



Opportunities 2017



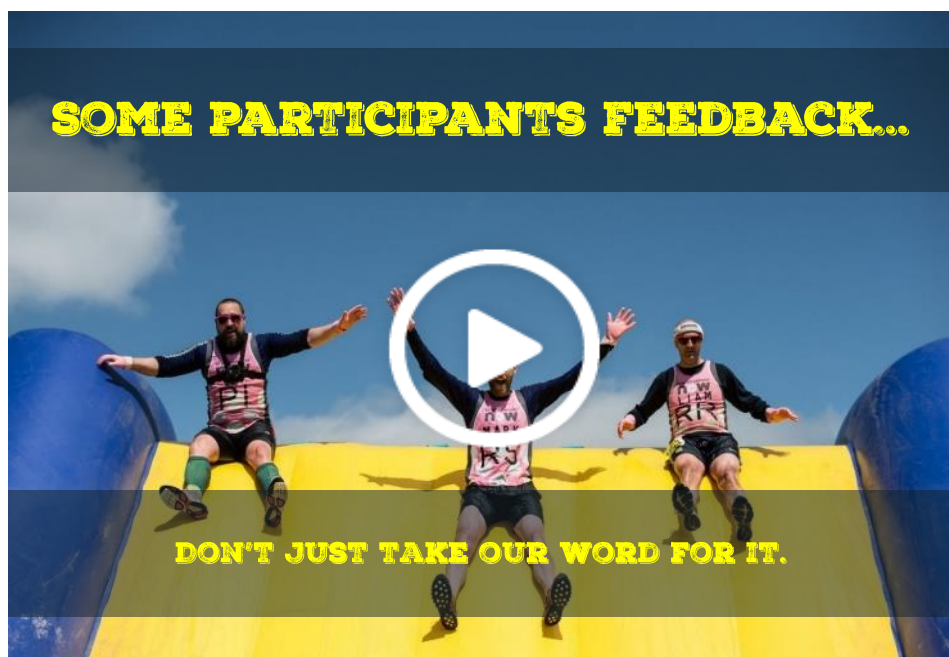
# Rough Runner Partnerships

## What is Rough Runner?

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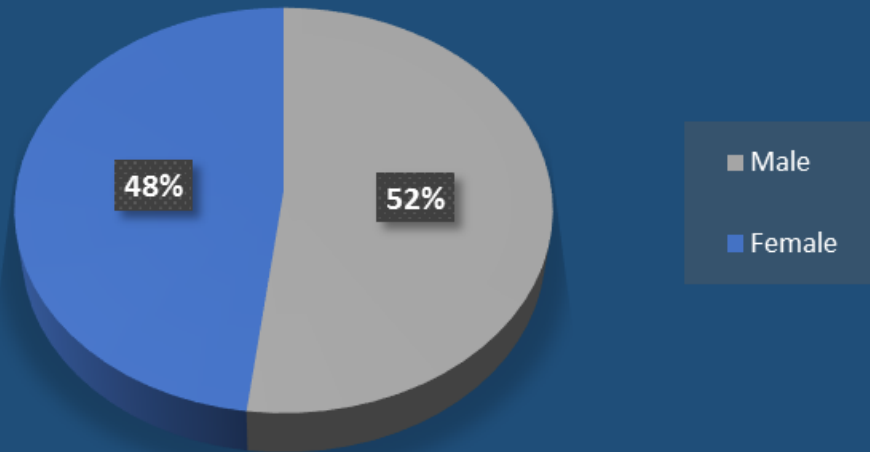
Rough Runner is the UK's only TV game show-inspired obstacle course event.

All our obstacles are inspired by the well-known and well-loved TV game shows such as Total Wipeout, Ninja Warrior and Gladiators. – and we're always innovating and creating new and unique obstacles in line with these types of shows.

