

# CORPORATE EVENTS

POWERFUL EVENTS TO ENGAGE EMPLOYEES AND  
FULFIL CSR RESPONSIBILITIES



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# WELCOME TO GLOBAL ADVENTURE CHALLENGES

We have been busy organising worldwide fundraising challenge events since the year 2000. Whether it's trekking across the Andes Mountains in South America, cycling from London to Paris or even a one day hike up to the summit of Snowdon in Wales, we've probably done it. Our challenge events have helped raise in excess of £20 million for a whole array of good causes in the UK and overseas.

An increasing amount of companies are looking for ways to engage their staff and get involved with charity fundraising. This brochure will hopefully give you some inspiration and encouragement to take the next step and develop your own corporate fundraising challenge.

Our passion for challenge events runs deep. We believe offering challenge events to staff will not only improve wellbeing within the workforce, but also contribute towards your CSR and charity giving strategy. They're also great fun too!

We look forward to hearing from you.

*Pete Robinson*

PETE ROBINSON  
COMPANY DIRECTOR



# THE CORPORATE CHALLENGE



## WHY OFFER ONE?

A CORPORATE CHALLENGE IS A FANTASTIC WAY TO ENGAGE THE WORKFORCE INTO CHARITABLE FUNDRAISING AND BRING THEM TOGETHER TO ACHIEVE ONE GOAL.

WHETHER THEY ARE FUNDRAISING TO TAKE A TREK UP KILIMANJARO, OR A SIMPLE YET EFFECTIVE ONE DAY CYCLE CHALLENGE IN THE UK, OFFERING A CORPORATE CHALLENGE HAS MANY BENEFITS:



PROMOTES TEAM WORK



INSPIRES YOUR STAFF TO DO SOMETHING AMAZING



**IMPROVES FITNESS AND ENHANCES WELL BEING**



**FULFILS CSR STRATEGIES**



**EXCELLENT PR OPPORTUNITIES**



**STRENGTHENS RELATIONSHIPS IN THE WORKPLACE - MANY COMPANIES INVITE SUPPLIERS, GUESTS AND CLIENTS ON THE CHALLENGE TOO!**



**DEVELOPS VITAL BUSINESS SKILLS - COMMUNICATION, PLANNING, ORGANISATIONAL - ALL ACHIEVED THROUGH SUCCESSFUL FUNDRAISING**

# WHAT CHALLENGES ARE ON OFFER?



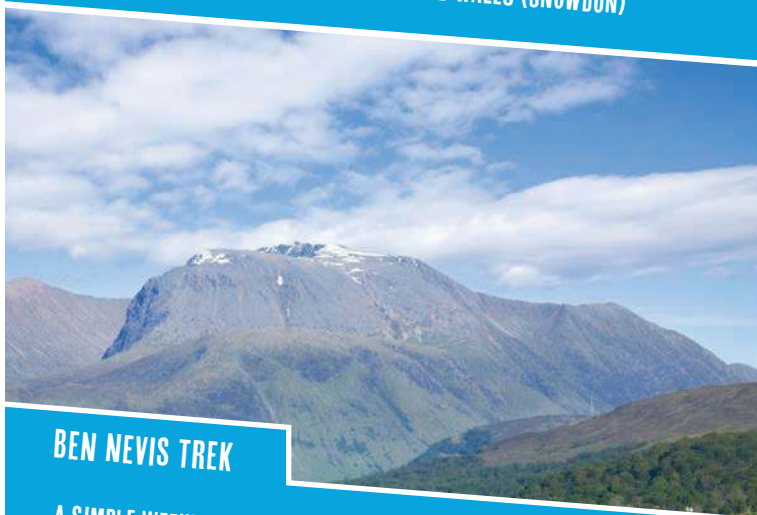
## 3 PEAKS CHALLENGE

THE CLASSIC UK CHALLENGE TREKKING THE HIGHEST 3 PEAKS IN ENGLAND (SCAFELL PIKE), SCOTLAND (BEN NEVIS) AND WALES (SNOWDON)



