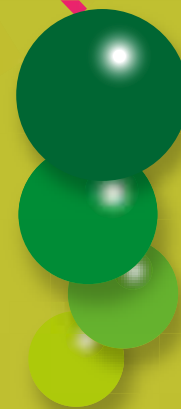


BOLT ROUND THE HOLT
GUTS CHARITY RUN



Sponsorship
Opportunities



GUTS 
FIGHTING BOWEL CANCER

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, West Sussex and further afield. We also fund bowel cancer research and campaign to raise awareness of the disease.

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.

GUTS has raised funds for numerous projects including a Gene Analyser, the GUTS Colon Cancer Family Clinic, and a Papillon radiotherapy machine. In 2018 we raised £150,000 to provide a superb training facility at the RSCH for doctors and nurses wanting to learn and improve endoscopy and laparoscopy techniques.



Who we are...

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

Prof Chris Marks PATRON	Prof Tim Rockall
Iain Jourdan CHAIRMAN	Andrea Scala
Matt Sharpe TREASURER	John Stebbing
Dena Dixon	Christian Wells
Prof Stephen Halloran	Jayne White

ABOUT BOLT ROUND THE HOLT

Bolt is the GUTS annual flagship event, raising in the region of £15,000 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 Nice Work, who have years of experience in running mass participation sporting events.

It has attracted sponsorship from BMI Healthcare, Kelly Removals, Nuffield Health Gyms, Starbucks and Fitstuff, along with many independent local businesses.

Alongside the races there are opportunities for activities involving spectating families and visitors until mid-afternoon. The event typically attracts 400 runners and around 200 spectators.



BOLT ROUND THE HOLT - BE PART OF IT!

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

In addition to running, walking and family-focused health and well-being activities on the day itself, the event provides opportunities for more than six months of promotional and engagement activity with an audience of 100,000+ keen runners through the event organiser's own website, other running websites, running and regional media outlets.



TIMELINE....

Summer

Online registration opens on the Nice Work website. Alerts are sent to their database of thousands of runners.

Summer/Autumn

Promotional campaign begins with online communications that include sponsors' logos and details.

Event press launch.

GUTS e-campaign with regular updates, training advice and any sponsor promotions sent to all new race entries.

Winter

Registered runners receiving regular updates from GUTS and Nice Work, with opportunities for sponsor participation.

New Year 'resolvers' targeted through social media/press advertising.

February

Promotional campaign steps up. Bolt website and social media features training advice with further opportunities for sponsor engagement.

March

Registration closed if full. Further email engagement with entrants in preparation for race day.



Race Day

- 0700 Organisers, sponsors and volunteer marshals arrive
- 0800 Registration open, runners arrive
- 0930 1k Children's Race
- 0955 Canicross 10k & 5k
- 1000 Half Marathon
- 10.05 10k & 5k

On-site...

- GUTS information table
- Sponsors' information/trading activity areas
- Opportunities for family activities/promotions
- Finishing runners receive a medal, refreshments and any sponsor giveaways.

BOLT ROUND THE HOLT 2019: THE MOVIE!

[Click here to view...](#)

