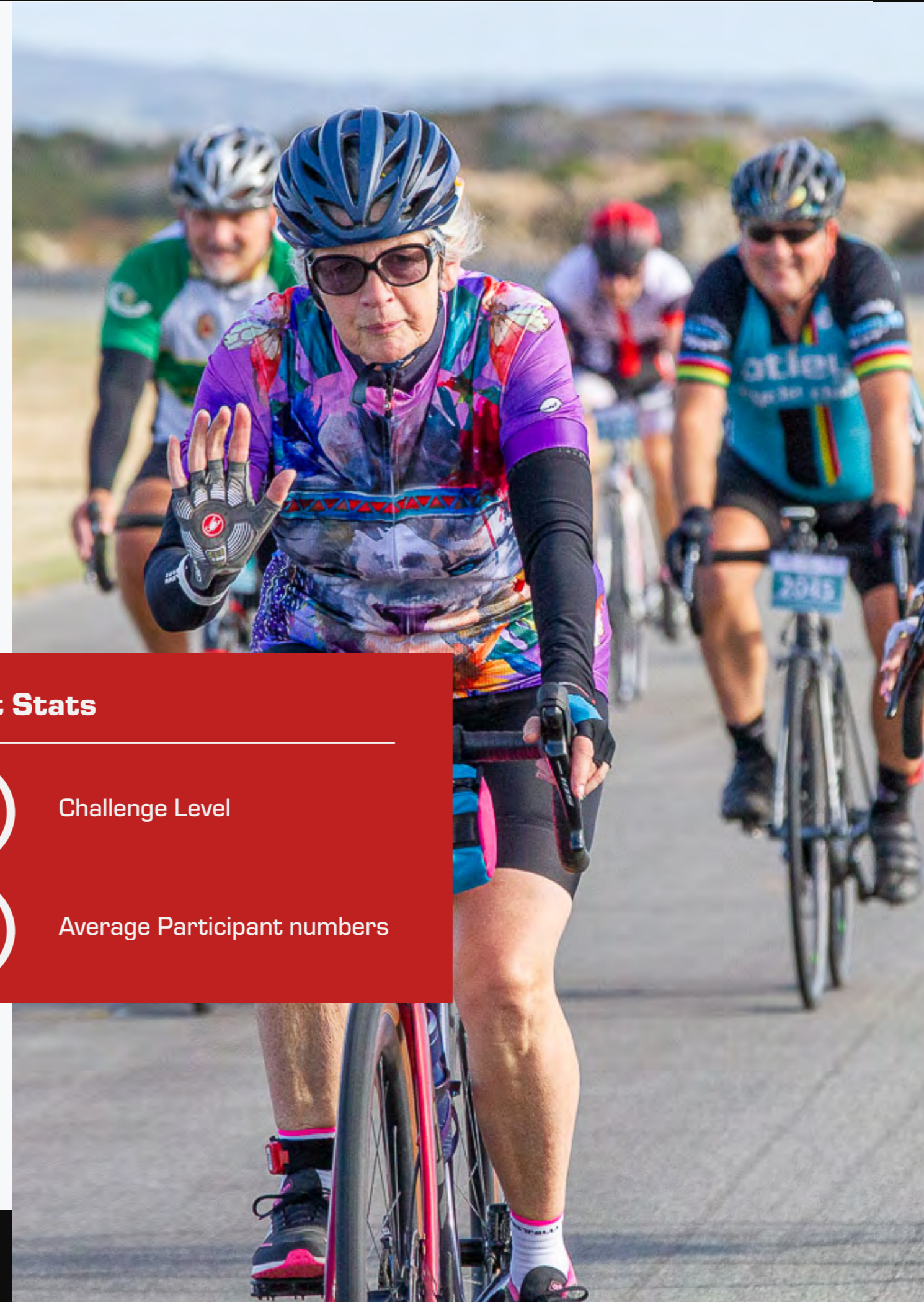


Tour de Môn.

Boasting possibly the most beautiful coastline in the whole of the UK, this cycle sportive takes you around the beautiful island of Anglesey. Over 1000 riders join us each year and the event has become a calendar highlight for cyclists and local people who support the riders as they pass by with warm Welsh encouragement.

Experience some of the most picturesque countryside and coastal roads and pit yourself against the clock on the 'Flying Mile' held at RAF Valley runway giving you the unique opportunity of cycling uninterrupted on a closed road section like no other!

From clubs to families and charity riders this is a friendly ride with riders of all ages and abilities coming together to take on the challenge.



Event Stats

8/10

Challenge Level

1000

Average Participant numbers

How it Works.

You can join our event in two ways, either by buying charity tickets at a discount rate or by joining us as a charity partner. Please be aware that we offer only ONE charity partnership opportunity at each event, available on a first come basis.

All you need to do then is set a fundraising target and advertise the opportunity to take part to your supporters on your website and through emails, social media and print/digital media. We can help by providing images, text and copy – you just need to ask. When people register with you to take part, you simply provide them with a code and link to enter for free via our entry system.

Harry and Joe raised £1,488 for Macmillan at the Snowdonia Trail Marathon.

Jo Beaumont raised £1,305 for Rennie Grove Hospice Care at the Anglesey Half Marathon.





Matt and Tom raised £1281 for 38th SWC Scouts at the Snowdonia Trail Marathon.

Charity Ticket Packages.

The following packages are available and include opportunities to raise awareness and fundraise through our events:

- **Purchase 10 tickets:** 10% discount on ticket price
- **Purchase 11 – 24 tickets:** 15% discount on ticket price
- **Purchase 25 – 49 tickets:** 15% discount on ticket price PLUS space for a gazebo at our event village which can be used as a meeting point for supporters and an opportunity to market to everyone at the event.
- **Purchase 50+ tickets*:** 20% discount on ticket price PLUS space for a gazebo at our event village which can be used as a meeting point for supporters and an opportunity to market to everyone at the event PLUS your very own design on our slate finisher memento for your participants.

(*Not available for Yr Wyddfa Snowdon 24)

Tom and Richard raised £920 for British Heart Foundation at the Snowdonia Trail Marathon.

Charity Partners.

As a Charity Partner you enjoy the following opportunities at your chosen event:

- Exclusive Title Promotion i.e Tour De Môn supporting charity name.
- Inclusion in all media releases.
- Your flags and barrier dressings on the finish line shoot and around the Event Village.
- Space for a gazebo at our event village which can be used as a meeting point for supporters and an opportunity to market to everyone at the event.
- We will advertise your charity spaces on our website, email newsletters (80,000 GDPR compliant contacts) and social media (42,000 followers).
- Option at point of entry for any participant to make a donation to your charity.
- Inclusion in our event information pack and live tracking device (up to 50,000 impressions per event).
- 30 Entries for your supporters.
- Additional tickets can be bought at a discounted rate.

COST

£5000 per event

£7000 for Yr Wyddfa | Snowdon24

Steve Lister raised £7,123 for Brain Research UK at the Snowdonia Trail Marathon.

Serena Conway raised £751 for Refugee Action at the Snowdonia Trail Marathon



Get in Touch.

We'd love to tell you more about our amazing events and find out more about your charity!



ALWAYS AIM HIGH EVENTS CHARITY CONTACT

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