

A cyclist wearing a blue helmet and a blue jacket is riding away on a paved road that winds through a hilly, grassy landscape. The sky is filled with soft, golden light from a setting or rising sun, with scattered clouds. The overall scene is serene and adventurous.

Challenge Events in a New World



Embracing the Change

Physical challenges represent the ultimate environment for fundraising events, especially amongst teams

As we move into a 'new normal', fundraising events for charities are being hugely impacted with uncertainty around the management of mass gatherings in the future

We believe this should offer an opportunity - not a barrier

Virtual Events Opportunities

The ability to bring additional novelty and diversity into an activity

Increased opportunities to build an online community of supporters

Live data being available throughout the challenge offers more opportunity for stewardship in virtual events than in physical events



A photograph of a person's feet in white sneakers standing on a stone wall, overlooking a vast mountain valley. The scene is captured from a first-person perspective, looking down from the wall. The mountains in the background are hazy and green, suggesting a high-altitude or forested area. The overall tone is serene and natural.

Virtual Events Opportunities

A responsible environmental message with less impact via travel and associated event collateral

Increased accessibility to a larger base of supporters with reduced impact on individuals' personal time

Greatly reduced event costs give charities and supporters alike confidence in how their fundraising is allocated

Award Winning Event Specialists

Greenrock, leaders in the creation of challenge events and adventure tours, and Denise Yeats Creative Event Production have amassed between them an enviable reputation in creating challenge events for charities

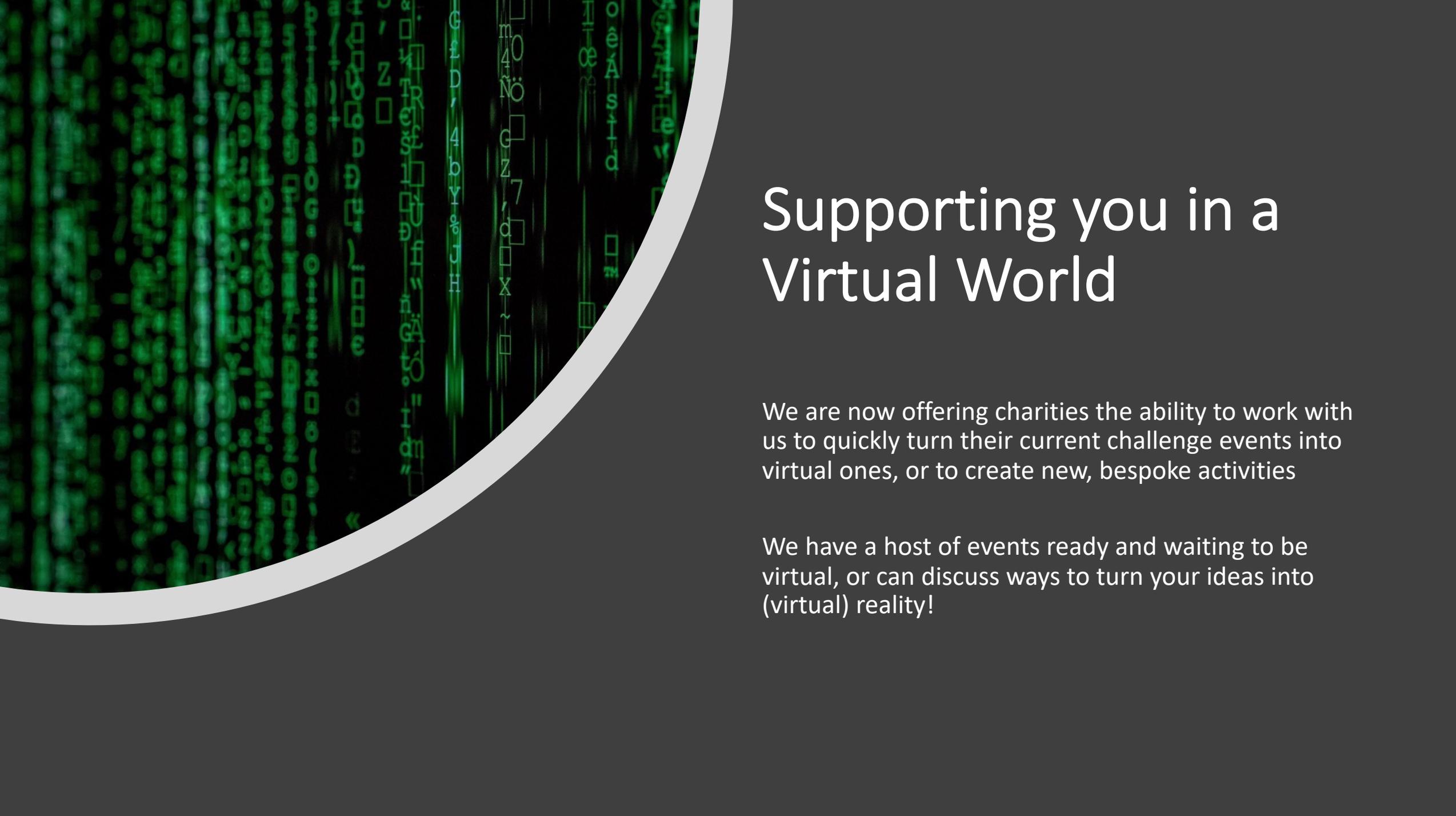
Denise Yeats was responsible for creating Shelter's award winning 'Vertical Rush' event, and also conceived the London to Brighton 100k Challenge

