

ULTRA CHALLENGE SERIES 2025



LISTED CHARITIES



LISTED CHARITY STATUS: RISK-FREE FUNDRAISING INCOME

The Ultra Challenge Series has continued to grow in 2024, with a target of 40,000 participants, taking part in more events than ever. With that growth comes even bigger returns for charities. The 2023 Series raised over £7.5 million, and 2024 is on track to deliver £9 million in donations. This puts the Series in the top 5 UK mass participation challenge events.

Listed Charity Status helps ensure your charity is available on our website and registration forms for over 1 million visitors to our website each year, alongside giving you some great tools and incentives to engage your audience and encourage them to take on an Ultra Challenge. This includes access to our Charity area marketing guides and resources, regular fundraiser reporting, and integrated JustGiving prompts to ensure fundraisers activate their pages early and maximise your income.

With more events than ever to come in 2025, new tools, and competitive pricing that ensures an Ultra Challenge works with fundraiser budgets - the 2025 Series will deliver better results than ever for our Listed Charities. Join us!

“We recently upped our partnership from Challenge Partner to Series Partner. We went from having roughly 400 participants a year to now over 1,000 this year, and we are still seeing a great ROI of about 7:1”

Amanda Taylor, Mind



Listed Charities see an average return of 13:1 on income via Justgiving vs costs paid for fundraiser places - far above our standard ratio of 3:1



Series Participation is growing year on year. More fundraisers than ever are taking part, and we are offering more challenges & fundraising potential than ever



We're offering charities more tools than ever before, including a streamlined JustGiving page creation process - driving early donations & more income



WHAT'S NEW FOR 2025 LISTED CHARITIES

- **15 CORE EVENTS** including a **NEW challenge**, plus our successful walking events (London Winter Walk, Summer Walk, Halloween Walk)
- **THE ULTRA MARCH** a expanded format that encourages return participation from past fundraisers
- **DISCOUNTED RUNNER PLACES** to encourage more runners + incentivise your past running fundraisers to join an Ultra
- **FREE CHARITY LISTING** renew before 30th June 2024 and we will list your charity free of charge. A £50 renewal fee applies after this time

THE BEST TOOLS FOR CHARITIES

- **POSITIONING** on the Ultra Challenge website for Listed Charities in our main Charity page, and on the event registration forms
- **CHARITY AREA** access our marketing and promotions guides - giving you a step-by-step guide on best practice when it comes to promoting our events. Includes an image library and other assets
- **SECURE WEB PORTAL** updated twice weekly with your fundraiser data - allowing fast contact and early stewardship, plus clear data on forecast costs and fundraising targets
- **ACCOUNT MANAGEMENT** from a named contact at Action Challenge. Regular webinars, newsletters and reviews throughout the Series

“The Ultra Challenge Series is an invaluable product within our mass participation portfolio – in fact it’s a top performer. The Series is accessible, with a wide variety of distances & price points. Experienced runners, novice trekkers, solo participants, families, corporate teams - the Series attracts a wide range of folk. We find participants to be fantastic fundraisers with a strong lifetime value. Action Challenge really know how to put on an event; there’s a great atmosphere, the routes are incredibly well thought out and food provisions are plentiful.”

Kat Tetley, Young Lives Vs Cancer

**INTERESTED IN UPGRADING YOUR INVOLVEMENT?
CHECK OUT PAGES 6 - 8 FOR DETAILS ON ASSOCIATE
AND CHALLENGE PARTNERSHIPS**

ULTRAS ARE FOR EVERYONE

Unlike many other challenge events, that appeal to narrow groups, such as runners only, Ultra Challenges are broad and inclusive - open to fundraisers of all abilities. From the dedicated 100km Ultra Runners, to the 10km first time walkers - they truly are “Your Challenge, Your Way”.

What makes an Ultra Challenge unique?

Walk, Jog or Run

Fundraisers can take on the challenge at their own pace. Marathons and other runs will only appeal to runners, but Ultras also include trekkers, walkers and everyone in between.

Choose your distance

Ultras are accessible to people of all abilities, from 10km to 100km. This means they appeal to a wider range of fundraisers than single-distance events

Full support

All entries include food, snacks and drinks - plus full support from our trekmasters, medics and event staff. We provide transfers, camping and parking, to make getting there & away simple.

