

NEW FOREST MARATHON





PARTNERSHIP OPPORTUNITIES



'THE UK'S MOST STUNNING RUNNING EVENT'

WWW.NEWFORESTMARATHON.CO.UK



SHOW CASE YOUR COMMITMENT TO SUSTAINABILITY ON THE PERFECT STAGE



A BLUEPRINT FOR SUSTAINABILITY

RECOGNISED BY THE
ENVIRONMENT AGENCY
&
ENDORSED BY NATURAL ENGLAND



VOTED EUROPES BEST NATIONAL PARK

REPRESENTING ONE OF THE WORLD"S MOST UNIQUE LANDSCAPES



ENGAGING THE WHOLE FAMILY

ALL AGES AND ABILITIES COMBINING EXERCISE WITH ENTERTAINMENT

ABOUT US



ORA Events is an events company located in Europe's Best National Park the New Forest. Our passion is about embracing the amazing environments we're surrounded by, delivering high quality events and experiences which promote healthy lifestyles for all ages. ORA is best known for its flagship event, The New Forest Marathon.

- Recognised by the Environment Agency as a 'blueprint for sustainability' implementing market leading mitigation measures endorsed by Natural England.
- Described by Runners World as 'The holy grail of running events' '
- 1) The event attracts over 15,000 people to the heart of the New Forest National Park and supplying a running experience second to none.
- Recognised in the top 5 running events in the UK for the last 5 years
- Praised by National Press as the First Covid Safe Running event to take place in the UK



Double award winners ORA Events were named New Forest Business of the Year in 2017 and received the Hampshire County Council Award in recognition of their contribution to the New Forest Community. The awards reflected the lengths ORA's Directors, Andy and Chris went to ensuring the safety, extensive environmental considerations and the successful operation in an area of such ecological sensitivity and worldwide importance.

We'd love you to join us as our journey continues...

7 STUNNING EVENTS

ALL AGES & ABILITIES















10K

5K

7 STUNNING EVENTS

ALL AGES & ABILITIES





TEAM **EVENT**



Share it together with friends, family or work colleagues and help give back to protect the New Forest!

You can now enter any event as a team! You can choose to split your team members across different event distances from the Full Marathon through to the Junior Race or all run together - it's totally up to you!

All you have to do is get your whole team across the finish line for a chance to win some great prizes!

Be part of something amazing, then celebrate your journey together by enjoying a drink, some food and great live music in the NFM Race Village afterwards. There is no other event like it!

If you are entering with work colleagues, simply send us your company logo and web link and we will display your logo on our team challenge page!













Half Marathon





Team Event Rules

- 1, Teams must be made up of a minimum of 4 runners but can be as big as you like So why not get your whole family, friends or work mates together!
- 2, You can choose to enter any distance you like, your team members don't need to all do the same race! Race choices include Full Marathon, Half Marathon, 10K, 5K, Junior Race and Woodland Walk.
- 3, Simply check the 'enter as a team box' during the normal sign-up process and enter your team's name (Please ensure you all enter the same team name as our booking system will recognise this to form your team)
- 4. Encourage your teammates across the line and be in for a chance to win some great prizes! All team members must cross the finish line to be entered into our team prize draw.
- 5, Prizes will be awarded via a prize draw. Team entry prizes are not based on finish time or race position, this is about celebrating and achieving togetherness! Every team that gets all their team members across the line stands the same chance of winning!
- 6, All entrants will be automatically entered as individuals into their chosen race so will still get an individual finish time, place, medal, T-shirt etc.
- 7, Entering as a team is completely free!

INSPIRING A HEALTHY COMMUNITY BUILDING AND ACTIVE PATHWAY





















SUSTAINABILITY / ENVIRONMENTAL

GARMIN.

The New Forest is an amazing and unique place and we'd like to do our bit to make sure it stays that way for generations to come. We're committed to being as environmentally conscious as possible, here 's a few examples of how we're achieving this.