Greenrock have been running international bike rides since 1990 when they designed what became the foundation for all of their future rides: a 1220 mile bike ride from Warsaw to London via Paris for Marie Curie Cancer Care



DENISE YEATS
CREATIVE EVENT PRODUCTION





Supporting you in a Virtual World

We are now offering charities the ability to work with us to quickly turn their current challenge events into virtual ones, or to create new, bespoke activities

We have a host of events ready and waiting to be virtual, or can discuss ways to turn your ideas into (virtual) reality!



Case Study:
Race Across Europe



The Challenge:

Created by Greenrock in 2010, The Race Across Europe is a 3,000 mile non-stop cycling challenge from France via Slovenia to the most southerly point in mainland Spain (six countries in total)

It is open to everyone and designed to challenge both cyclists and their support crews both physically and mentally over anything from 1 to 2 weeks, which makes it an ideal life challenge for everyone from individuals to companies or a fundraising vehicle for charities

The whole event was designed in-house including the detailed route covering every inch from start to finish in hard copy with full GPX tracks



The Solution: Virtual Race Across Europe

A screenshot of a virtual race event page. The page features a background image of a road winding through a hilly landscape under a blue sky with clouds. In the foreground, a bicycle is partially visible. The page includes a logo for 'RACE ACROSS EUROPE' with a mountain and sun icon. The title 'The Virtual Race Across Europe.' is prominently displayed. Below the title, there is a description of the race: 'Ride Continental Europe's ultimate nonstop cycling event challenge! 2933 miles from Boulogne-sur-Mer, France, over the Pyrenees and passing through Germany, Austria, Slovenia, before finishing in Gibraltar looking across to North Africa.' It also states 'Started 7 May 2020, by [The Race Across Europe](#)'. There is a 'Thumbs Up' button with a count of 11. At the bottom, there are three tabs: 'OVERVIEW', 'LEADERBOARD', and 'GROUP PROFILE'. Below the tabs, there is a section for 'SESSION DISTANCE' with a progress bar and a 'FINISH GOAL' section showing 'My Distance | [Average](#)' and '4,752.7 KM'. A current distance of '4,676.0 KM' is displayed in a white box at the bottom right.



How it Works

Working in conjunction with a specialist developer, this event was set up online allowing each participant to complete the full cycling distance on the road, turbo trainer or static bike

After each session, the participant advances along the challenge route towards the final goal

As participants complete the challenge, they can measure their progress against others, and encourage people in their network to come to their page and sponsor them along the way

The set up means that participants could also walk, run or even 'swim' the route!

An Engaging Event Platform

Available on iPhone, Android mobile and desktop

Participants can see their exact position on Google Street View

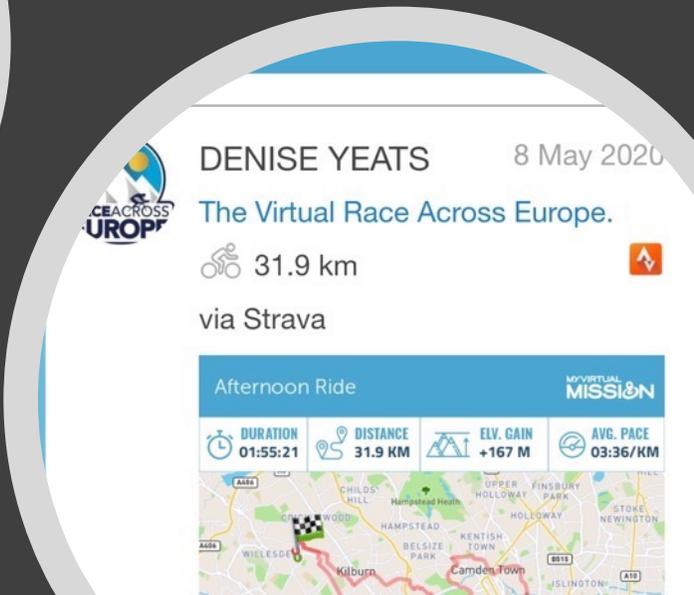
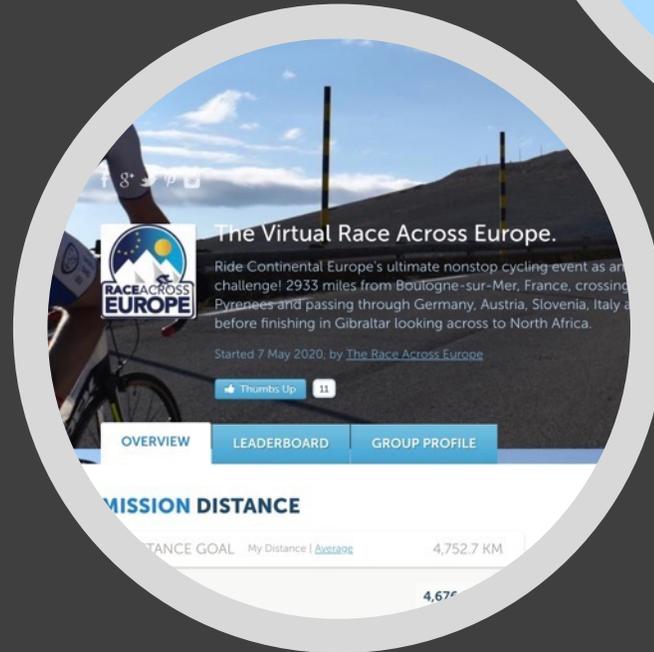
Individuals or groups can post distances, see their progress and check their events feed