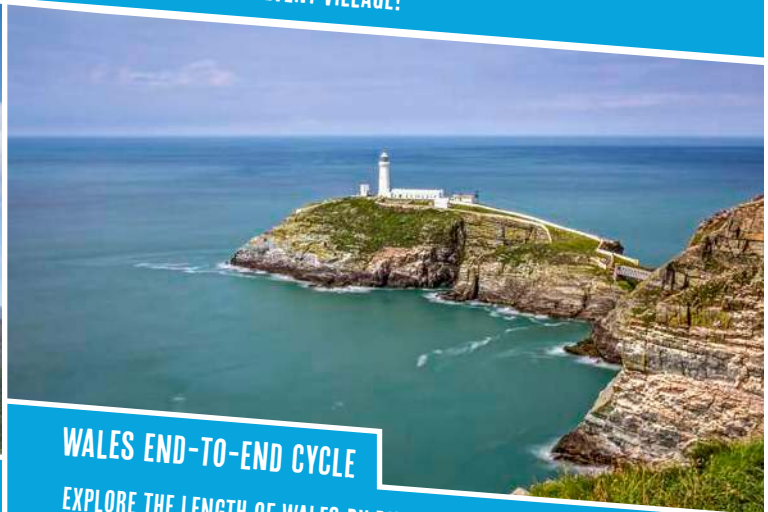
## HADRIAN'S WALL WEEKEND TREK

AN AMAZING TREK 'BACK IN TIME' COVERING 25 MILES IN 2 DAYS ALONG HADRIAN'S WALL. THE CAMPSITE USED FOR 2 NIGHTS MAKES A FANTASTIC CORPORATE EVENT VILLAGE!



## BEN NEVIS TREK

A SIMPLE WEEKEND CHALLENGE TO SUMMIT THE HIGHEST MOUNTAIN IN THE UK!



## WALES END-TO-END CYCLE

EXPLORE THE LENGTH OF WALES BY BIKE, FROM THE BEAUTIFUL ISLE OF ANGLESEY TO THE VIBRANT CAPITAL OF CARDIFF



## LAKES 4 PEAKS CHALLENGE

A FANTASTIC WEEKEND'S TREK IN THE STUNNING LAKE DISTRICT, CONQUERING THE 4 HIGHEST PEAKS IN THE UK!

## CONTACT US TODAY

WE HAVE HUNDREDS OF TRIED AND TESTED ITINERARIES!

# OVERSEAS



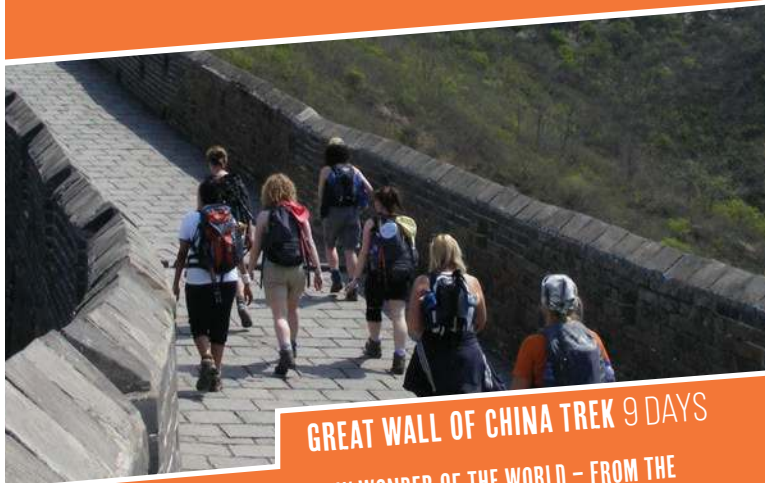
## KILIMANJARO TREK 10-12 DAYS, TANZANIA

A FAMOUS, CHALLENGING TREK TO THE HIGHEST POINT IN AFRICA. WE CAN OPERATE MANY ROUTES TO THE SUMMIT DEPENDENT ON BUDGET AND TIME.