The Ultra Community

We have an active and engaged community of over 11,000 Ultra participants in our Ultra Club Facebook group. This is a social hub for encouragement & support.

Repeat participation

With multiple distance & events, there's always a new option for participants. Each year, we see around 40% repeat participation. The best audience of fundraisers is the one you already have!

“In 2023 I did 4 Ultra Challenges. I raised £8,744.00, which I was very proud of! I love the physical and mental challenge of an Ultra, and what makes the events so special is the camaraderie and support.”

**Carl Silveston,
Fundraiser**



2025 ULTRA CHALLENGE CALENDAR

The Ultra Challenge Series is **still** the UK's biggest & best series of mass-participation endurance events - so for 2025 we are keeping the same set of "core" events, alongside introducing new challenges to expand our geography and appeal to both new and returning fundraisers.

So for 2025 we will offer 15 core events from April to September, including the NEW **Gower Peninsula Ultra Challenge**, 'topped & tailed' by the successful **London Winter Walk** in January, and the **Halloween Walk** in October, along with the **Summer Walk**, and a further new 50km Ultra Challenge, in a location to be confirmed.

We will retain the 75km distance option on some of our Ultra Challenges, along with the **Ultra March** format - offering more options for returning and new fundraisers. We will continue to invite fundraisers of all ages & abilities to walk, jog or run a range of distances, with our classic 25km, 50km & 100km and some 75km options, also for any first timers our 10km options. Once again, your fundraisers can 'Push Yourself Further', at their pace, in some of the UK's most iconic locations!



25 - 26 Jan



12 Apr



3 - 4 May



17 - 18 May



24 - 25 May



7 - 8 June



21 - 22 June



28 - 29 June



12 July



19 - 20 July



2 Aug



23 Aug



6 - 7 Sep



12 Sep



13 - 14 Sep



13 Sep



27 Sep



11 Oct



25 Oct

Event dates subject to change. We reserve the right to add additional events to the calendar, and will notify you in advance of these launching.

UPGRADE TO A CHALLENGE PARTNERSHIP

For Listed Charities who have performed well in 2024, we are recommending an upgrade to a Challenge Partnership.

You can choose to partner on one or more challenges - usually where you have previously seen high participation numbers - or on events you wish to target for growth.

A Challenge Partnership gives you premium positioning on your partner challenges, along with a suite of strong benefits that are proven to drive increased fundraiser participation for our partner charities:

CHALLENGE PARTNERSHIP BENEFITS

- **PREMIUM POSITIONING** on the Ultra Challenge website for your partnered challenges. Ensure your charity is the first choice for potential fundraisers
- **CHARITY LANDING PAGE** with your branding, and custom registration links. Ensures fundraisers clicking out from your site can't sign up for another charity, giving you confidence to run marketing campaigns
- **CONFIRMATION EMAILS** sent after registration via your landing page, with your charity branding and custom JustGiving Deeplinks, to encourage early page creation and action
- **50% DISCOUNT** on Full Sponsorship for Charity places + 25 % off on all others - incentivising fundraisers to select your charity. This discount is fully funded by Action Challenge, and is positioned on our website for over 1 million visitors annually
- **10 FREE STAFF PLACES** on each partnered Challenge, so charity staff can join your fundraisers or familiarise themselves with the challenges
- **BRANDING & PRESENCE** with a charity stall at the start on your partnered challenges, plus your logo on sail flags at the key event venues & rest stops
- **SECURE WEB PORTAL** updated twice weekly with your fundraiser data - allowing fast contact and early stewardship, plus clear data on forecast costs and fundraising targets
- **DEDICATED ACCOUNT MANAGEMENT** from a named contact at Action Challenge. Regular catch ups and reviews, and "fast track" responses for any enquiries to our main inboxes from charity staff

"The Ultra Challenge Series is an invaluable product within our mass participation portfolio – in fact it's a top performer. The Series is accessible, with a wide variety of distances & price points. Experienced runners, novice trekkers, solo participants, families, corporate teams - the Series attracts a wide range of folk. We find participants to be fantastic fundraisers with a strong lifetime value. Action Challenge really know how to put on an event; there's a great atmosphere, the routes are incredibly well thought out and food provisions are plentiful."

