



Sponsorship
Opportunities



ABOUT GUTS

With 35,000 diagnoses annually in the UK, colorectal (bowel) cancer is one of the most common cancers. Around 16,000 people lose their lives to it every year – a tragedy made all the more acute by the fact that when detected at an early stage, bowel cancer can nearly always be treated very successfully.

GUTS has been working for over 30 years to improve bowel cancer survival rates; we want to raise awareness of the disease and its symptoms, encourage people to take part in the screening programme and improve treatment options to ensure people with the disease have the best possible chance of recovery.

The money we raise through Bolt Round the Holt and our other fundraising activities is used to provide equipment, facilities and screening services for the benefit of people in Surrey, Hampshire, Sussex and further afield. We also fund bowel cancer research and campaign to raise awareness of the disease.

The charity has over 2000 committed supporters.

Our history

GUTS was founded in 1983 by Professor Chris Marks, who recognised that early detection was key to improving bowel cancer survival rates. GUTS initiated one of the first bowel cancer mass screening programmes in the UK, reaching 20,000 patients from 37 GP practices in the Guildford area in its first year. Since then GUTS funding has been pivotal both in research to advance screening and detection, and in improving the care, treatment and outcomes for patients from across the south of England.

Over the years GUTS has raised funds for numerous projects including a da Vinci Surgical Robot, a Genetic Analyser the GUTS Endoscopy Suite at the RSCH and – also at the hospital – a Papillon radiotherapy machine. GUTS-funded research projects published in medical journals have also contributed to a better understanding of colorectal cancer.

Who we are...

The charity is well known and respected in the local and wider community, and GUTS trustees include surgeons, pathologists and patients who all give freely of their time to help organise fundraising events and oversee the projects that funds are used to support:

Professor Chris Marks FRCS **Patron**
Iain Jourdan FRCS **Chairman**
Matt Sharpe **Treasurer**
Professor Stephen Halloran

Professor Tim Rockall
John Stebbing MS, FRCS
Jane White
Andreas Scala FRCS



GUTS Chairman Iain Jourdan fundraising at The Bolt 2014

ABOUT BOLT ROUND THE HOLT

Bolt is the GUTS annual flagship event, raising in the region of £20,000 and bringing GUTS and the event's sponsors to the attention of thousands of runners, their friends and families.

Scheduled to coincide with London Marathon training programmes with the option of a 21k route, Bolt Round the Holt attracts many Marathon runners. The event also offers 5k and 10K races, as well as a 5k juniors' event and 1k kids' fun run. The event is professionally organised by AAT Events, who have years of experience in running mass participation sporting events. It has attracted sponsorship from – among others – BMI Healthcare, Kelly Removals, Nuffield Health Gyms, Starbucks and Fitstuff, as well as many independent local businesses.

Alongside the races there are opportunities for activities involving spectating families and visitors and until mid-afternoon. The event typically attracts up to 800 spectators.



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Location

Alice Holt Forest is a royal forest in Hampshire, lying about four miles south of Farnham, Surrey.

Managed by the Forestry Commission, it is popular with walkers, runners, cyclists and families. On site there is a 'Go Ape' treetop rope course, cycle hire, a cafeteria and education centre. It is our aim to create a festival feel to the event, with space for gazebos, flags, trading stalls and experiential marketing activities. Tentage will be supplied by Inside Outside Marquees of Bookham.



BOLT 2019: BE PART OF IT!

Your business can become a partner in this successful, well-established running event, supporting a respected local charity – GUTS Fighting Bowel Cancer.

In addition to running, walking and family-focused health and wellbeing activities on the day itself, the event offers opportunities for up to four months of promotional and engagement activities with an audience of 100,000+ keen runners through the event's own website, other running websites, running magazines and local media.



TIMELINE...

Autumn

Online registration opens on AAT website. Alert is sent to initial 4000 previous runners and then to remainder of AAT database

New Year

Promotional campaign begins with online advertising featuring sponsors' names

Event launch photoshoot / media release

GUTS e-campaign begins with regular updates, training advice and sponsor promotions sent to all race entrants

News release update/photocall for local press to capture New Year 'resolvers'.