## CYCLE CALIFORNIA 9 DAYS, USA

EXPLORE YOSEMITE NATIONAL PARK AND RIDE ACROSS THE ICONIC GOLDEN GATE BRIDGE ON THIS INCREDIBLE CYCLE ACROSS THE GOLDEN STATE!



## GREAT WALL OF CHINA TREK 9 DAYS

COME AND TREK ACROSS THIS NEW WONDER OF THE WORLD – FROM THE HUSTLE AND BUSTLE OF BEIJING, TO CONQUERING THE STEPS OF THE GREAT WALL, THIS CHALLENGE IS A CLASSIC AND HAS BEEN POPULAR SINCE CONCEPTION.



## VIETNAM TO CAMBODIA CYCLE 11 DAYS

CHALLENGE YOURSELF AND CYCLE 400KM FROM SAIGON TO SIEM REAP, HOME OF THE LEGENDARY ANGKOR WAT TEMPLES – THIS CYCLE CHALLENGE IS AN AMAZING CHANCE TO EMBRACE THE CULTURE AND LIFESTYLES IN SOUTH EAST ASIA.

## GO TEAM

OFFERING A TEAM-BASED CHALLENGE IS A FANTASTIC WAY TO BUILD ON TEAM BONDING AND DEVELOPMENT ALREADY WITHIN THE WORKPLACE.

TREKFEST – [WWW.TREKFEST.ORG.UK](http://WWW.TREKFEST.ORG.UK) – OUR MASS PARTICIPATION EVENT TAKING PLACE IN THE PICTURESQUE PEAK DISTRICT! TEAMS ARE CHALLENGED TO COMPLETE EITHER THE 25KM OR 50KM ROUTE – MAYBE EVEN BREAKING OUR ROUTE RECORDS ALONG THE WAY!

**TrekFest**  
GO TEAM



## COMMUNITY

LOOKING TO DO SOMETHING THAT LITTLE BIT EXTRA SPECIAL? THEN TALK TO US ABOUT OUR COMMUNITY CHALLENGES – FROM HELPING TO TEACH ENGLISH IN A CAMBODIAN ORPHANAGE, TO HELPING BUILD AND RESTORE CLASSROOMS IN TANZANIA, AFRICA – WE ARE LINKED WITH A VARIETY OF COMMUNITY PROJECTS THE WORLD OVER.

# WORKING WITH YOU FOR YOUR EVENT

WHILST WE HAVE MANY TRIED AND TESTED ITINERARIES (OVER 200!), WE REALISE IT'S IMPORTANT FOR YOU TO FIND THE RIGHT EVENT FOR YOUR WORKFORCE.

## TAILOR MADE

WHY DON'T WE CREATE YOUR OWN CHALLENGE EVENT AND MAKE IT PERSONAL TO YOUR BUSINESS? FROM LINKING OFFICES IN THE UK AND EUROPE TO DESIGNING ONE FROM SCRATCH, WE CAN ORGANISE AND DELIVER SOME AMAZING EVENTS UNIQUE TO YOUR COMPANY:

### HOMESERVE CASE STUDY

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#### PRESTON TO WALSALL BIKE RIDE



AS PART OF THE HOMESERVE CHARITY OF THE YEAR PARTNERSHIP WITH MARIE CURIE CANCER CARE, A CYCLE CHALLENGE WAS DESIGNED TO LINK THE COMPANY'S OFFICES – AN AMAZING 2 DAY CYCLE CHALLENGE WHICH SAW 60 PARTICIPANTS RAISE OVER £60,000 NET.

FOLLOWING THIS, HOMESERVE THEN WENT ON TO COMPLETE A SNOWDON TREK ENGAGING EVEN MORE EMPLOYEES TO TAKE PART.