Raising awareness about The New Forest

By running through the forest runners see for themselves how stunning the forest is and naturally respect it. We erect 'Forest Fact' signs' throughout the routes, so visitors can learn a thing or two during their run! We also dedicate 4 pages of our New Forest Marathon Magazine to raising awareness about the New Forest. We work with Forestry England to ensure this information is accurate and reflects the message they want to be heard! We Promote the New Forest Code.

Plastic Free Drink Stations

In 2024 all drinks stations were plastic free! We use cardboard cups rather than bottles. This serves 2 purposes, 1 cups are hard to run with, we encourage all runners to drop their cups on the floor inside the drink station zone, anyone seen dropping ANY rubbish outside these zones are disqualified. This allows the clean up teams to really focus on the area ensuring it is clean and that no harm comes to wildlife who will pass after the event.

No Gel Packs

Our energy stations are stocked with an energy drink distributed in cardboard cups so no nasty plastic gel packs are left on the forest

Finish Line water in a plastic bottle!

Yes you heard it.. we do use plastic on the finish line. The water is sourced from New Forest Spring Water only a few miles away lowering our carbon footprint. The runners can refill their bottles all day long from free water points around our race village. BUT... there's a BIG BUT... these bottles must be deposited into a special recycle bin so we can recycle them into long term objects used at the event. This year we hope to build a picnic bench! Plastic is an amazing material if it is used in the right way!

Carbon Footprint

Our equipment is sourced locally using New Forest companies where possible. The Race village takes about 7 days to build, we source electric vehicles from a local supplier, especially designed to leave minimal footprint from its tyres to help up with all the hard work! We put on a shuttle bus service from the train station in Brockenhurst, so people do not have to drive, and we also have our very own bicycle park!

Recycle Bins

We have special recycle bins through out the forest so we can deal with your rubbish properly! Sometimes its not what you use, its about what you do with is afterwards that has the biggest impact!



