

Race Harborough

Affordable, Friendly & Inclusive Events

SPONSORSHIP OPPORTUNITIES

ABOUT RACE HARBOROUGH

Race Harborough is a well established race event company offering new and experienced participants exciting, diverse, friendly, and well organised events, as well as the opportunity to belong to a dynamic and inclusive community.

Our mission is simple:

"To deliver quality, friendly, inclusive and enjoyable events in beautiful surroundings, at fair prices, and with a minimal impact to the environment."

We enjoy the support of a loyal community across our social media channels (6,300 followers), as well as having a healthy number of email newsletter subscribers of c. 6,750.

Our vision for the future is to grow our community and the range of events we offer, whilst always being mindful of our mission.

Our event portfolio currently consists of 15 events of varying sizes, and is set to grow further in 2028 through 2029.









GETTING INVOLVED

FROM AS LITTLE AS £300

In the following pages you will find a number of ways for your business to get involved with the exciting and dynamic events staged by Race Harborough.

As well as gaining direct access to the participants, you will also gain invaluable exposure to the supporters and spectators who will be at the events, as well as the wider local community via press and media coverage.

As part of your sponsorship package there is also the opportunity to have a presence at events on race day to promote your business or actively trade.

Whilst the opportunity to be the title sponsor of an event is available, we are keen to develop relationships across series of events as well as work with a range of Brand Partners across the whole of our event portfolio.

Full details on all of these options can be found in the following pages.

We are always open to working with partners on a 'sponsorship in kind' basis if you have products, services, or alternative support that you would like to provide in lieu of the sponsorship fee. Please do get in touch with us if you'd like to work with us on this basis.









From as little as £300, we have a number of events that are available for Title Sponsorship

Title sponsorship naturally attracts the naming rights to the event, in addition to the other key benefits listed below.

Branding - logo/text to be carried on:

- event medal ribbon[1]
- event marketing collateral
- event participant race pack
- event emails
- Race Harborough monthly newsletter
- Race Harborough website *(footer logo across all pages)*
- event race numbers
- banner & flag positions at start/finish *(sponsor to provide banners/flags)*
- official event merchandise

Marketing Opportunities:

- naming rights to event
- @mentions in event social media posts
- promotions via RH social media accounts
- promotions in emails to participants *(pre & post-race)*
- race pack advertising
- presence at event
- intro to sponsor editorial on Race Harborough website
- Race Harborough newsletter advertising

Media Exposure via:

- press releases
- event previews and reports

In addition to the above, series deals are available when sponsoring a number of events as the Title Sponsor.

A natural series sponsorship would be of our series of Ultra Marathons - Battle of the Brampton Valley Way (April), Three Shires Way Ultra & Marathon (June) and Foxton Hound Ultra (August).

Title Sponsorship of this 3-race series is available for £1,000.

Details on each of the events above can be found in the following pages.

Please Note that at this time title sponsorship of our Market Harborough Half Marathon, Pitsford Water Trail Races, Rutland Water Trail Races, Grafham Water Trail Races, Irchester Spooktacular, and Tunnel Vision events is not available.

---

[1] This option is available for the majority of events.

THE EVENTS

IRCHY PARK CANICROSS

NEXT EVENT: 7TH FEBRUARY 2027 **TITLE SPONSORSHIP FEE: £300**

RUNNING TRAIL

Event Overview

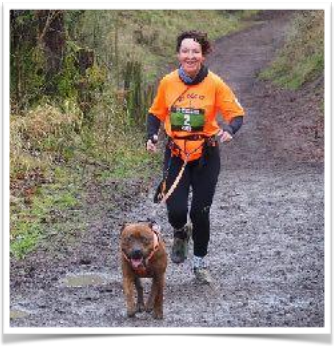
A 5k canicross event set in Irchester Country Park, Wellingborough, with plenty of experts on hand to offer advice, this is a great event for those looking to try their first canicross event.

Average number of entries: 100

Participant demographics

- Predominant Age Range: 26-50 years old
- Percentage Male: 22.73%
- Percentage Female: 77.27%
- Participant Radius (Avg.): 25 miles





NASEBY 1645

NEXT EVENT: 14TH FEBRUARY 2027 **TITLE SPONSORSHIP FEE: £750**

RUNNING ROAD

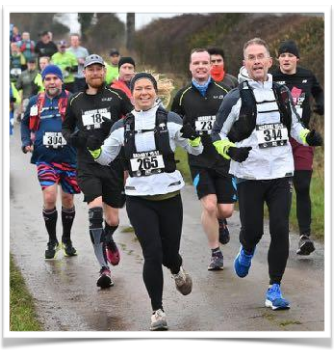
Event Overview

A 16.45 mile road race that weaves it way through stunning rural Northamptonshire, passing seven Battle of Naseby 1645 memorials and viewpoints. Being staged in February, as runners are building up their mileage towards the 26.2 miles, it provides a perfect marathon prep event for those training for Spring marathons.

