



ELITE ADVENTURES

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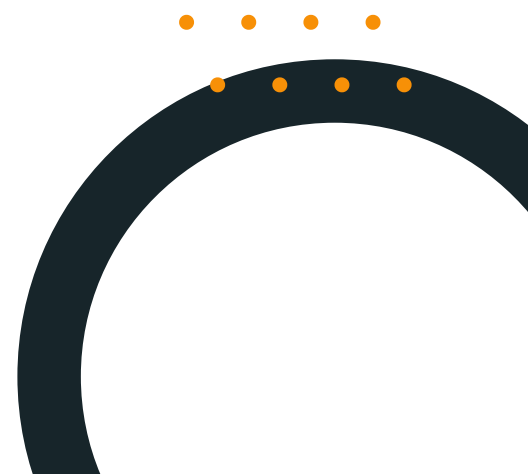
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# CHARITY INFO PACK

WORK WITH US



# WHO WE ARE & WHAT WE DO

We are experienced mountain activity leaders specialising in expertly guided walks and challenges.

Established in April 2017, Elite Adventures has been a guiding force for numerous individuals, hailing from diverse backgrounds, helping them conquer summits, achieve personal goals, overcome challenges, and acquire new skills.

While our headquarters are located in the Midlands, our collaboration with mountain leaders across the UK positions us perfectly to reach all mountainous regions, offering a premium service for outdoor activities.

At Elite Adventures, our team thrives on challenges. We take pride in being the only company to have completed the national three peaks with a metal bathtub strapped to our backs – all for a charitable cause. We have also had the pleasure of hosting events for famous faces such as Amanda Holden and Lorna Laidlaw. We also hosted the participants from the TV show SAS Who Dares Wins onto the National Three Peaks challenge and have appeared on the Firefighters podcast.

Since 2017, Elite Adventures has actively partnered with various charities, leading walking, hiking, and challenge events that have significantly contributed to these organisations achieving their fundraising goals. Following a highly successful year of events and a substantial increase in participant numbers, we are now eager to expand our collaborations and work with an even greater number of charitable causes in 2024.

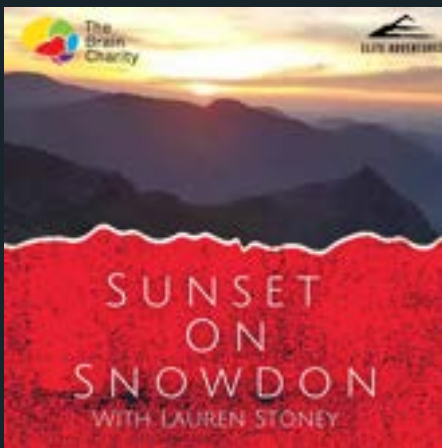


# HOW ARE EVENTS WORK

At Elite Adventures, our approach to events sets us apart. We consistently provide a premium service, ensuring excellence regardless of the nature of the event. Whether it's private, bespoke events allowing charities to customize challenges for their supporters, or our inclusive open events, our commitment to delivering an exceptional experience remains unwavering.

## PRIVATE EVENTS

Tailored to your specifications, our private, bespoke events are designed with your unique needs in mind. From transportation, medals, and t-shirts to support vehicles, accommodation, pit stations, and even customized routes, we offer a comprehensive package to suit your requirements. Please note that depending on the event type, we have set minimum and maximum participant limits, and a deposit is required upon booking to secure your reservation.



## OPEN EVENTS

Open events live up to their name—they're open to everyone!

This thrilling opportunity allows your supporters to raise money without the pressure of you having to recruit minimum participant numbers or pay a deposit amount.

Charity registration is free.

In 2024, we are excited to host 11 of our most popular events, including some exclusive, brand-new experiences not available elsewhere!

To register as one of our charity partners we request you complete our online registration form which can be found on our website:

<https://eliteadventures.co.uk/the-charities/>

Once registered you will appear as one of our charity options under each of our open events.



# ONCE REGISTERED

Once you have registered with us you will appear on the drop down menu for all of our open events.

After selecting an event, participants will encounter two drop down menus. The first lets the participant select a funding option. These options are listed below with an example event.

In this example the total cost of the event is £60. You can see below the costs to the participant and the charity along with the minimum expected revenue this would generate.

<b>Option selected by participant</b>	<b>Participant pays</b>	<b>Minimum fundraising amount</b>	<b>Cost to charity</b>	<b>Amount retained by charity</b>
<b>Self Funding</b>	<b>£60</b>	<b>N/A</b>	<b>£0</b>	<b>All money Raised</b>
<b>Mixed Fundraising</b>	<b>£30</b>	<b>£200</b>	<b>£30</b>	<b>£170</b>
<b>Charity Sponsorship</b>	<b>£10</b>	<b>£250</b>	<b>£50</b>	<b>£200</b>