Recognised as a National model of best practice by the



DEMOGRAPHICS











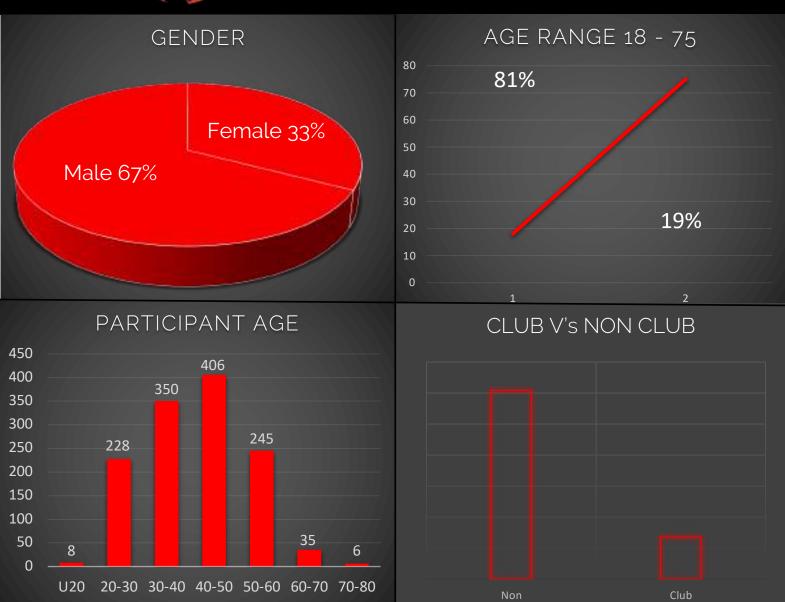






FULL MARATHON









300

200

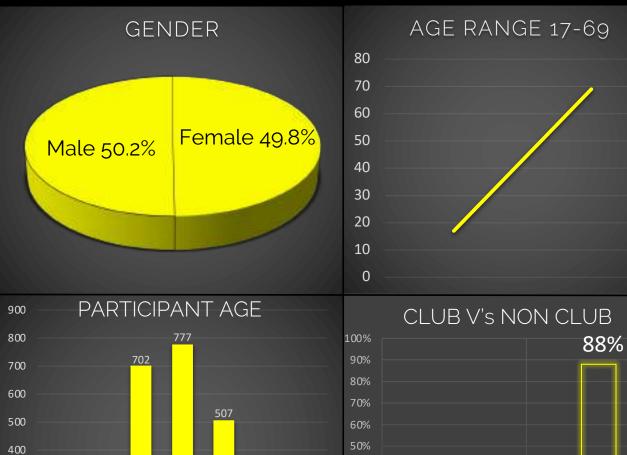
100

HALF MARATHON

12%

Non Club





20-30 30-40 40-50 50-60 60-70 70-80





U20

20-30

30-40

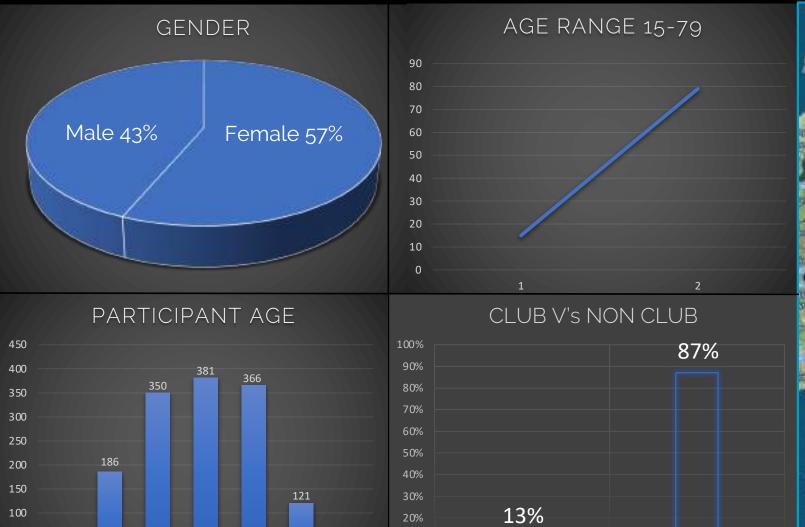
40-50

50-60

60-70 70-80

10K









10

20-30

30-40

40-50

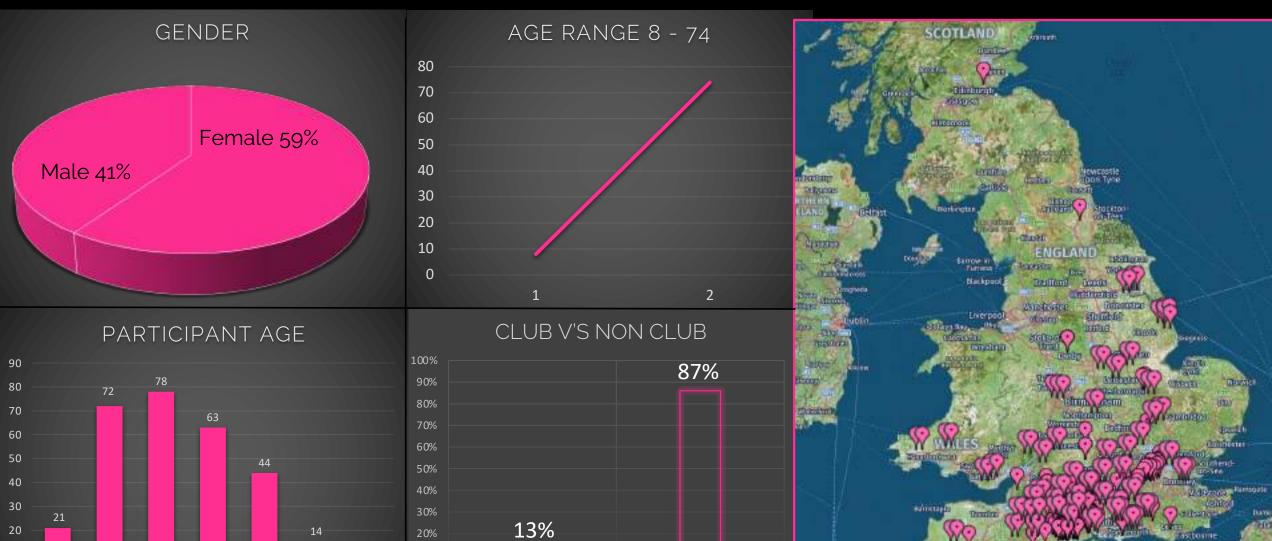
50-60

60-70

70-80

5K

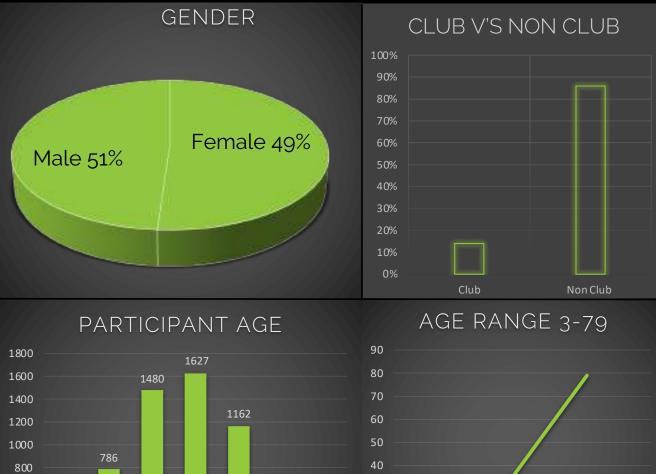




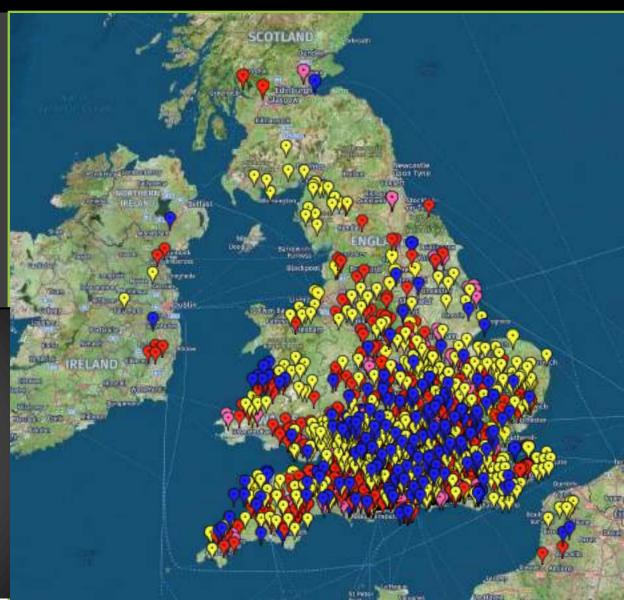


ALL ROUTES





20-30 30-40 40-50 50-60 60-70 70-80

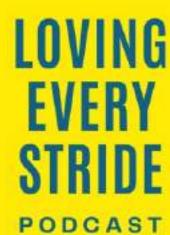


MEDIA COVERAGE - AN EXPANDING AUDIENCE













GIRL

CAN





WIDE MEDIA APPEAL ACROSS A RANGE OF MEDIUMS



WEBSITE HAS RECORDED OVER 300,000 **PAGE VIEWS** PER MONTH **IN DIFFERENT COUNTRIES**



44,000 **REGULAR USERS WITH** 70% **NEW USERS**



REGULAR TV COVERAGE



BOYANT SOCIAL MEDIA



8500 **FOLLOWERS**



3000 **FOLLOWERS**



3000 **FOLLOWERS**



HISTORICAL DATABASE OF 75,000



EVENT PUBLICATIONS INCLUDE VIDEO, AND ON LINE **DIGITAL RACE DAY SOUVENIR GUIDE**







THE CHARITY- SUPPORTING THE COMMUNITY NFM COMMUNITY FUND





The New Forest Marathon
Community Fund has been
set up to help support
projects which inspire
activity across the New Forest and
Surrounding area and continue the
38 year legacy of the event. We
know that inactivity is now one of
the biggest killers in the UK and we
are committed to do all we can to
promote a healthier community for
all ages.

