



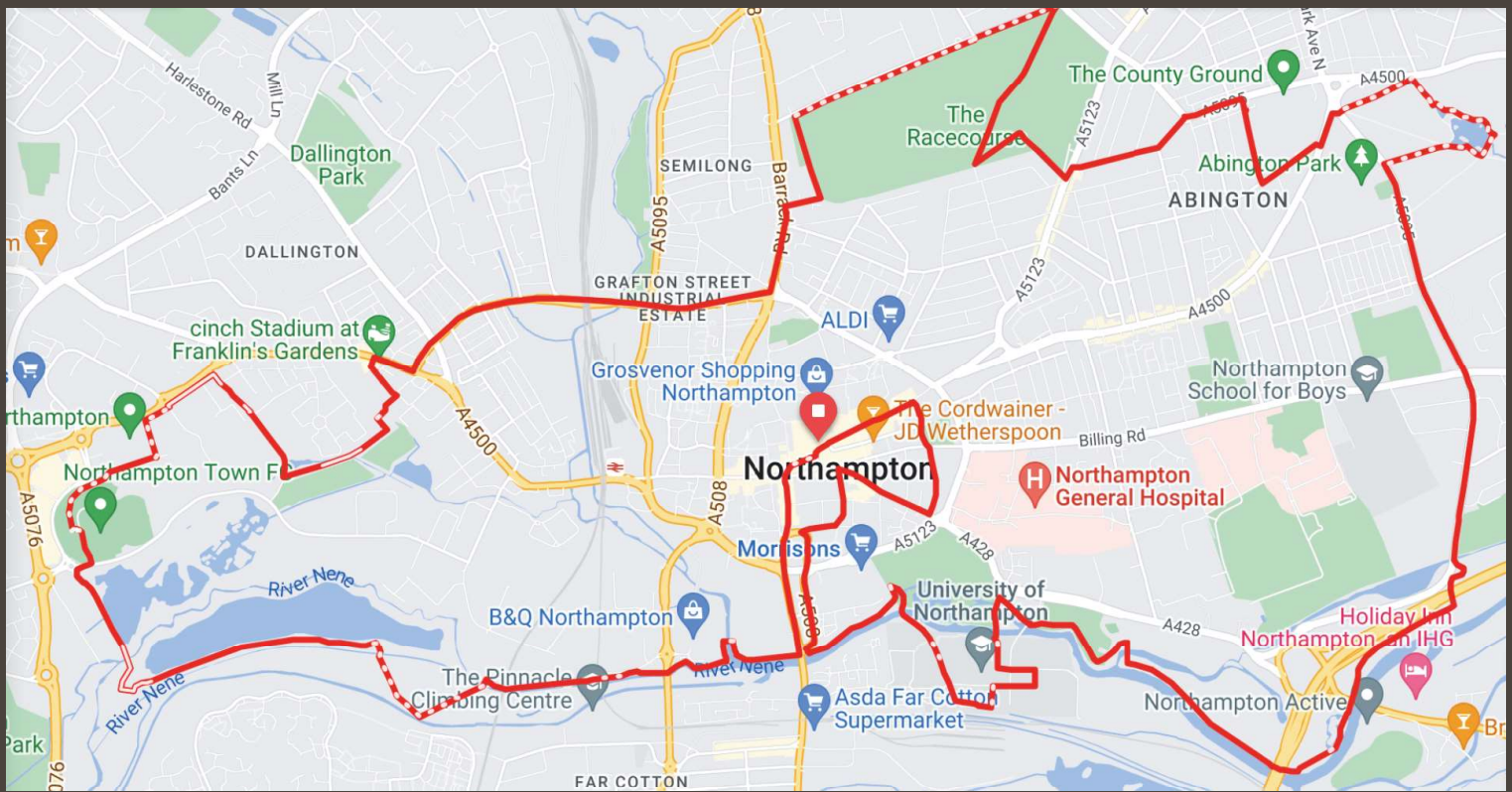
The
AMAZING
NORTHAMPTON
RUN

2023

Sunday 17th September

SPONSORSHIP OPPORTUNITIES

www.theamazingnorthamptonrun.co.uk



A REDESIGN OF THE NORTHAMPTON HALF MARATHON

We are thrilled to announce the launch of The Amazing Northampton Run for 2023!

Runners will compete in a closed-road, 13.1 mile brand-new half marathon route this year starting from the historic Northampton Town Square and take in much of the town heritage, with the route taking them alongside numerous landmarks of the town, including the three main sporting grounds – Sixfields Stadium (football), Franklin’s Gardens (rugby) and The County Ground (cricket).

Teams of three will also be able to compete in a relay format, with runners completing either 4.1 miles, 4.4 miles or 4.6 miles.