Kat Tetley, Young Lives Vs Cancer

2025 CHALLENGE PARTNERSHIP FEES

For 2025, the tiered fee structure for Challenge Partnerships will continue, reflecting charity demand for partnerships.

As overall participant numbers grow year-on-year, we are also expanding the number of Challenge Partnership places on each challenge from 12 to 15, allowing more charities, including Associate Partners, to expand their involvement in the Series.

We can also agree a discount on partnership fees for any charities who wish to partner on multiple Challenges.

Tier 1: £2000 per challenge



Tier 2: £1500 per challenge



Tier 3: £1000 per challenge



BRANDED LANDING PAGE

For charities who wish to streamline the sign up process, reducing the steps from your website to a completed fundraiser registration, we can offer a branded landing page that puts all of your Partner Challenges and discounts in one place. Link to this from your own website, social media or mailshots, allowing you to tailor your core messaging to potential supporters - available to charities that follow our marketing guidelines

FREE OF CHARGE



UPGRADE TO AN ASSOCIATE PARTNERSHIP

For any charities looking to boost exposure, but aren't yet ready for a Challenge Partnership, we recommend an Associate Partnership.

This gives you a tier of benefits across all challenges that has been proven to increase participation and deliver more unrestricted funds.

Associate Partnership places are strictly limited to 50 across the whole Series, and demand is high. Our existing Associate Partners have first-refusal on their places, however you can express interest in upgrading on the renewal form.

ASSOCIATE PARTNERSHIP BENEFITS

- **PROMINENT POSITIONING** on the Ultra Challenge website for Associate Partners. Ensure your charity is the first choice for potential fundraisers
- **CHARITY LANDING PAGE** with your branding. Ensures fundraisers clicking out from your site get a streamlined process, giving you confidence to run marketing campaigns
- **25% DISCOUNT** on Full Sponsorship for Charity places - incentivising fundraisers to select your charity. This discount is fully funded by Action Challenge, and is positioned on our website for over 1 million visitors annually
- **2 FREE STAFF PLACES** so charity staff can join your fundraisers or familiarise themselves with the challenges
- **SECURE WEB PORTAL** updated twice weekly with your fundraiser data - allowing fast contact and early stewardship, plus clear data on forecast costs and fundraising targets
- **DEDICATED ACCOUNT MANAGEMENT** from a named contact at Action Challenge. Regular catch ups and reviews, and "fast track" responses for any enquiries to our main inboxes from charity staff

2025 PRICING

Please note: The 'Min net income' figures below are minimum donation based on costs & targets. Data from Justgiving shows that Ultra Challenge fundraisers consistently exceed fundraising targets, and charities can expect to receive a larger donation per participant - the average ratio for 2023 was 8:1 vs the target of 3:1!



Charity Sponsorship (BASIC ROI 3:1)

DISTANCE	REG FEE	FUNDRAISING TARGET	CHARITY COST PP	MIN NET INCOME
FULL ~100KM	£50	£575	£190	£385
3/4 ~75KM	£45	£475	£155	£320
HALF ~50KM	£40	£375	£125	£250
QUARTER ~25KM	£30	£275	£90	£185
10km / 10 mile	£20	£100	£33	£67

Mixed Funding (ROI 3:1)

DISTANCE	REG FEE	FUNDRAISING TARGET	CHAIRTY COST PP	MIN NET INCOME
FULL ~100KM	£110	£330	£110	£220
3/4 ~75KM	£90	£270	£90	£180
HALF ~50KM	£75	£225	£75	£150
QUARTER ~25KM	£50	£150	£50	£100
10km / 10 mile	£22.50	£70	£22.50	£47.50

2025 PRICING

Self funding

We're proud to say we are once again "holding" our core pricing for Self-funded places - keeping the base offer competitive in the face of inflation and rising costs!

SELF FUNDING				
~100K: £199	~75KM: £169	~50KM: £139	~25KM: £89	10km / 10 mile: £39

Own Place Fundraising

We introduced "Own Place Fundraising" as a new option for the 2024 Series. This was designed to ensure that data for fundraisers who are happy to fund their own entry fee were being captured at registration and given to our charity partners. To encourage this, we redesigned our registration process, and made the option more apparent.