Registered runners now receiving regular email updates from AAT with opportunities for sponsor participation.

February

Promotional campaign steps up. Bolt website and social media features training advice, with opportunities for engagement from sponsors.

Registration will be closed if full. Email engagement with runners, preparations for race day.



MARCH 24 2019: RACEDAY

- 0700: organisers and volunteer stewards arrive
- 0800 onwards: 1000 runners and a similar number of spectators arrive for registration
- 0845: children's warm-up
- 0900: Children's 1k race start
- 0930: Warm-up
- 0958: Canicross runners start
- 1000: 5k races, 10k, 21k races start

Site

- Marquee for post-run massages offered to runners with injuries/fatigue
- Information tent for GUTS
- Sponsors' information/trading activity areas
- Opportunities for family activities/promotions throughout morning and early afternoon.
- As runners finish they are handed a medal, banana/water as required and any giveaway/goody bag provided by sponsors.

Click here to
find out what
the runners
think...

How the runners measure up...

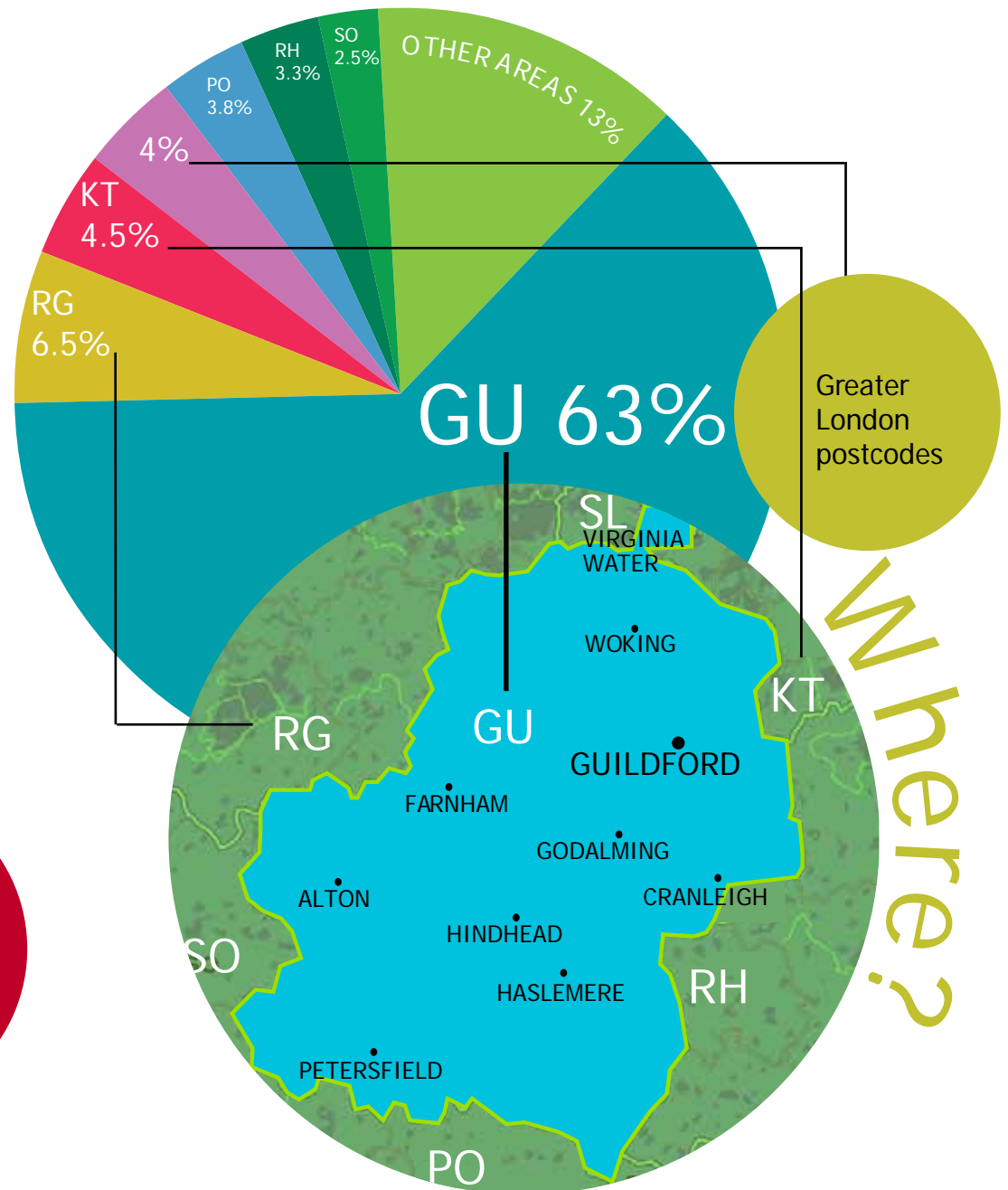
ANALYSIS OF PARTICIPANTS 2012-2016

63% of entrants are from GU postcode areas, which encompasses central and south west Surrey and bordering areas of Hampshire and West Sussex.

87% of entrants come from within a 25-mile radius of Guildford with the remaining 13% from elsewhere in UK, reaching as far as Leicester, Essex and Bristol.



How old?



SPONSORSHIP PACKAGES

Lead Sponsor: £2,000

Lead sponsorship will feature most of the benefits of solo sponsorship but your branding will be appearing alongside other (non-competitor) supporter sponsors in some instances (denoted by*)

What you get:

Your logo will appear alongside the Bolt Round the Holt branding in all marketing and communications activities, which will be ongoing for a period of 6 months prior to the race*

Permission to use the Bolt round the Holt branding in your own communications throughout the lead-in period

Permission to use the GUTS charity branding throughout the lead-in period (subject to charity approval)

Your business name will feature prominently in all PR communications and activities*

Selected press releases will include a quote attributed to your business

All race entrants can receive a 'welcome' communication from your business

Up to five free race entries for your employees