Average number of entries: 450

Participant demographics

- Predominant Age Range: 25-65 years old
- Percentage Male: 62.4%
- Percentage Female: 37.6%
- Participant Radius (Avg.): 40 miles


PITSFORD WATER TRAIL RACES

NEXT EVENT: 7TH MARCH 2027 **TITLE SPONSORSHIP FEE: N/A**

PITSFORD WATER TRAIL RACES

RUNNING TRAIL

Event Overview

10k and Half Marathon distances on the glorious trails and tracks surrounding Pitsford Water. Starting and finishing at Brixworth Country Park, the 10k race provides the perfect introduction to trail running whilst the half marathon provides a decent challenge for those looking to go further or build their experience of trail running.

Average number of entries: 250

Participant demographics

- Predominant Age Range: 21-60 years old
- Percentage Male: 54.8%
- Percentage Female: 45.2%
- Participant Radius (Avg.): 20 miles







BATTLE OF THE BRAMPTON VALLEY WAY

NEXT EVENT: 11TH APRIL 2027 **TITLE SPONSORSHIP FEE: £300**

Battle of the Brampton Valley Way

RUNNING TRAIL

Event Overview

A super flat route, along the Brampton Valley Way, with a constantly changing feel as the route cuts through the heart of rural Northamptonshire. At 28 miles or 45km, the distance is a little over a marathon thus officially making it an ultra run. The terrain and distance however, make it a good stepping stone for people considering looking at longer distances in the future.

Average number of entries: 150

Participant demographics

- Predominant Age Range: 31-60 years old
- Percentage Male: 69%
- Percentage Female: 31%
- Participant Radius (Avg.): 28 miles







RUN RABBIT TRAIL FESTIVAL

NEXT EVENT: 8TH - 9TH MAY 2027 **TITLE SPONSORSHIP FEE: £750**

RUN RABBIT TRAILS

RUNNING TRAIL

Event Overview

Our multi-distance weekend trail running Festival featuring the Trail Mix Challenge (5x5ks one an hour for 5 hours), Headlight Hop 10k (an early evening 10k), and the Thump Trail Half Marathon, all set on the beautiful Deene Park Estate, Nr Corby.

Average number of entries: 450

Participant demographics

- Predominant Age Range: 31-60 years old
- Percentage Male: 45.5%
- Percentage Female: 55.5%
- Participant Radius (Avg.): 35 miles







MARKET HARBOROUGH HALF MARATHON

NEXT EVENT: 16TH MAY 2027 **TITLE SPONSORSHIP FEE: N/A**
OFFICIAL SUPPORTER/PARTNER: FROM £500

MARKET HARBOROUGH HALF MARATHON

RUNNING ROAD

Event Overview

Our flagship event run over 13.1 miles on closed roads through the stunning countryside around Market Harborough . This event promises a vibrant atmosphere with music, food, drink and trade stalls in the Event Village at Market Harborough Showground.

Average number of entries: 1,300

Participant demographics

- Predominant Age Range : 21-55 years old
- Percentage Male: 63.8%
- Percentage Female: 36.2%
- Participant Radius (Avg.): 20 miles







THREE SHIRES WAY 50 MILE ULTRA & MARATHON

NEXT EVENT: 19TH JUNE 2027 **TITLE SPONSORSHIP FEE: £300**

RUNNING TRAIL

Event Overview

50 Mile Ultra and Marathon distance races through the quiet rural landscapes and ancient woodlands of Bucks, Beds and Northants along the Three Shires Way. Whether stepping up in distance or looking for a decent challenge through wonderful countryside, both races are suitable for beginners and seasoned runners alike.

Average number of entries: 150

Participant demographics

- Predominant Age Range: 25-59 years old
- Percentage Male: 59%
- Percentage Female: 41%
- Participant Radius (Avg.): 30 miles







RUTLAND WATER TRAIL RACES

NEXT EVENT: 11TH JULY 2027 **TITLE SPONSORSHIP FEE: N/A**

RUNNING TRAIL

Event Overview

NEW for 2027, the Rutland Water Trail Races offer fully marked and marshalled trail races over 10k and Half Marathon distances on the glorious trails and tracks surrounding Rutland Water. The routes enjoy the best of the Rutland countryside as well as having some fantastic views..

Average number of entries: New event for 2027 (c. 250)

Participant demographics

- New event for 2027



WINWICK HALL TRAIL RACES

NEXT EVENT: 18TH JULY 2027 **TITLE SPONSORSHIP FEE: £500**

RUNNING TRAIL

Event Overview

Fully marked and marshaled trail races over 10k & 5k, plus a 2k children's race on the glorious trails on and around the Winwick Hall Estate. A charity event held in aid of the Bruce Green Foundation.