A shorter, 3 mile route will start 15 minutes after the half marathon runners have set off, allowing half marathon runners a chance to get out on the course before those running the three miles follow in their footsteps for a fraction of the way.

The Amazing Northampton Run is a complete rebrand of the event previously known as The Northampton Half Marathon which has been run with great success by Go Beyond Challenge since 2013.

We are keen to get local people and businesses involved. *“The big thing for us is to celebrate what Northampton has got.”*

DEMOGRAPHICS

A large number of our runners come from Northampton, or within the county of Northamptonshire.

Runners range from between 17-70+ years, with ages 30-55 being the most common at our event.

Our events appeal to both male and female participants, with a higher percentage of male runners entering the half marathon, while slightly more females than males choose to enter the shorter distance event.



WHY GET INVOLVED?

Sponsoring The Amazing Northampton Run will provide your company with the opportunity to build brand awareness and connect with the community of Northamptonshire whilst showing your company's support of an event which promotes physical wellbeing. You will also be supporting local charities that receive valuable fundraising through event participation.

By sponsoring us you will be able to get your company name in front of thousands of runners, spectators and supporters. Not only on race day but also in the build up to the event via our website, mailing list and social channels.

Meet and interact with potential customers for your business in our Race Village following the event where you can look to generate new leads and showcase what your business can offer.





TESTIMONIAL

Oyster Wealth Management sponsored the Northampton Half Marathon pacing team in 2019.

"We wanted to get involved in the event for several reasons, firstly to get our business name out in the local community and associated with a positive event like the Northampton Half Marathon which naturally focusses on people's physical and mental wellbeing. Also we have runners in our business so we understand the challenge of completing the event; I also became a pacer on the day! Simon put together a great package for us with custom T shirts, photo opportunities and lots of online and social media publicity."

Senior Financial Planner - Studney Kirby

£500

PACER PACKAGE
1 package available

Custom t-shirts in a colour of your choice (subject to availability), pre-race team photo (presented and framed post-event), pacer signs to include company logo.

£250

BRONZE PACKAGE

- Company logo included on participant finisher t-shirts
- Sponsor product samples and/or promotional materials issued to all runners
- Company exposure on Instagram and Twitter
- Link to company website from our website

SILVER PACKAGE

£500

As Bronze package plus...

- Finish area advertising space for company provided banner
- A water or cheer station available to display company branding
- One team entry in the Relay or three individual race entries to company members
- Company highlighted as part of Go Beyond mail shot

£1000

GOLD PACKAGE

2 packages available

As Silver package plus...

- Event photo frame opportunity with company branding
- Finish funnel advertising space for company provided banner
- Company mentioned on Facebook
- A stall location in our finisher village

PLATINUM PACKAGE

3 packages available

Open to
negotiation

As Gold package plus...

- Headline event sponsor (Either TANR, TANRR or 3 mile event)
- Race numbers with company logo
- Medal ribbons to display company logo or name
- Company logo included on all finisher trophies for your sponsored event
- Company name announced throughout the event
- Gantry signs (Go Beyond provided)
- Two team entries in the Relay or six individual race entries to company members
- Opportunity to present the winners trophies



GO BEYOND
— CHALLENGE —

ABOUT GO BEYOND

Go Beyond was founded in 2008 and purchased in 2018 by Simon Hollis. As a former Infantry Soldier with a passion for ultramarathon running, Simon is literally living the dream!

Go Beyond Challenge exists to provide a platform for people to achieve dreams and goals, pushing themselves to new limits supported by people who have done the same.

THE AMAZING NORTHAMPTON RUN

Back in 2014 a few hundred runners made their way from the town centre and out into the local countryside before heading back to Delapre Abbey where they crossed the finish line in front of the spectacular abbey with friends and family supporting them in the grounds.

With support of the town, the Northampton Half Marathon event has continuously grown year-on-year and now hosts thousands of runners and spectators, with support from the town enabling us to rebrand the event this year becoming **The Amazing Northampton Run**.

Once runners have collected their medal at the finish, the Race Village awaits them - filled with a selection of stalls with everything they might need.

Facebook
Twitter
Instagram

- [theamazingnorthamptonrun](#)
- [anorthamptonrun](#)
- [theamazingnorthamptonrun](#)





If you would like to work with us as an event sponsor, or would like further information on how to support The Amazing Northampton Run, please get in touch.

Simon Hollis, Tingdene House, 21-24 Bradfield Road, Finedon Road Industrial Estate, Wellingborough, Northamptonshire, NN8 4HB.

07989 850170

admin@gobeyondchallenge.co.uk

In addition to the sponsorship packages on offer, we are also open to bespoke sponsorship opportunities. Please get in touch to discuss your ideas.