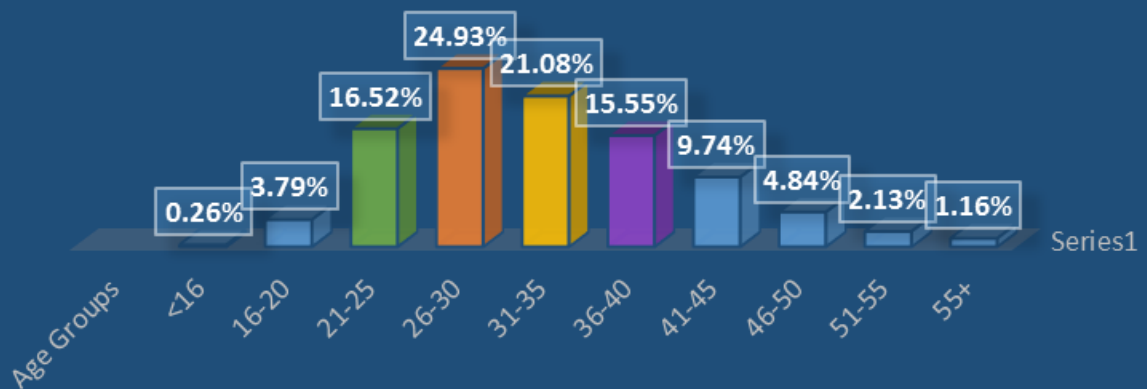


Our participants – an overview of our ‘Roughians’

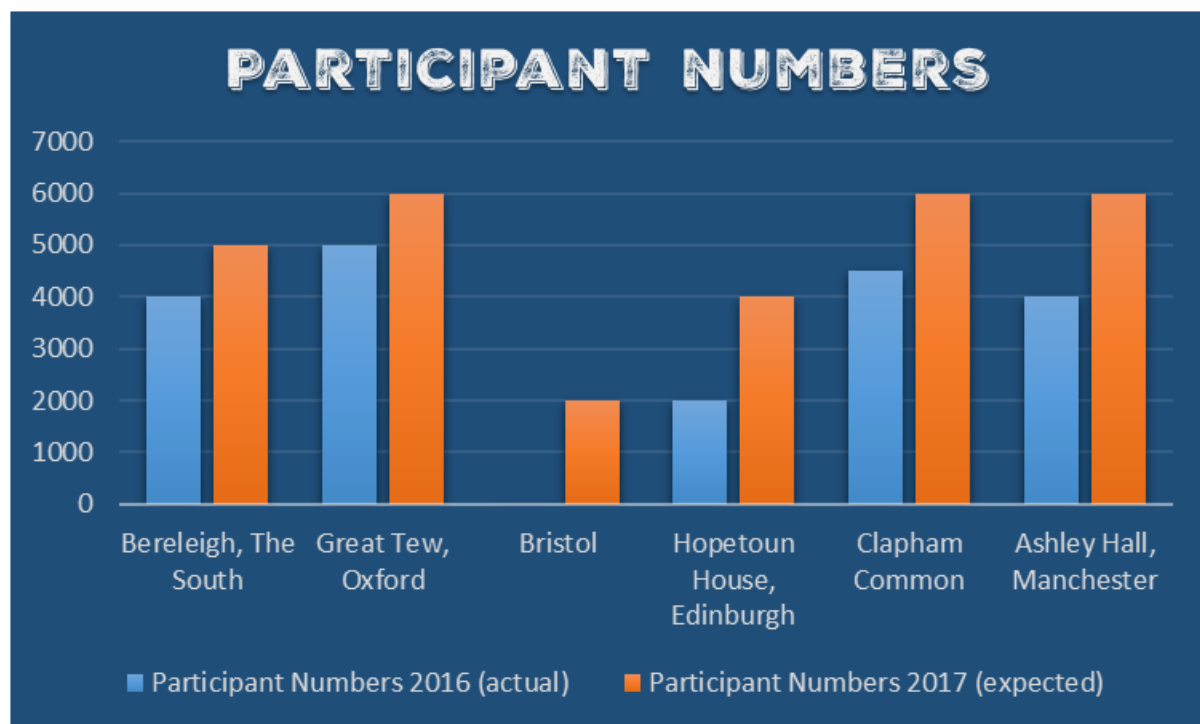
## ROUGH RUNNER GENDER SPLIT



## ROUGH RUNNER AGE GROUP SPLIT



## Numbers at events\*



\*These are numbers of participants only. Spectators are in addition to these figures.

## Dates 2017

Venues	Dates
Bereleigh, The South	Sat & Sun 8/9 Apr 2017
Great Tew, Oxford	Sat & Sun 13/14 May 2017
Bristol	Sat & Sun 24/25 June 2017
Hopetoun House, Edinburgh	Sat & Sun 5/6 Aug 2017
Clapham Common, London	Sat & Sun 16/17 Sep 2017
Ashley Hall, Manchester	Sat & Sun 21/22 Oct 2017

## Official Partner.

Becoming an Official Partner of Rough Runner can include any number of things, which we can adapt or amend according to what we (as a partnership) see is working, or not as the case may be.