# LEVEL OF DIFFICULTY

WE BELIEVE WE HAVE A CHALLENGE FOR EVERYONE, OUR EVENTS ARE GRADED ON A SCALE OF 3:



1

CHALLENGING

2

TOUGH

3

EXTREME

WE WORK WITH YOU TO ENSURE YOU DELIVER THE BEST POSSIBLE EVENT FOR YOUR STAFF BASED ON YOUR REQUIRED GOALS FROM THE EVENT. SOME COMPANIES OFFER MULTIPLE EVENTS IN ORDER TO APPEAL TO AS MANY COLLEAGUES AS POSSIBLE.

# BUDGET

A VERY IMPORTANT ASPECT TO ANY EVENT! WE HAVE CHALLENGES TO SUIT ANY BUDGET – PRICES CAN RANGE FROM £60 PER PERSON TO £2,500 PER PERSON FOR A LARGE SCALE OVERSEAS CHALLENGE. CHALLENGE EVENTS DON'T HAVE TO BE EXPENSIVE!

# HOW DO CORPORATE CHALLENGES WORK AND HOW CAN THEY BE FUNDED?

**AS A CORPORATE MEMBER OF THE INSTITUTE OF FUNDRAISING WE ARE PASSIONATE ABOUT ENSURING YOU FIND THE RIGHT CHALLENGE TO ACHIEVE YOUR FUNDRAISING GOALS. YOUR CHALLENGE EVENT CAN BE FUNDED IN A VARIETY OF WAYS AND YOUR SELECTION WILL DEPEND ON ANY BUDGETS YOU MAY ALREADY HAVE IN PLACE, OR IF THERE IS NO BUDGET AT ALL.**

## EVENT COSTS MET THROUGH SPONSORSHIP

This is the most common way to fund challenge events in the UK and is used nationwide by thousands of charities. Typically, participants pay a non-refundable registration fee to join the challenge (the price of which is dependant on the activity in question – a one day walking event registration fee could be as little as £20, whereas a trek up Kilimanjaro could be £399). The level of registration fee charged to employees is entirely up to you.

Each participant then commits to raising a minimum sponsorship and this must be raised before the event takes place – the minimum

sponsorship should be at least double the event cost in order to provide a good return for the charity. The participants bank their sponsorship with the charity being supported, then the event cost is released from funds raised.

Many companies love this concept as the event is being paid for by the employee's registration fee and through fundraising – this is the most common way to fund any type of challenge event and doesn't cost your company one penny.



## CORPORATE DONATION OR BUDGET IN PLACE?

Some companies find the budget to fund the challenge event for employees, meaning that every penny raised through sponsorship goes towards their chosen charity.

## COMBINE BOTH OPTIONS

A flat contribution towards the overall event cost from the company can also be considered. By contributing towards some of the challenge, this then enables more money to go to charity. Alternatively, employees can be asked to raise slightly less in sponsorship as event costs are cheaper due to the company contribution.

# MINIMUM NUMBERS... WOULD YOUR EMPLOYEES TAKE PART?

THE ANSWER REALLY DEPENDS ON WHAT CHALLENGE YOU HAVE CHOSEN AND THE PRICING / SPONSORSHIP STRUCTURE IN PLACE. WE ENSURE WE WORK WITH YOU TO FIND A PACKAGE THAT YOUR EMPLOYEES WOULD BE MOST WARM TO – THIS WOULD BE ACHIEVED BY LOOKING AT THE COMPANY'S PREVIOUS CHARITY GIVING.

TO HOST YOUR OWN BESPOKE CHALLENGE EVENT IS DEPENDENT ON A MINIMUM NUMBER OF EMPLOYEES TAKING PART – THE MINIMUM REQUIRED DEPENDS ON THE CHALLENGE BUT CAN BE AS FEW AS 10, UP TO 100.

