



PARTNERSHIP PROPOSAL

PARTNER BENEFITS

Fantastic opportunity to partner with the UK's largest triathlon and running event organiser, who are experiencing over 30% annual growth, with over 45,000 participants expected in 2025. Top rated organiser on Race check, consistently recognised for excellence in event management and participant experience

The physical activation of your brand, fully managed by the ATW team at the event.

Social media coverage featuring your brand through engaging posts

Access to the ATW community of over 180,000, through email, social media and website

Promotion of your brand to an inclusive and diverse audience of ATW participants of all levels, from beginners to elite competitors



DELIVERING BENEFITS

HOW ATW WILL ACTIVATE THE PARTNERSHIP

PHYSICAL ACTIVATION

Your brand can have a huge presence at the ATW event village. Brand assets could include; flags, scrim, arch wraps, branding boards, podium backdrops, inflatable domes and gazebos.

SOCIAL MEDIA COVERAGE

- Posts from the event to showcase the partnership & physical assets with focus on the finish line, podium backdrop, product displays, etc.
- Promotions can link with the ATW event to your products or service

PRODUCT & BRAND PROMOTION TO ATW COMMUNITY

- Sample products to display at the event
- Discount codes for B to C channel - promoted through website
- Promotions through event email touch points - entry confirmation, pre-event reminders, final info, post-event info
- Targeted promotional emails advertising the partnered event

AMBASSADOR PROMOTION

- Introduction to ATW Community and Elite Ambassadors to showcase the products and brand.



2.5K
MEMBERS
ATW Chat
Community

COMPANY STATISTICS



2000+
marshal
database



1 million+
website
visits
a year



events almost
EVERY WEEK



Specific
event
socials
36,000

4.7 AV. RATING



On Racecheck



17,000



social
media
REACH



10,000

active database
120,000



45,000+

finishers
every year

participant
CAGR
of 27%



30+ BTF
MAJOR EVENTS



in the last 5 years

COMPANY HISTORY

Since it was established in 2011, ATW has grown its portfolio to over 70 running and multi-sport events.

ATW represents the largest portfolio of endurance events in the UK. They have also become a trusted event delivery partner for British Triathlon Major Events, BUCS, British Master's Athletics and Super Series Elite Triathlon Events.

ATW prides themselves on providing an event experience for every athlete, in every discipline, at any level and at any age.

Furthermore, ATW is known not only for their large and varied calendar of events, but for their friendly and community driven approach to working with and for their athletes. They are invested in the competitor experience for all involved.



St Albans Half Marathon

5 ★★★★★

So impressed with the whole process from start to finish. A fantastic day out and we thoroughly enjoyed every minute of our day.

Simon M.

reviewed on RACECHECK

Box End Triathlon

4.92 ★★★★★

Great event as ever from the ATW gang. So well organised, brilliant bike route, grass run route. Super marshals, excellent free photos. Thanks Guys!

Jo C.

reviewed on RACECHECK

ATW Bedford Half Marathon & 10k

5 ★★★★★

The Bedford 10k is flat and fast, great PB potential. Lovely course and well marshalled. The medal was beautiful. Think it's up there as one of my favourites. Definitely recommend this race.

Petra W.

reviewed on RACECHECK

ATW Bedford Running Festival

4.75 ★★★★★

I really loved the festival atmosphere and the event village was great for the supporters to enjoy whilst I was out running. I love Bedford as a running location and this event really brought it to li...

Pas B.

reviewed on RACECHECK

ATW EVENT PORTFOLIO

GOVERNED BY



AWARDS



St Albans Half
Marathon



Dorney
Marathon



Watford Half
Marathon



Odyssey
Triathlon

THE EVENTS

RUNNING

40 + running events hosted annually.
Distances include; Fun Run, 5k, 10k, Half
Marathon, 20 Mile,
Marathon and even a 12
Hour Trail.