Areas where partners can get involved include:

1. Sampling at events
2. Branding and/or running the main bar
3. Merchandise areas and stand
4. Catering elements, e.g. operating your own, branded unit(s)
5. Having branded displays, flags, barrier jackets for fences & banners for placement around the village (which Rough Runner will put up)
6. Introduction of any kit to the events that will add value to the event itself and/or the village area that participants will engage with
7. Owning 'elements' of the event, e.g. suppling drinking water or sports drinks as our 'Hydration Partner'



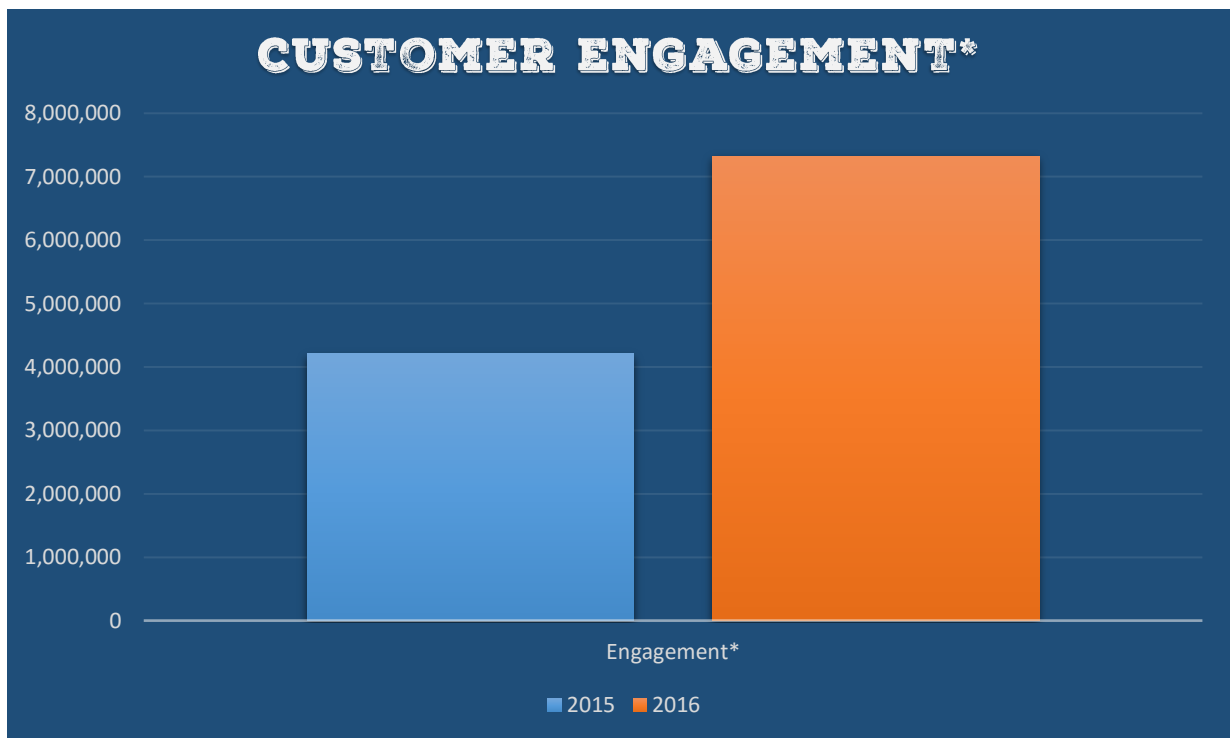
## Communications & Social Media

1. Rough Runner will work together during the year & promote each other's brands via social media and e-comms.
2. This includes but is not limited to -
  - a. Direct e-mail campaigns promoting our partners – sent by Rough Runner, offering updates & promotions on the latest products and/or news, including any comms on products that could relate specifically to our audiences.
  - b. We would expect partners also to send e-comms out to databases promoting Rough Runner, including relevant updates, promotions and competitions
3. Social Media content on both our partner and Rough Runner's Facebook, Twitter and Instagram platforms. This can be competitions, polls, offers, deals, insights into products on offer etc.
4. Competitions/contests/giveaways to run monthly include prizes given by our partner and Rough Runner.
8. Rough Runner can easily push out any content that our audiences would enjoy seeing in general.
9. Rough Runner will integrate any partners on the Rough Runner website with a link directly to their websites.