Average number of entries: 250

Participant demographics

- Predominant Age Range: 4-59 years old
- Percentage Male: 49.25%
- Percentage Female: 50.75%
- Participant Radius (Avg.): 15 miles







FOXTON HOUND ULTRA – 100K & 50K

NEXT EVENT: 14TH AUGUST 2027 **TITLE SPONSORSHIP FEE: £500**

FOXTON HOUND ULTRA

RUNNING TRAIL

Event Overview

Providing a challenge for seasoned ultra runners & a great stepping stone for those looking to go further. The 100k & 50k Foxton Hound Ultras take runners on a journey through the beautiful countryside and villages that surround Market Harborough as they traverse the Harborough Round long distance footpath through Northamptonshire and Leicestershire.

Average number of entries: 250

Participant demographics

- Predominant Age Range: 20-59 years old
- Percentage Male: 74.7%
- Percentage Female: 25.3%
- Participant Radius (Avg.): 40 miles







FESTIVAL OF CYCLING (SPORTIVE)

NEXT EVENT: 26TH SEPTEMBER 2027 **TITLE SPONSORSHIP FEE: £500**

CYCLING

Event Overview

Back for its 12th year, the Festival of Cycling offers 100k and 50k road, or 70k and 40k off-road routes along the rolling roads and tracks of South Leicestershire and Northamptonshire.

Average number of entries: 350

Participant demographics

- Predominant Age Range: 25-65 years old
- Percentage Male: 77.2%
- Percentage Female: 22.8%
- Participant Radius (Avg.): 25 miles







GRAFHAM WATER TRAIL RACES

NEXT EVENT: 10TH OCTOBER 2027 **TITLE SPONSORSHIP FEE: N/A**

RUNNING TRAIL

Event Overview

A new event in 2026, the Grafham Water Trail Races offer fully marked and marshalled trail races over 10k and Half Marathon distances on the glorious trails and tracks surrounding Grafham Water. The routes enjoy the best of the Cambridgeshire countryside as well as having some fantastic views.

Average number of entries: 250

Participant demographics

- Predominant Age Range: 21-60 years old
- Percentage Male: 53.5%
- Percentage Female: 46.5%
- Participant Radius (Avg.): 27 miles







IRCHESTER SPOOKTACULAR

NEXT EVENT: 29TH OCTOBER 2027 **TITLE SPONSORSHIP FEE: N/A**

RUNNING TRAIL

Event Overview

Halloween-themed night-time run over 5k, and a 2k Family Fun Run, on the wonderful woodland trails and tracks at Irchester Country Park. Fully marked and marshaled by witches, wizards, goblins, ghosts and ghouls!

Average number of entries: 200

Participant demographics

- Predominant Age Range: 4-55 years old
- Percentage Male: 41%
- Percentage Female: 59%
- Participant Radius (Avg.): 15 miles







TUNNEL VISION NIGHT & DAWN RUNS

NEXT EVENT: 4TH NOVEMBER 2027 **TITLE SPONSORSHIP FEE: N/A**

RUNNING TRAIL

Event Overview

If you're after an event that's a little different – this is it! Welcome to the Tunnel Vision Night and Dawn Runs - out and back, 5 mile running race. Long enough to be a challenge for quality athletes and short enough to be achievable for less experienced runners looking for a challenge.

Average number of entries: 500

Participant demographics

- Predominant Age Range: 20-65 years old
- Percentage Male: 45.8%
- Percentage Female: 54.2%
- Participant Radius (Avg.): 20 miles









GET INVOLVED ACROSS ALL EVENTS

With 15 events currently within our events portfolio, you can get involved across them all as a Brand Partner.

BRAND PARTNERS – £5,000

Brand Partners are our primary level sponsors after the event title sponsor, and receive all of the key benefits listed below **across each event**.

Branding - logo to be carried on:

- event marketing collateral
- event participant race pack
- event emails
- Race Harborough monthly newsletter
- Race Harborough website *(footer logo across all pages)*
- banner & flag positions at start/finish *(sponsor to provide banners/flags)*

Marketing Opportunities:

- @mentions in event social media posts
- promotions via RH social media accounts
- promotions in emails to participants *(pre & post-race)*
- race pack advertising
- presence at events
- editorial on Race Harborough website
- Race Harborough newsletter advertising

Media Exposure via:

- press releases
- event previews and reports

SUMMARY

As you can see, there are a number of ways to get involved with event sponsorship with Race Harborough and work with a team who are truly passionate about delivering friendly, inclusive and enjoyable events. A team who are equally passionate about working with like minded partners to deliver the aims and objectives of their sponsorship and support.

We hope that you'd like to get involved, and very much look forward to working with you.

GET IN TOUCH

Mary Pearson, Owner/Event Director - Race Harborough
E: info@raceharborough.co.uk
M: 07810 877546
W: www.raceharborough.co.uk

Race Harborough

Affordable, Friendly & Inclusive Events

2 Whittam Close, Raunds, Wellingborough,
Northamptonshire NN9 6SL
E: info@raceharborough.co.uk
M: 07810 877546
W: www.raceharborough.co.uk

@RaceHarborough **@raceharborough**