MULTI-SPORT

30+ Triathlon events &
Duathlon events
Distances: Super Sprint, Sprint, Standard, Middle Distance and
Full Distance



Great Yarmouth Seafront
10k & Half Marathon

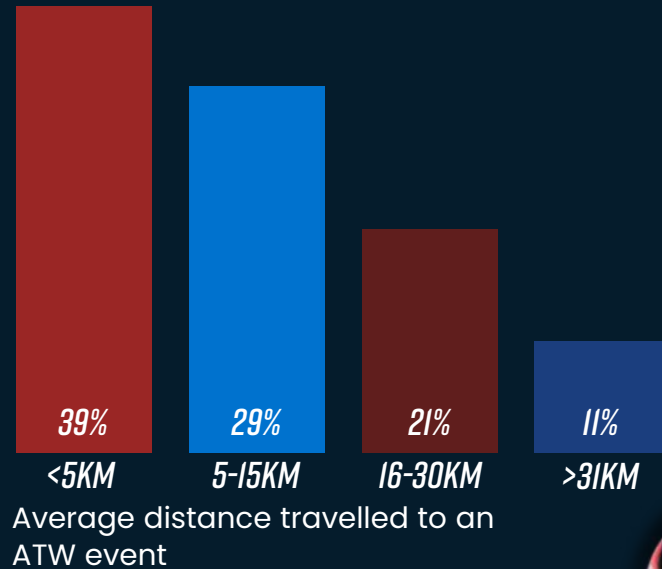
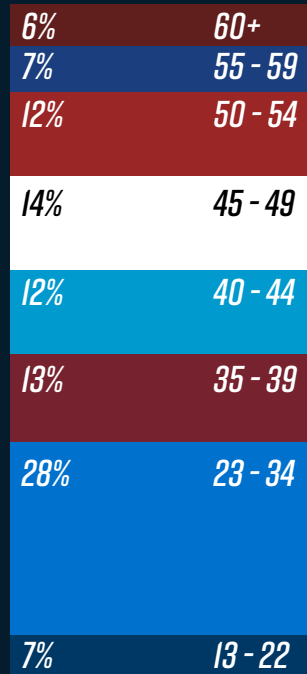
CURRENT ATW PARTNERS

Redbull, Skechers, Zone3, Revive Active,
Love Corn & Alzheimer's Research UK

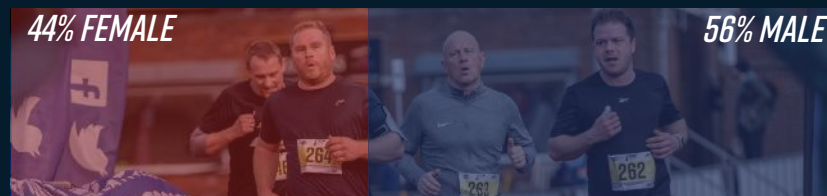


ATW has a strong community including multiple partnership agreements with running clubs, triathlon clubs, universities and charities.

Average age of an ATW competitor



Gender at an ATW event



Club runner competitors at an ATW event



ATW
COMMUNITY



The collage features a variety of logos for triathlon and running events. At the top left is the Bedford 5 & 10 logo with a red winged figure. Next to it is the Bedford Half & 10 logo with a blue winged figure. To the right is the ST Albans Half Marathon logo with a blue and yellow runner. Below these are logos for ATW Presents Bedford Running Festival, Hatfield 5 (with a red hat), Remembrance Runs (with a red infinity symbol), Box End Triathlon (with a red and white triangle), Box End Mixed Relays (with a red and white triangle), Chiltern 100 Verulam CC Sportive (with a blue tower), Holdenby House Trail Run & Canicross (with a blue tower), St Neots Triathlon (with a blue shield), Grafham Trail & Canicross, Duathlon, and Triathlon (with a red and white logo), ATW Odyssey Box End Triathlon (with a yellow lightning bolt), Big East Triathlon (with a yellow lightning bolt), First to Full Triathlon (with a yellow lightning bolt), Watford Half & 10K (with a red winged figure), Wendover Woods Trail Run & Canicross (with a blue tree), Welwyn Half Marathon (with a blue and white logo), Love Welwyn Garden City 10K (with a red heart), and Oundle Triathlon Children's (with a blue and white logo). A photo of a male triathlete in a 'RUN MATES' jersey is also included.





Raechel Elliot - VI Paratri British Champion & ATW Ambassador

*JOIN ATW IN A GREAT
PARTNERSHIP*