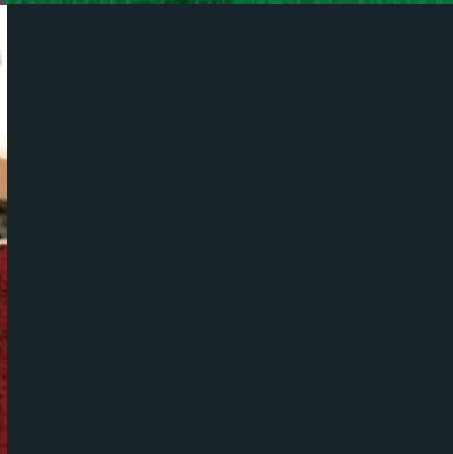
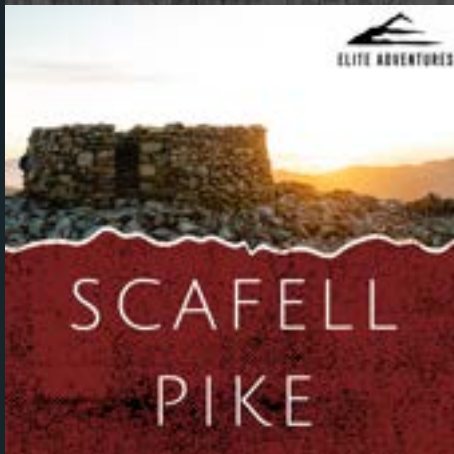
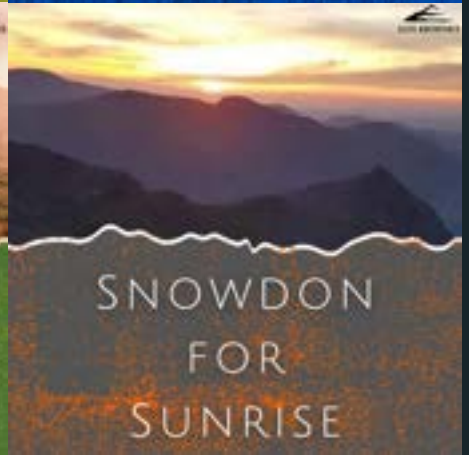
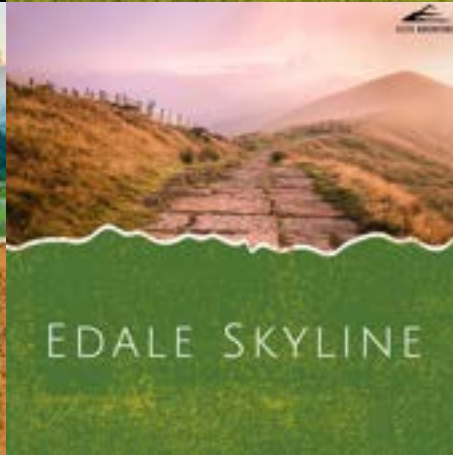
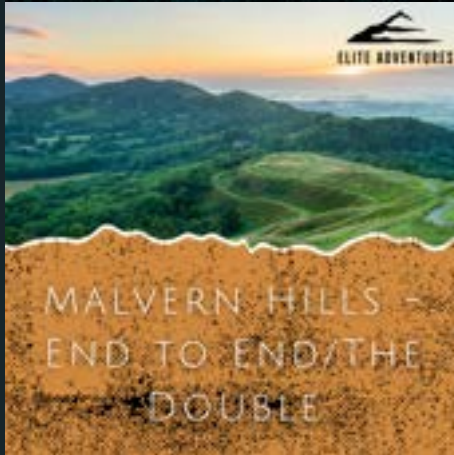
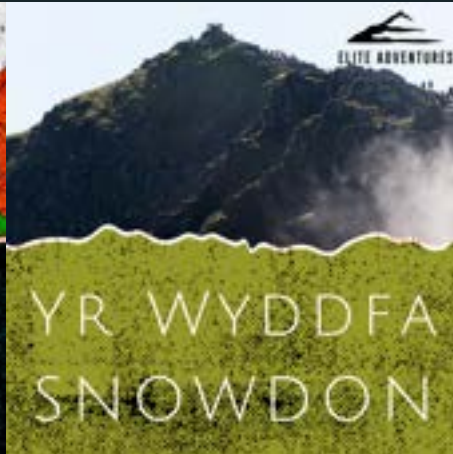
The second drop down menu is a list of charities that have registered with us. The registration is free, and there are no obligations regarding minimum participant numbers.

Importantly, if a participant withdraws at the last minute, your organisation won't be held liable or invoiced for that slot. We maintain direct communication with you upon each participant's signup, providing their name, contact number, and email address. This enables you to offer support throughout their fundraising journey.

Once a participant registers for an event. Their name, contact number and email address are forwarded to the charity they have opted to support. When participant details are forwarded, we also notify you of the chosen 'option' and the outstanding balance to be invoiced after the event, along with the agreed minimum sponsorship. Since we don't charge for participants who don't attend, invoices are sent post-event with payment due no later than 30 days thereafter.

# OUR 11 OPEN EVENTS

In 2024 we will host 11 open events. When you register as a charity partner you are then able to list any or all of these incredible events to your supporters. The event is guaranteed to go ahead and you have no commitment and pressure to hit minimum target numbers.



# OPEN EVENT TIMELINE

## STEP 1

Participant registers for an open event and selects to support your charity

Charity is promptly notified, receiving participant contact details.

## STEP 2

## STEP 3

Supporter receives comprehensive event information along with a link to the dedicated social media group.

30 days prior to the event, we check in with the charity to ensure the participant has reached their agreed minimum sponsorship amount.

## STEP 4

## STEP 5

The event takes place. You will receive an email to notify you of the success of the event and any feedback.

Following the event, an invoice is sent to the charity, encompassing any outstanding balances, with a 30-day payment notice.

## STEP 6

# PRIVATE EVENT TIMELINE

## STEP 1

Event created with agreed minimum numbers.

Charity pays agreed deposit amount

## STEP 2

## STEP 3

Supporter receives comprehensive event information along with a link to the dedicated social media group.

60 days prior to the event, an invoice is sent to the charity, encompassing and outstanding balances, with a 30-day payment notice.

## STEP 4

## STEP 5

The event takes place. You will receive an email to notify you of the success of the event and any feedback.



# ELITE ADVENTURES

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