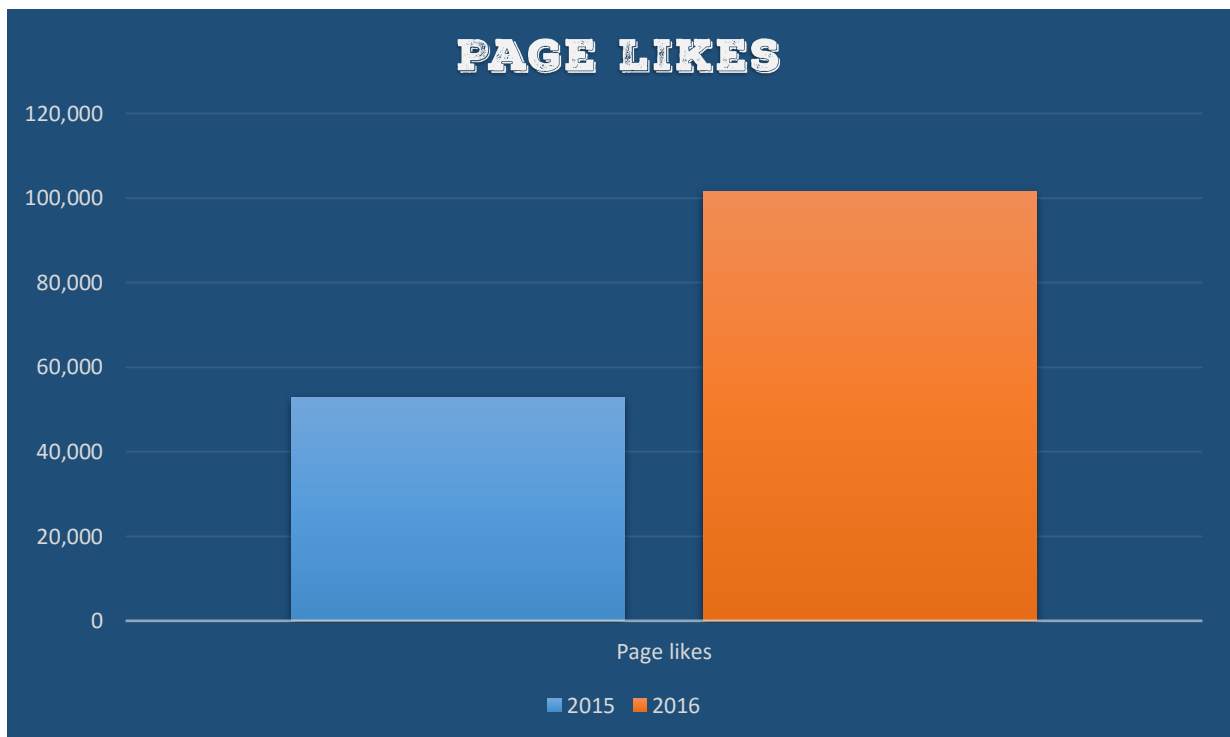
## Rough Runner's Facebook Channel

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*\*people taking an action on an advert*



Facebook is a key driver with Rough Runner and we expect nothing but a further increase in growth year on year.



## The Travelator

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The Travelator and obstacle specific opportunities. There is a huge opportunity with this, given –

1. Photographic content
  - a. Every finisher gets a photo taken of them at the end, with the Travelator right behind them, and at specific obstacles around the course.
  - b. These are uploaded to Facebook after the event, and we encourage all our participants to download and share them, tagging themselves and their team members. We see huge numbers of these photos featuring as our participants' profile pictures soon after!
  - c. We're now also planning to introduce a "live action camera" at the foot of the Travelator and at specific obstacles around the course to capture all the many triumphs and face plants throughout each day. The reach on this video content is incredible, given Facebook's commitment to encourage Facebook Live streaming.
2. Video content
  - a. The Travelator and other 'premium' obstacles feature largely in all commercial adverts we publish, with an investment of circa £500k per annum on FB video / ad content alone – reaching nearly 20 million people in 2016, and engaging with over 40% of them
  - b. We also create 'event videos' which we again feature the Travelator and our other showpiece obstacles. These videos feature prominently on our website, as well as being shared and boosted on all of our social media channels, as well as emailed to every participant from the events.
  - c. Participants also regularly create their own videos using action camera footage, which are shared and watched across numerous online channels

*\* we will maintain ownership of all content however happy to share content to be used*

## Merchandise

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We are happy for partners to have a retail outlet selling products at each event, as well as potentially linking up an online shop on our website.

## Contact

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