## WORRIED ABOUT THERE BEING INTEREST IN YOUR CORPORATE CHALLENGE?

### TALK TO US ABOUT OUR OPEN CHALLENGE PROGRAMME

Open Challenges are a series of events we deliver worldwide and the participants taking part are individuals and small teams. One benefit of your company being involved with our Open Challenge programme is that you can offer a series of varying

events to your workforce without worrying whether the event will be filled as it's taking place anyway and they are joining a larger 'open' group.

Check out our website for a full list of Open Challenges.



# HOW WE SUPPORT YOU



**WE UNDERSTAND THAT THIS CONCEPT MAY BE NEW TO YOUR ORGANISATION, OR YOU MAY HAVE LOTS OF PREVIOUS EXPERIENCE IN CHALLENGE EVENTS. OUR DEDICATED TEAM ARE HERE TO HELP YOU FIND THE RIGHT WAY OF MAKING THE EVENT SUCCESSFUL FOR YOUR COMPANY AND ACHIEVE YOUR FUNDRAISING AMBITIONS – WHETHER THIS BE DRAWING ON THE COMPANY’S EXPERIENCE OR STARTING AFRESH:**

- **DEDICATED ACCOUNT MANAGER** – you will be allocated a highly experienced account manager to support you from your initial enquiry, right through to post event
- **EXPLORATORY MEETING** – by far the best way to start – the findings of this meeting will enable your account manager to suggest the best suited challenges dependant on your goals
- **CHALLENGE TYPES AND SUITABILITY** - challenge events are all about charity and also having fun! It’s not in our interest to offer a challenge that is not suitable for your target audience



- **TIMESCALES AND PROJECT PLAN** – we work with you to design and deliver a project plan, to ensure all internal goals are met and the communications and administration surrounding the event are to the highest standard
- **PRESENTATION AND EVENT LAUNCHES** – there is no better way to launch your event than by having our team join you. We will deliver motivational and enthusiastic presentations to your colleagues in order to attract interest in your event
- **COMPREHENSIVE EVENT GUIDES** – we provide you and your colleagues with some of the most detailed information required surrounding the event – from what washing facilities are available to typical menus!
- **ADMINISTRATION** – often the most overlooked aspect of any event. We have an excellent Customer Care Team that can help you administrate your event and guide you in the event communication process – we can be involved as much or as little as you wish
- **ONLINE REGISTRATION BRANDED TO YOUR COMPANY** – an essential tool in getting your colleagues officially registered to take part in the event – using our secure platform we can help people register quickly and easily

# SAFETY AND SECURITY



**THE SAFETY AND SECURITY OF EVERY PARTICIPANT IS OUR UTMOST PRIORITY**

## EXCEPTIONAL LEADERSHIP

Each of our Charity Challenges is led by either by an experienced Challenge Leader from the UK or an English Speaking Professional at the destination.

All Challenge Leaders from the UK are trained in Outdoor Emergency Rescue Care First Aid and all challenges are equipped with full comprehensive medical kits. We also have UK doctors that join most of our challenges, depending on destination.



## 24 HR SUPPORT IN UK

For every event, there is a dedicated 24 hr emergency contact within the UK.

## ATOL 6506

Global Adventure Challenges hold an Air Travel Organiser's License issued by the Civil Aviation Authority. ATOL is a protection scheme for overseas air packages and flights managed by the Civil Aviation Authority ("CAA"). All tour operators and travel firms selling overseas air packages and flights in the UK as a principal are required by law to hold a licence called an Air Travel Organiser's Licence ("ATOL"). ATOL protects you from losing money or being stranded abroad if a tour operator goes out of business. If a licensed firm goes out of business, the CAA can give refunds to people who can't travel and arrange for people abroad to fly home. Your participant safety is our number one priority.

## RISK ASSESSMENTS

Prior to any public participation, full Risk Assessments take place and these are readily available on request.