The New Forest Marathon raises vital funds to help get the community moving, it's a privilege to use the New Forest and so we want to give back to the many amazing community groups and organisations that help to make it such a special place.

Over the past 10 years £70,000 has been awarded to over 100 community group projects to inspire health and well being in the community.

NEW FOREST MARATHON STATS











- 3 Stages
- 110 toilets
- . 6000 t-shirts
- 612 marshal bibs
- 48 trained Medical
- professionals
- 10 Marquees
- Celebratory starters
- 400 Camping pitches

- 6000 foil blankets
- 65,000 cups
- 19,382 litres of water
- 5 bridges
- 750 crowd barriers
- 1064 cones
- · 8 Lead and Tail Riders
- 5000 medals
- 5000 bananas

- 15 Music Acts
- 2 Dance Groups
- 20 physios
- 100 trade pitches
- 3 Shuttle Bus
- 53.25 miles of stunning route
- 7 generators
- 1000 signs

- 6000 52 page professional magazines
- 15 photographers
- 3 Flim Crews
- 5000 runners
- Full press coverage
- TV Radio Papers
- 1 Community
- And a few New Forest ponies!









EVENT FEATURES















ATTRACTING PARTICIPANTS FROM ALL OVER THE WORLD BUT MAINLY UK



49% FEMALE PARTICIPANTS



RAISING AWARENESS OF MENTAL HEALTH AND WELLBEING













SUPPORTING SUPPLIERS AND PARTNERS







































SAMPLE OPTIONS



Exclusive Options

- Title Sponsor of whole event or Title Sponsor of an individual race, Woodland Walk, 5k, 10k, Half Marathon, Full Marathon.
- Official partnership status
- Branding on event T-shirt (Logo)
- Branding on medal ribbons
- Branding on Running Numbers

Race Village

- Start/Finish bridge coverage
- Sponsor part of the race village or campsite
- Race Village branding
- Home straight branding
- VIP area access on race day or white label branding opportunity
- Trade area on race day (priority position)
- Trade opportunity at pre race pack collection (75% of participants collected packs prior to race day)
- Live interviews and PA announcements on race day
- Branding at water/fuel stations
- Stage back drops, Large sign areas,
- · Logo on photo area backdrop

Local/regional/national/international Coverage

- Magazine coverage inc front/back cover and a range of content options (6000 copies produced)
- · Branding on promotional posters/flyers and associated material
- National/local Media Exposure (Radio/Newspaper/Magazine)
- Goodie Bag Contents/Bag branding
- Branding on official vehicles
- Branding on event video

Web

- Website Advert and race recepit
- Sponsor/Partner area on website
- Shop facility on NFM website
- Social Media reach (Twitter/Facebook/Instagram)
- E-shots to Database (46000) E goodie bag inclusion

Other

- · Press Launch
- Product revenue share
- Competitions on/off line
- Event prizes

CUSTOMER ENGAGEMENT



PRE EVENT JOURNEY

Digital engagement across 4 platforms







Pre race correspondence



Signing up journey inc pre event promotions



Promotion and marketing



Race pack collection trading





EVENT WEEKEND - SATURDAY EXPO AND SUNDAY RACE DAY

Event day Branding



Participant engagement



Saturday and Sunday Trading opportunities



Magazine



Spectator engagement





POST EVENT COVERAGE





Pics/videos/thank you messages



Medals + Medal



Post event marketing and coverage





WHAT NEXT?

JOIN THE NFM JOURNEY





SISTER EVENTS: THE NEW FOREST MARATHON





SISTER EVENTS: ROCK 2 ROCK LET'S





SISTER EVENTS: THE UK TRAIL RUNNING