JustGiving data from our London Winter Walk, Easter 50 and May Ultra Challenges is incredibly positive, showing that Own Place Fundraisers are raising on average £400 - £500 (higher amounts for the events with longer distance options). We have seen that Own Place fundraisers, when supported and encouraged by their chosen charity, can raise more than the expected return for a Full Sponsorship place, at a fraction of the cost to the charity!

While there is a cost in providing this data, marketing the challenges effectively, and managing a complex registration process across multiple events, we will once again ensure we promote this option for the 2025 Series with a minimal admin fee for charities.

OWN PLACE FUNDRAISING: £15
SUGGESTED FUNDRAISING: £100

The Admin Fee for all Own Place Fundraisers will be invoiced along with all other charity event fees, 3 weeks in advance of each challenge. As such, we advise all charities to ensure they prepare and deliver an effective supporter journey for this type of fundraiser.



PACKAGE COMPARISON

PARTNER TYPE	SERIES (main partners on the series & large amount of benefits)	CHALLENGE (partner on selection of events & large amount of benefits)	ASSOCIATE (small partner on the series & selected benefits)	LISTED (on website & registration forms)
PRIME POSITION ON WEBSITE	✓	✓	Charity Logo on website	Charity name on website
PREMIUM LISTING ON REG FORM	✓	✓ On partnered events	✓ Secondary positioning	Dropdown list
PARTICIPANT DISCOUNT ON CHARITY SPONSORSHIP REG FEE	✓ 50% off on all challenges	✓ 50% off on partnered challenges - 25% off all others	✓ 25% off on all challenges	✗
CHARITY BRANDING ON ALL EVENTS	✓	✓ Only partnered challenges	✗	✗
FREE STAFF PLACES	✓ 10 on every challenge	✓ 10 on partnered challenges only	✓ 2 x staff places on any challenge	✗
CAN REQUEST BESPOKE DISCOUNTS	✓	✓	✓	✗
SOCIAL MEDIA ADVERTISING	✓	✗	✗	✗
ANNUAL FEE	£18k (£9k up front + £500 invoiced 2 weeks before each event)	£1000-£2000 per event	£1000 £500 credit applied after 10 pax invoiced	No listing fee if renewed before 1st Sep £50 at all other times
TOTAL PLACES AVAILABLE	15 Series Partnerships	15 Challenge Partners Per Event	50 Associate Partnerships	Unlimited



CHARITY RENEWAL PROCESS

- Confirm your charity renewal via the form linked in the invite email & end of this document **BEFORE 30th June 2024**. Please provide any updated branding & logos at this stage to be used on our website
- Your charity will be featured across all Ultra Challenge Series events at launch (from 1st July onwards) giving maximum exposure
- Contracts and partnership fee invoices sent out in July
- 1st Sep 2024 - deadline to sign & return contracts, and settle partnership fee invoices

FUNDRAISER JOURNEY

EARLY BIRD REGISTRATIONS OPEN IN JULY - SEP FOR 2025 ULTRA CHALLENGE SERIES



ONCE YOU GET YOUR FIRST FUNDRAISER SIGN UP, WE WILL SEND YOUR UPDATED PORTAL LOGINS



YOUR CHARITY IS RESPONSIBLE FOR FUNDRAISING SUPPORT - ACTION CHALLENGE SUPPORT THE EVENT



5 WEEKS BEFORE EACH CHALLENGE, YOU CAN APPROVE OR DECLINE FUNDRAISER PLACES



3 WEEKS BEFORE EACH CHALLENGE WE ISSUE EVENT FEE INVOICES





NEXT STEPS

To get started on your 2025 Renewal, please click below and complete our renewal form.

We will need to collect some key information from this form, including your charity number and key contacts at the charity, so please ensure you have this information to hand.

After completing the form, we will be in touch to schedule a kick-off meeting to discuss your 2025 Partnership if requested, and getting the events live.

[Click here to confirm](#)

CONTACT US

If you have any questions about your renewal and want to discuss it with the team before going ahead, please contact us using the details below:

charity@actionchallenge.com
0207 609 6695