# WHY CHOOSE GLOBAL ADVENTURE CHALLENGES




- **EXPERIENCE** – we have over 15 years' experience in delivering some of the most innovative corporate challenges in the UK and overseas
- **EMPLOYEES' SAFETY IS NUMBER 1** – from satellite phones in order to contact emergency services, to carrying the most comprehensive medical kits in the challenge event sector, we always think of the 'what if's' with your employees' safety in mind
- **COMPREHENSIVE RISK ASSESSMENTS AND EMERGENCY EVENT PROCEDURES**
- **WIDE RANGE OF CHOICE** – we've got plenty of events to suit you
- **CAN WORK WITHIN YOUR BUDGET** – from a 1 day event to 19 days



- **WE WORK WITH YOU ON YOUR EVENT**
- **EXPERIENCED AND PROFESSIONAL CHALLENGE LEADERS AND EVENT CREW**
- **24 HOUR EMERGENCY SUPPORT IN THE UK**
- **DEDICATED ACCOUNT MANAGERS**
- **ATOL BONDED FOR YOUR FINANCIAL PROTECTION**



# WHAT PEOPLE SAY...



DESPITE VERY TIGHT TIMESCALES AND HAVING TO ACCOMMODATE OUR CUSTOM MADE ROUTE THE COMMUNICATION BETWEEN US AND THE GLOBAL ADVENTURE CHALLENGES TEAM WAS FIRST RATE, ALL OUR REQUIREMENTS WERE WILLINGLY ACCOMMODATED. THE BRIEFING BEFORE THE EVENT AND EACH DAY DURING THE EVENT HELPED TO ASSURE ALL THE RIDERS WERE WELL INFORMED AND EMPHASISED THAT THEIR SAFETY WAS PARAMOUNT. ROUTE MARKING WAS EXCELLENT THERE WAS BARELY ANY NEED TO LOOK AT THE BEAUTIFULLY PREPARED ROUTE MAPS. THE SUPPORT TEAM WERE BRILLIANT, WELL ORGANISED WITH FOOD AND DRINK STOPS AND ALWAYS THERE WHEN SUPPORT OR RESCUE WAS NEEDED, ALL DONE WITH A SMILE. THE ONLY THING THAT THEY COULDN'T FIX WAS THE WEATHER! WE ARE LOOKING FORWARD TO USING GLOBAL FOR OUR NEXT ADVENTURE

CHRIS BARRETT,  
PROPERTY PLANNING


**TESCO**



BIBBY LINE GROUP HAS BEEN WORKING ALONGSIDE GLOBAL ADVENTURE CHALLENGES (GAC) FOR OVER SIX YEARS ON BOTH UK AND OVERSEAS CHALLENGES. SINCE DAY ONE, GAC HAVE PROVIDED BOTH A PROFESSIONAL AND ENGAGING APPROACH TO THE EVENTS WE HAVE UNDERTAKEN AS A TEAM. THE QUALITY OF BOTH THEIR STAFF AND SERVICE HAS MEANT EACH CHALLENGE HAS BEEN A PLEASURE TO TAKE PART IN AND THE WONDERFUL FEEDBACK FROM OUR EMPLOYEES HAS ENSURED OUR RELATIONSHIP CONTINUES

HEATHER DE GROOT,  
CSR CO-ORDINATOR

**BIBBY**  
LINE GROUP



I JUST WANTED TO SAY THANK YOU TO ALL OF YOU FOR SUCH AN AMAZING JOB ON THE LONDON-PARIS LAST WEEK. IT HAS BEEN A REAL PLEASURE TO WORK WITH ALL OF YOU FROM START TO FINISH, AND WE ARE ABSOLUTELY THRILLED WITH HOW EVERYTHING WENT. IT WAS ALSO GREAT TO WORK WITH YOUR EVENT CREW AND THE RIDERS WERE DELIGHTED WITH THE TEAM

LERI PRICE,  
HILTON

  
**Hilton**





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