



**YOUR
RUN**



YOUR RUN EXPLAINER

ANY COMPANY / ANY ABILITY



**YOUR
RUN**



WHAT IS YOUR RUN?



“YOUR RUN” is basically what it says on the tin. The opportunity for a company to host their own event at our the 2020 Manchester Marathon.

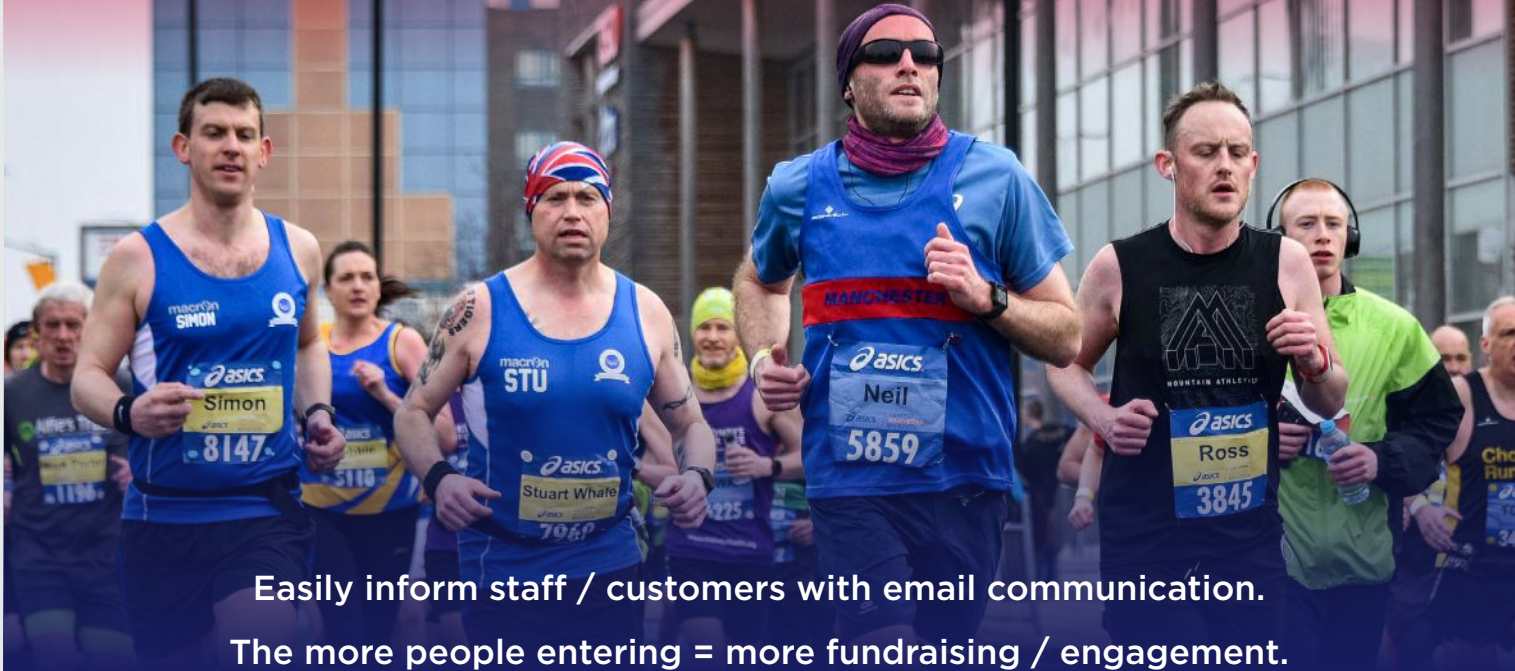
Any company hosting their own run, gets an opportunity to recruit their staff / friends and family / suppliers / customers to take part in their own event and contribute to making it a memorable experience for all.



**YOUR
RUN**



WHY HAVE YOUR OWN RUN?



Easily inform staff / customers with email communication.

The more people entering = more fundraising / engagement.

Human Race Support to make your event unique.

Excellent staff newsletter content.

Very easy for this to become their annual event.

Separate from the competitors.



**YOUR
RUN**



HOW DOES IT WORK?



Setting Up your own run is easy. Here is how it would work:

Human Race would create an invite link specifically made just for that company.

The interested company would take this link along with images and the event logo that we provide, and send an email to their staff members / suppliers / friends / customers.

The staff would simply select “Running for” the name of the company that appears in the drop down menu.

Once runners have registered, we would then filter them out and create the branded up results page just for that company.



**YOUR
RUN**



BENEFITS OF YOUR RUN



The Unique Selling Point of “YOUR RUN” is the fact that you will get your own branded up results page.

Runners will feel attached to the event and companies / charities can source top three prizes that will make anyone associated with the charity to want to enter into the event. Also if a company is doing their own run for a charitable cause, easily add the fundraising donation on the invite link, and you can get contributions from those runners that won't be running.



**YOUR
RUN**



YOUR RUN CASE STUDY





**YOUR
RUN**



TIM BACON RUN @MCRHALF 2018



In 2018, Living Ventures initially wanted to purchase 5 associate charity places.

They agreed to setting up their own run. We provided them with promo material (images, the logo, promo video, etc..) and they started getting people to enter via their own link. The selected charity is the Tim Bacon foundation. (Tim Bacon was the founder of Living

Ventures that died in April 2016. So they wanted to get their staff to run in his honour.) They managed to get 90 people enter their own run for the 2018 edition. The group is now considering the possibility to have this as an annual event and including their suppliers and customers along with their staff. It has already generated over £41,000 in fundraising for the foundation.



**YOUR
RUN**

TIM BACON RUN @MCRHALF 2018

The image shows three overlapping screenshots of the Human Race website. The top screenshot is for 'Dulwich College @ Cancer Research UK London Winter Run' on 3 February 2019. The middle screenshot is for 'Kantar @ Cancer Research UK London Winter Run' on 3 February 2019. The bottom screenshot is for 'Chelsea Football Foundation @ Cancer Research UK London Winter Run' on 3 February 2019. The bottom screenshot includes a 'Members' Results' table and a 'Leaderboard'.

#	First Name	Last Name	Result
4571	Marc	Osisko	02:44:22
5893	Maxim	Williams	02:46:10
11738	Robbie	Quinby	02:47:16
4027	Luke	Mazzamuto	02:48:09
14252	Henry	Hely	02:50:48
14378	Denny	Powell	02:50:47
19291	Josiah	Figlio	02:56:51
18815	Shane	Jacobs	02:58:17
18232	Megan	Ulyed-Jones	01:58:54
22342	Stephen	Rowlands	01:11:32

Leaderboard

- Simon Baker
- Simon Williams
- Roland Godfrey

We set up their invite link and provided them with codes they purchased. They then sent the codes out with the invite.

Post Race they received a branded up results page just for their own runners. They have

sorted out prizes for their runners as well. Since the pilot of Tim Bacon Race in 2018, we have successfully implemented Your Run at our 10K London Winter Run with upgraded results page visuals. (company logo / image of their choice / leader board)





**YOUR
RUN**



THANK YOU

If you are interested in finding out more information on how to set up your own run at the 2020 MANCHESTER MARATHON visit the website

www.manchestermarathon.co.uk

Or contact us on:

E-mail: Gus.Karagiannis@humanrace.co.uk

Phone: 0161 928 6795 / 07342886862