



Event Proposal

Event : City of Edinburgh Running Festival

Venue : Meggetland, Edinburgh

www.cerf.org.uk

Date : Friday 3 July 2015 Start 6pm

Welcome to Edinburgh's largest open running event and thank you for taking the time to read this proposal. We have provided the background to our event and our aims. It's been a long term dream to put this together and we really hope it appeals to you and your organisation. It is growing year on year in terms of entries and supporters.

The event attracts ABC1 seasoned athletes and families with Junior and Youth runners. Athletes with disabilities also compete. There will be over 500 spectators watching at least 250 athletes. The prize money for each event is not bettered anywhere on the Scottish circuit and based on the figures over the past two years we are confident in attracting these numbers, in fact we believe they are on the cautious side. The Junior and Youth events attract and encourage athletes at a grass roots level which we believe is much needed in Scotland. The event brings a boost to the local Edinburgh community and contributes to creating a healthy lifestyle, creating a fitness for life attitude, providing an excellent opportunity for you to contribute to social responsibility in Scotland.

We have engaged the support of Radio Forth, The Scotsman, Edinburgh Evening News, The Sun and Scottish Athletics. We will also be working to receive sports news coverage from STV Edinburgh.

The team involved in organising the event are passionate and active runners, all at different levels and distances, encouraging children and friends to get involved in exercise and running. This really is an ideal event for everyone to develop their skills and, as they all get different starting points in the race, really test themselves with an equal chance of winning. Yes, it's challenging but with a great spirit, sense of achievement and real good fun.

We hope you'll get involved and help promote health, fitness, competition and community spirit alongside your organisation. Athletes really do notice and appreciate who are supporting their sport.

Many thanks and please check out our website www.cerf.org.uk for more information.



Background

'Open Athletics' is the term used by our Governing Bodies to describe the athletics circuit currently operating each summer throughout Fife, the Scottish Borders and North of England. Competition is on a handicap basis whereby each competitor should have, in theory, an equal chance of winning the prize money, no matter age or ability. An official handicapper allocates each runner a starting mark based on previous performance, age and ability. The competition is normally heats, semi finals and final. The athletics handicap system has been in existence since the late 19th century and was a major sport throughout UK, Australia and USA. The arrival of greyhound racing signalled a gradual reduction in meetings but its popularity remains in Scotland, the North of England and Australia where its main event is still live on national TV.

Over the years many of the Scottish runners have participated in the Australian Open running events. The professional, efficient way these meetings are run has really appealed to them and we have based our event on their model.

Four directors (all runners) created a not for profit, Limited Company in the name of City of Edinburgh Running Festival (CERF).

Open Athletics are attracting more and more children into running. So much so, they have been split into two groups – Youth B (9-12) and Youth A (13-16). We are delighted with this and look forward to offering these runners four events to take part in. These runners attract many family supporters who add to the atmosphere, bringing a real, community feel to events. We are hoping for a supporting crowd of at least 500.



Venue

The event will be held at South West Edinburgh's Commonwealth Games Community Sports Hub - Meggetland. Boroughmuir RFC is also positioned within Meggetland and it is there we will be providing hospitality and additional viewing areas.

Event

Will be track events ranging from sprints to distance events using the handicap system where everyone has an equal chance of winning the prize money. The event would be for male and female athletes competing in youth and open categories.

Open Events	Prize Money (total each event)	
110 metres	£3925	
200 metres	£ 440	
800 metres	£1390	
1600 metres	£ 485	
Youth B (9-12 years) and A (13-16 years) Events		
90 metres	£150	£250
200 metres	£100	£150
800 metres (combined Junior & Youth)	£150	
1600 metres (combined Junior & Youth)	£150	
Sandy Jardine Memorial Rugby/Football 300m	£445	
Ladies Invitational 110m	£460	



Aims

1. To build an event which will make a difference to the Open Athletics scene in Scotland which aims to attract young athletes and encourage the experienced, helping to encourage a responsible, healthy, energetic attitude to living.
2. Aim to offer an entertaining evening of Open Athletics with attractive prize money, encouraging local communities and beyond.
3. Aim the event at a precise point in the Open Athletics calendar. Many of the runners will be at their peak of fitness preparing for the Border events throughout July, in particular, Jedburgh Border Games. Currently no open athletics exist in Edinburgh or Glasgow throughout the summer.
4. Aim the event to duplicate the model used very successfully in Australia, specifically the Stawell Gift in Victoria and Bay Sheffield Gift in Adelaide, both of which receive national TV coverage. Events will range from short sprints through middle distance to longer distances.
5. To build an event organised by runners for runners of all ages and abilities.



Marketing Communication Opportunities

Category – 110m Sprint (Main Event) **SOLD** £ 5000

- Named sponsor of specific event **To Ortholink (Scotland) Ltd**
- Branding, stadium perimeter/ in-field banners (shared with other sponsors)
- Accreditation in relevant event announcements & media communications
- Complimentary ticket allocation (16)
- Hospitality (finger buffet/refreshment) 16 guests
- Full page advert in programme
- Prize giving ceremony PR (event specific)

Category – 200m/800m/1600m races £800-£1000

- Named sponsor of specific event
- Branding, stadium perimeter/ in-field banners (shared with other sponsors)
- Accreditation in relevant event announcements & media communications
- Complimentary ticket allocation (6)
- Hospitality (finger buffet/refreshment) 6 guests
- ½ page advert in programme
- Prize giving ceremony PR (event specific)

Category – Youths 90m/200m/800m/1600m races £ 250-£350

- Named sponsor of specific event
- Branding, stadium perimeter/ in-field banners (shared with other sponsors)
- Accreditation in relevant event announcements & media communications
- Complimentary ticket allocation (2)
- Hospitality (finger buffet/refreshment) 2 guests
- ½ page advert in programme
- Prize giving ceremony PR (event specific)

90m Youth A SOLD Alba Beverage Company Ltd

800m Youth SOLD Indigo PR

1600m Youth SOLD Clarity IFA Limited

200m Youth B SOLD Bruce Collie Building Company Ltd

90m Youth B available £250

200m Youth A available £250



Sandy Jardine Memorial Rugby/Football 300m

STILL AVAILABLE

£600

- Named sponsor of specific event
- Branding, stadium perimeter/ in-field banners (shared with other sponsors)
- Accreditation in relevant event announcements & media communications
- Complimentary ticket allocation (6)
- Hospitality (finger buffet/refreshment) 6 guests
- full page advert in programme
- Prize giving ceremony PR (event specific)

Ladies Invitational 110m

£600

STILL AVAILABLE

- All of the above

Advertising (if not a sponsor)

Programme: full page colour	£100
½ page colour	£ 50
¼ page colour	£ 30

Hospitality

£ 17/head

In a sectioned off area of the BRFC bar. There will be finger buffet with wine. Capacity is 120 people, 50 of those will be sponsors. Price includes entry and programme.

Please contact Pam Armstrong for further details or discussion.

Mobile: 07884 441551 Email: marketing@cerf.org.uk

More information on www.cerf.org.uk

Many thanks and we really look forward to working with you.