



## Kent Downs 50 Challenge... Walk, Jog, or Run it

12 Oct 2024

### SHORT COPY

A NEW end of season Ultra Challenge – in the ‘Garden of England’ – with a basecamp near Maidstone, parking & weekend camping options. The main 50km looped route heads anticlockwise around the Kent Downs – starting on the North Downs Way to Blue Bell Hill, around picturesque Aylesford, and following the River Medway to Mote Park at halfway for a picnic. Along the Len Valley Walk to the majestic Leeds Castle, then the North Downs Way back to the showground finish line and celebration. As [YOUR CHARITY NAME] are an official partner on this event, you get a [25% / 50%] discount on the ‘Full Sponsorship’ registration fee when signing up to support us.

This event is part of the Ultra Challenge Series – 16 great events where you can walk, jog or run your chosen distance in the UK’s most iconic locations! Head to the Ultra Challenge page to find out full details of prices and to sign up: [INSERT YOUR LANDING PAGE LINK OR THE EVENT PAGE LINK].

### LONG COPY

A NEW end of season Ultra Challenge – in the ‘Garden of England’ – with a basecamp near Maidstone, parking & weekend camping options. The main 50km looped route heads anticlockwise around the Kent Downs – starting on the North Downs Way to Blue Bell Hill, around picturesque Aylesford, and following the River Medway to Mote Park at halfway for a picnic. Along the Len Valley Walk to the majestic Leeds Castle, then the North Downs Way back to the showground finish line and celebration. Choose from the full 50km loop route, a 25km ‘half challenge’ or a 10km Maidstone Loop. All with real variety and some wonderful scenery & views – and easily accessible from London – there’s a North Downs 50 Challenge for everyone!

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#### SIGN UP & FUNDRAISING OPTIONS:

- Charity Sponsorship** – you pay a small registration fee, do lots of fundraising and we cover the cost of your event place! As we are an official Charity Partner – you get [25% / 50%] off the standard reg fee below
  - **50km:** Reg fee £30 / fundraising target £360
  - **Shorter distances and lower fundraising targets are also available!**
- Mixed Funding** – pay half of the event place cost yourself, fundraise a bit less and we pay the balance of the event place cost.
  - **50km:** Reg fee £75 / fundraising target £225
  - **Shorter distances and lower fundraising targets are also available!**
- Self Fund** – you pay the full cost of the event place - fundraise whatever you want, with no set target or deadline, and there’s no cost at all to the charity! **10km:** £39 **25km:** £89 **50km:** £139

To sign up or find the full details of this great Challenge, and the full range of Ultra Challenges, click here: [INSERT YOUR LANDING PAGE LINK OR THE EVENT PAGE LINK].



## RUNNERS COPY

Run the Kent Downs 50 Ultra Challenge, in the 'Garden of England' – with a basecamp near Maidstone, parking & weekend camping options. The main 50km looped route heads anticlockwise around the Kent Downs – starting on the North Downs Way to Blue Bell Hill, around picturesque Aylesford, and following the River Medway to Mote Park at halfway for a picnic. Along the Len Valley Walk to the majestic Leeds Castle, then the North Downs Way back to the showground finish line and celebration. with a fabulous challenge setting out from our Guildford basecamp. Choose your distance, and step up for the full looped 50km route, a 25km half challenge, or even the Guildford 10km. Take in some of the best of the Surrey hills, the North Downs Way, and the surrounding countryside. A route with real variety and some wonderful scenery & views – and easily accessible from London – there's a North Downs 50 Challenge for everyone!

As [YOUR CHARITY NAME] are an official partner on this event, you get a [25% / 50%] discount on the 'Full Sponsorship' registration fee when signing up to support us.

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