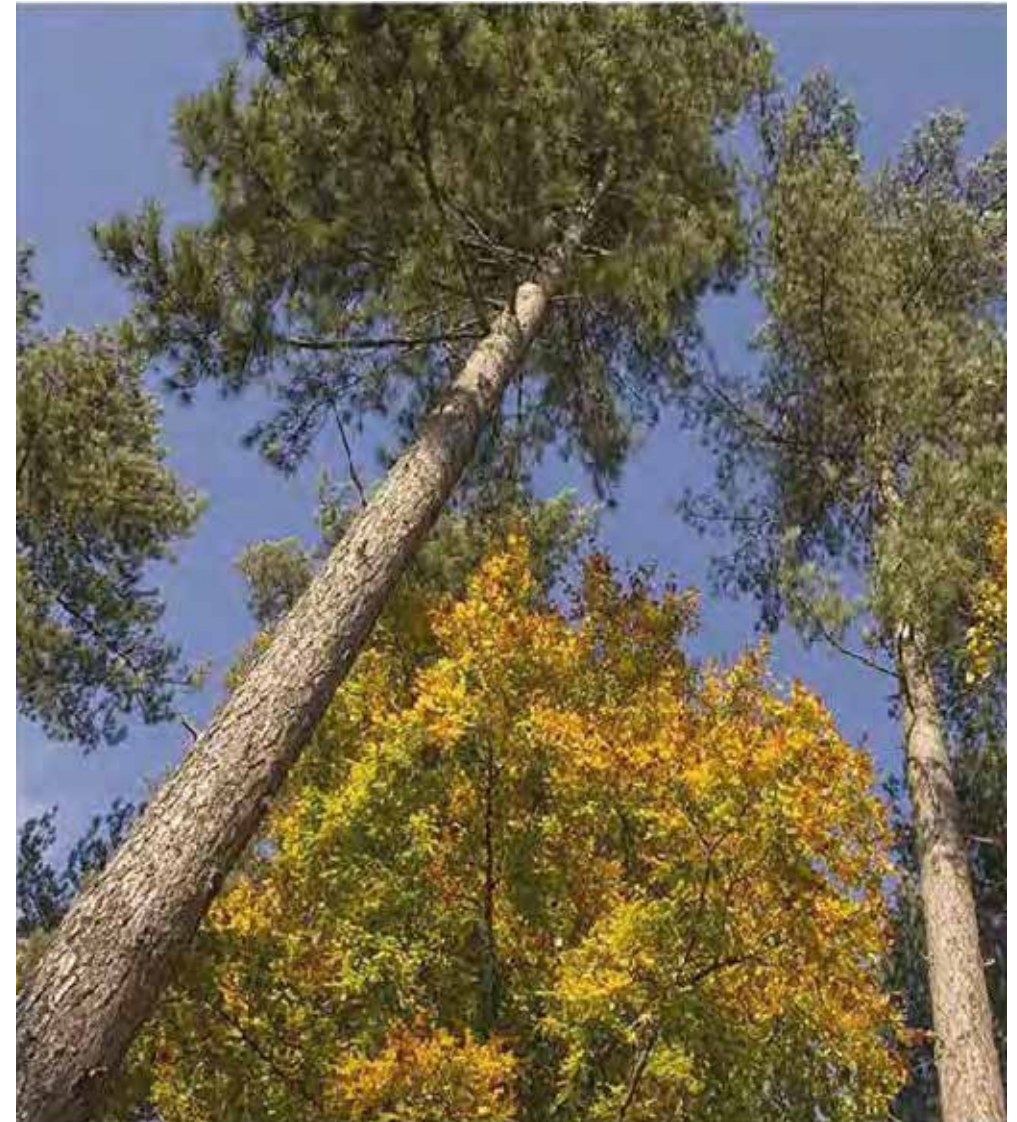


LOCATION

Alice Holt lies just south of Farnham in Surrey and is managed by the Forestry Commission.

It is popular with walkers, runners, cyclists and families, with a 'Go Ape' tree top rope course on site, as well as cycle hire, a cafeteria and education centre.

We aim to create a festival feel to the Bolt Round the Holt 'village', which is usually sited close to the visitor facilities. There is plenty of room for sponsors to set up gazebos and run activities for spectators and runners.



How the runners measure up...

Analysis of participants 2012 - 2016

63% of entrants are from the GU postcode areas: south west Surrey and bordering areas of Hampshire and West Sussex.

87% of entrants are from a 25-mile radius of Guildford - the remaining 13% coming from as far as Leicester, Essex and Bristol.



Who?



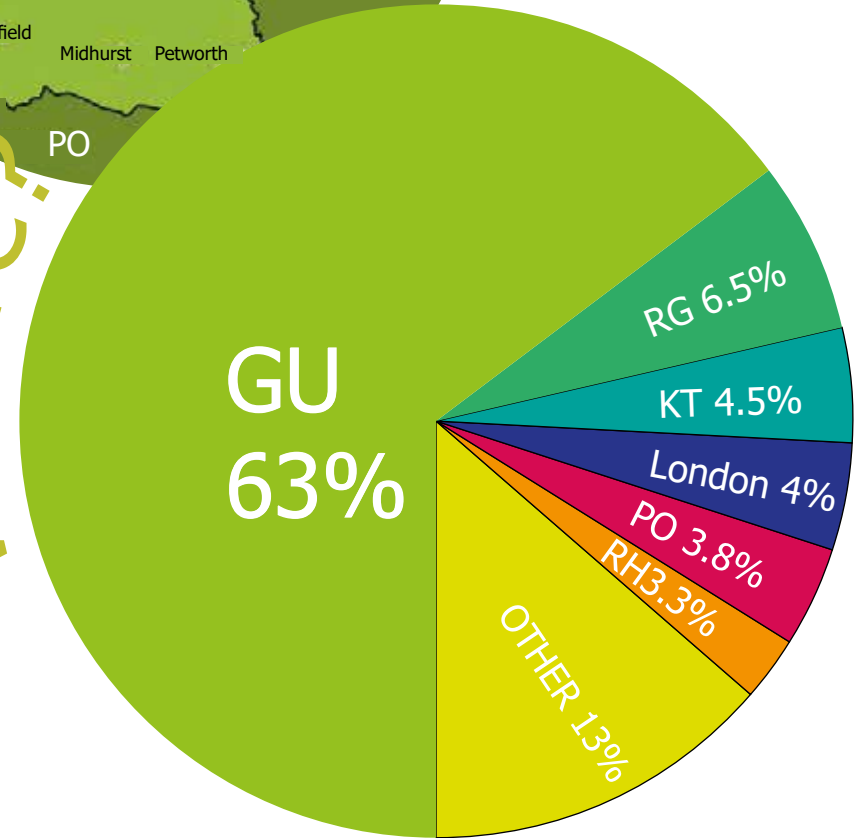
What?



How old?



Where?



SPONSORSHIP PACKAGES

Lead Sponsor: £1,000

Your brand will feature prominently alongside the charity name and race name throughout the lead-in time and at the race itself.

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 six 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 can include a quote attributed to your business.

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

Up to five free race entries for your employees/family/friends.

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: £200

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/family/friends.

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).

Runner Number Sponsorship: £200

All runners' numbers carry your logo and message. Your branding on website and pre-race communications.

Water Station Sponsorship: £100

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

Warm-up Sponsorship: £100

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

Retail/marketing Stall: £50

Promote your business / trade throughout the event.