Unlock awards as they progress along their mission path

Ability to create a group mission and challenge others

Built in crowd fundraising platform allows easy logging and monitoring of fundraising

Clear branding integrated into platform ensures consistent supporter engagement



Building a Community

As this event had been run in the past, people really enjoy reliving it online with a community

The unique, feel-good atmosphere is recreated online and shared with the riders' social media networks

Successes and milestones are widely shared and celebrated with participants past and present

Rich content is created that is invaluable for charity communications



Social Engagement and Stewardship

The platform allows for social media integration meaning engaging updates can be sent to participants to spur them on along the way

This can include links to interesting information about the locations, photos, videos etc

Key fundraising milestones can also be rewarded with specific communications, meaning the supporter is fully engaged and consistently fundraising





Endorsed by an Ultra Cycling Champion

Chris 'Hoppo' Hopkinson is a celebrated ultra cyclist, and the first British competitor ever to complete solo RAAM (Race Across America). He has 4 RAAM solo finishes under his belt

He holds the world indoor cycling record, 1,953 miles in 115hrs 22mins with Zwift, amongst many other world records for endurance cycling events

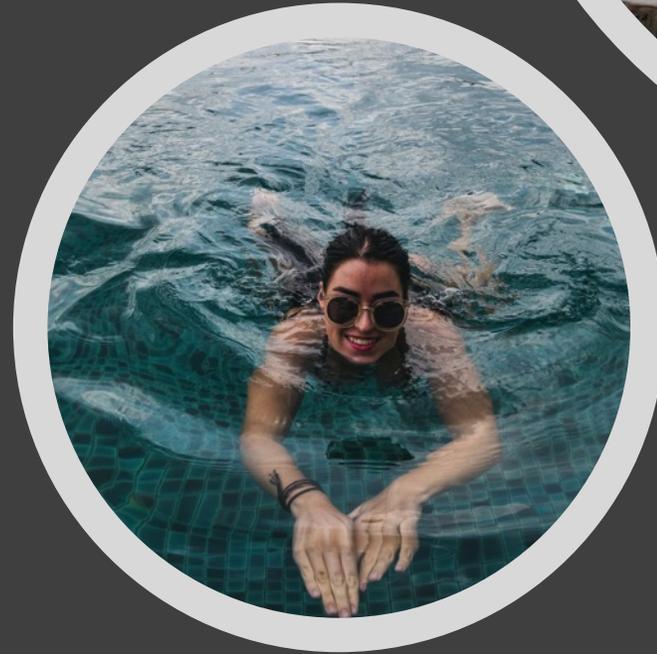
Chris is taking part in the virtual Race Across America and is delighted to endorse the Greenrock's cycling events

It's not just about cycling!

We can bring our creativity to any type of event, swimming, walking, running, paddleboarding, orienteering, you name it, we've done it!

The platforms also allow participants to choose their preferred mode of exercise on the route if you wish, making it more fun and inclusive for everyone

You can enter as individuals or groups, meaning that there is a great opportunity for corporate engagement and competition



THANK
YOU

Financial Potential

Virtual Events are an emerging tool for acquiring new audiences

One charity revealed 83% of their virtual event audience was new to their organisation

This is a general trend being seen across the charity market for virtual events

- **Reduced event costs**

Consider the cost of an average London to Paris cycle participant at around £1300

Our model could cost as little as £55 per entrant

- **Increased opportunities to fundraise**

Engaging online stewardship along the challenge give multiple opportunities for fundraising

We have seen charities raise two thirds of their income target in half of their event timeframe





How can we help you?

Our model is pretty simple

Have an initial chat with us and we can discuss your ideas

These can be quickly turned around so you can get your supporters engaged and fundraising as soon as possible. From there we can offer:

- Creation of an event idea or route
- Set up of your virtual event online
- Training in use and management of online platform
- Guidance on social media integration

Want to know more?

Get in touch for a no obligation chat with Joe or Denise

Denise.yeats@gmail.com

Jmearns@greenrock.co.uk