Your company branding will feature on the race day at the site, in the form of banners, flags etc*.

Your company representative can present the winners' medals

The opportunity to market your company through on-site activities and interactions with runners and spectators (subject to the agreement of all other parties and any logistical limitations).*

Supporter Sponsorship: £250

What you get:

Your logo will appear alongside the Bolt Round the Holt branding in selected marketing and communications activities, which will be ongoing for a period of 6 months prior to the race

Up to three free race entries for your employees

Your company branding will feature on the race day at the site, in the form of one banner or flag and your own information point

The opportunity to market your company through on-site activities and interactions with runners and spectators (subject to the agreement of all other parties and any logistical limitations).

Warm-up sponsorship: £150

Your business name-checked during warm-up and your business banner displayed in warm-up area.

Water station sponsorship: £100

Your opportunity to dress up/brand a water station and staff with your own staff team if you so wish. Give our runners your own message of support and encouragement!

Kilometre marker sponsorship: £50

Brand your marker and send your own message straight to our runners!

Retail/marketing stall: £50

Promote your business / trade throughout the event.

SPONSORSHIP PACKAGES

Solo sponsorship: £4,000

What you get:

Your logo appear alongside The Bolt branding in all marketing and communications activities, ongoing for a period of 6 months prior to the race

Permission to use the Bolt round the Holt branding in your own communications throughout the lead-in period

Permission to use the GUTS charity branding throughout the lead-in period (subject to charity approval)

Your business name will feature prominently in all PR communications and activities

All press releases will include a quote attributed to your business

All race entrants receive a 'welcome' communication and updates from your business

Up to ten free race entries for your employees

Your company branding will feature on the race day at the Bolt site, in the form of banners, flags etc.

Your company representative can present the winners' medals

The opportunity to market your company through on-site activities and interactions with runners and spectators (subject to the agreement of all other parties and any logistical limitations)

