



**AF**  
**ACADEMYFITNESS**  
EDUCATE / MOTIVATE / INSPIRE

**ARC**  
ADVENTURE RUN CLUB  
EVENTS

# Introduction

Academy Fitness is a not for profit Community Interest Company that provides high quality competition, sporting and coaching opportunities that connect schools, sports clubs and the communities of Newquay with a single purpose; to Educate, Motivate and Inspire all generations to lead healthy and active lifestyles.

Academy Fitness is based within the largest Secondary School in county - Newquay Tretherras School. The school has over 1600 pupils from 11-19 years with a teaching and support staff base of over 250. Newquay Tretherras also forms part of a wider Education Network which includes the largest Primary School in Newquay and supports all 12 additional primary schools within the Newquay area.

At Academy Fitness, we feel passionately about the three key areas within our strategy; school sport, sports clubs and communities. It is our strong belief that to truly offer sporting opportunities for people of all ages and abilities, you need to cover all bases in those three areas.

We identify existing activity, we support it and add value to it where necessary. We also identify the gaps, if there is something missing from any of these areas we look to implement additional activity ensuring there are opportunities available for everyone.

Finally and most importantly, we work to ensure that these three areas are all connected.

ARC events forms part of Academy Fitness and was established to bring these three key areas together to offer sporting events, to individuals of all levels. We strive to provide events that deliver an exceptional experience for all participants.

All of our staff come from a an event management background & sporting background, which means they understand the passion of sport from competing at a high level to completing a personal goal or challenge. This passion ensures that our events are run with the participant in mind, as well as the spectators who support their family and friends.

We have invested a huge amount of time, effort and expertise to provide the best possible service we can. This service is not only for the individual competing, but also to ensure other event managers and clubs are able to utilise our entry and membership system as well as any other experiences. We have recently developed a strong partnership with the local Surf Life Saving Clubs to bring a unique and first time event series to Cornwall.

As well as developing partnerships with the local sporting clubs with have also developed a partnership with a national holiday company - Peter Bull Resorts. This partnership will see the development of a Triathlon/Cycling/Fitness Retreats training camps which will include training facilities and programmes to start in 2016. This partnership will enable both parties to market to a much more diverse audience on a national level and beyond as the events/training camps develop.

### **Types of training catered for:**

- Triathlons
- General Fitness/Bootcamp style weekends and week-long breaks
- Running Camps
- Cycling Camps
- Swim Camps
- Nutritional seminars for various sports

## **Events Planned for 2016**

**January 23rd** - Cornish Indoor Rowing Championships working in partnership with British Rowing. Offering a 'Heat & Knockout' based competition catering for Juniors 11 - 18yrs and Senior's up to 60+ (various categories).

The championships will cater for both novice rowers offering a shorter 1000m race and the traditional International standard 2000m for the open races. 2016 will see the introduction of a Team 5k race.

**June 12th** - Newquay Ride - CycloSportive - This is a brand new event and one that has never been run from the town. This event will be based at Newquay View Resort ( Peter Bull Resorts) and will take in the demanding North Cornwall Coastline up to Widemouth bay. Both a 100mile and 100km route will be offered.

**June 19th** - Crantock Biathlon ( first race of the New Triple Crown Series) which is in its second year and offers a demanding swim course down a estuary that feeds into the ocean and beach/dune run. This event is similar to Newquay Bay Biathlon in which it caters for all abilities and ages.

**July 23rd** - Newquay Bay Biathlon ( second race of the New Triple Crown Series) which will be a first time event for the town and will include a Australian 'M' surf swim and Beach run. This event will cater for both Juniors and Seniors and will offer a number of distances in order to allow a range of abilities to take part.

**September 18th** - Newquay Surf Triathlon which is going to be a standard distance triathlon offering a demanding course. This event will form part of the Triple Crown and will be the third and final race in the series.

**November** - Extreme 5k Trail Run which will be based at Newquay View Resort and utilise a number of the local trails around both the resort and local area. This event will be run on a very demanding hilly course which will test everyone. This event will also be offering a much easier route for beginners and juniors.

**Triple Crown Awards Evening** - An awards evening will be held at Newquay View Resort in late September and all competitors will be invited. Here the overall Triple Crown Series winners and runners up will be recognised for their achievements.

The evening will take place at Newquay View Resort club house which can cater for up to 1200 persons.

# Sponsorship Opportunities

## **Product Benefits:**

- Opportunity for a representative of your company to Start one or all of the events with the Local Town Mayor.
- Opportunity for a representative of your company to give awards at the Triple Crown Series awards evening.

## **Product Showcasing**

- On site product sampling
- Product demonstration
- Trade stand at the event where appropriate
- Trade stand at the awards evening

## **Data Capture and Direct Mail**

- Direct mail opportunities available to Academy Fitness members and entrants to events (subject to the Data Protection Act)
- Data capture opportunities for the sponsor (subject to the Data Protection Act)
- Inclusion in direct mail (where mutually appropriate)
- Social Media Account & QR technology

## **On Site Branding**

- Opportunity for placement of barrier covers & branding round the route.  
(Cost of production at additional cost to sponsor)

## **Advertising Opportunities**

- Your Company logo to be included in local press advertising / publications in promoting the event
- Sponsor's name and logo will be printed poster boards
- Sponsor will be credited on event related pages of the Academy Fitness website, social media pages, Academy Fitness gym wall space ( Sponsor to supply advertising materials)
- Hyperlink from your logo on this page, to your company's website
- Website promotional copy
- Sponsor's name, logo and hyper link added to all Academy Fitness email footers for the period of sponsorship
- Opportunity for Sponsor to donate consumer products/vouchers for promotional competitions in local press and radio prior to the event and to receive text credits within associated editorial

Note: all the above are subject to negotiation and



## Contact Details

For more information please contact:

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