

WELSH ATHLETICS

PARTNERSHIP OPPORTUNITIES



WELSH ATHLETICS
ATHLETAU CYMRU

ATHLETICS IN NUMBERS

CLUBS

Affiliated Clubs - 110

Supported Social Clubs - 100

MEMBERS AND PARTICIPANTS

Affiliated Members - 12,000

Participants - More than 500,000 people in Wales run regularly

EVENTS

450 Licensed Events per year in Wales

SCHOOLS WORK

We connect with 60% of Primary Schools (726 Schools) and 70% of Secondary Schools (197 Schools)

SOCIAL MEDIA - TOTAL FOLLOWERS AROUND 41K



X - 14,500



Facebook - 10,862



Instagram - 11,300



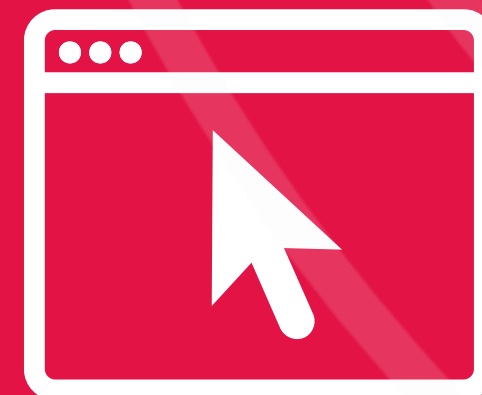
YouTube - 1,640



LinkedIn - 1,700



TikTok - 1,400



WEBSITE

450,000 users annually
with 1.5 million page views



WELSH ATHLETICS
ATHLETAU CYMRU

WHO WE WORK WITH



SPORTSHOES.COM

2XU

Joma



SHOKZ



features®

polytan

NIXI
BODY



PEBE

PB. YOUR PERSONAL BEST



1. CARDIFF CROSS CHALLENGE

The Cardiff Cross Challenge is Wales' most prestigious Cross Country event and is incorporated in both the British Athletics Cross Challenge Series and the World Athletics Cross Country Tour.

Located in the heart of Cardiff City in Llandaff Fields on Saturday 11th November, the event attracts over 2000 runners each year from across the globe and due to its location, it is free to spectate and attracts thousands of supporters.

Being a World Athletics Gold Label event, the event is live streamed across YouTube and hosted by Welsh Athletics, British Athletics and supported by the BBC.

Dating back to the first event in 1997, this year the Cardiff Cross Challenge returns for its 26th event and we want you to be part of the fun!



CARDIFF CROSS CHALLENGE



EVENT BRAND EXPOSURE

- Official Naming Rights Partner
- Event Day Branding on Finishing Straight and Course
- Announcements on Race Day Commentary & Live Stream
- Medal Presentation to Winning Athletes

ONLINE BRAND EXPOSURE

- Solus Email Newsletter announcing partnership – 12,000 members, 50% open rate
- Logo on Welsh Athletics Website – 1.5 million page view a year
- Logo & Company Name on Cardiff Cross Challenge Website – 58,000 page views a year
- Partner Announcement Blog on Cardiff Cross Challenge & Welsh Athletics website
- Social Media posts pre, on the day and post event across 5 social channels with 41,000 following
- Logo included on YouTube Live Stream
- Press Announcement – pre-event

#muddybrilliant



CARDIFF CROSS CHALLENGE



FOR STAFF & VIPS ON EVENT DAYS

- Breakfast run for staff – on the course, prior to the races commencing and led by Welsh Athletics run leaders/athletes
- Up to 25 VIP tickets for the Hospitality Tent on the Finish Line
- Q&A with Athletes & Coaches in the VIP Area

FOR STAFF & VIP'S SEPERATE TO EVENT DAYS

- Business Breakfast for staff and key customers with Welsh Athletics Head of Performance and up to 2 athletes discussing what makes 'high performance' and how they manage the pressure of performing at the highest end

** There is also an opportunity to explore a UK wide partnership with the other home countries to become the title partner of the Cross Challenge Series (5 Events).*

TOTAL COST £20,000 + VAT



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2. BREAKFAST OF CHAMPIONS

BUSINESS BREAKFAST FOR STAFF AND/OR KEY CUSTOMERS:

- **Theme:** Creating a high-performance culture
- **Guest Speakers:** Welsh Athletics Head of Performance and two Elite Athletes
- **Content Covered:**
 - What it takes to lead and inspire a team
 - Motivational stories
 - Tips & tricks for achieving success
 - Q&A Panel

PROMOTIONAL SUPPORT:

- Celebration of Business Breakfast on Welsh Athletics social media channels demonstrating the link between business, people and high-performance culture
- Photographer for the event

Optional Extras:

- Guided breakfast run for staff



TOTAL COST £5,000 + VAT

3. BIG WELSH SPORTS DAY

OBJECTIVE:

TO PROVIDE A FUN DAY OUT, BRINGING TOGETHER COMMUNITIES ACROSS REGIONS IN WALES AND INTRODUCING PRIMARY SCHOOL CHILDREN TO A RANGE OF ATHLETIC EVENTS AND DELICIOUS FOOD.

CONCEPT:

- Company Name owned athletic event
- A big festival feel, bringing together all primary schools in a region of Wales
- Introduce children aged 5 - 11 to a variety of athletics
- Aim for a 1000 pupils with teachers and parents supporting
- Located at an athletics track in Wales and competition organised and run by Welsh Athletics
- Solely branded by Company Name
- Free food and drink supplied by Company Name including some fun and nutritious tasting opportunities



TOTAL COST £10,000 + VAT

4. *STARTING BLOCS*

ABOUT STARTING BLOCS

Powered by Welsh Athletics, Starting Blocs is a fun and exciting physical literacy programme which introduces children to the key movement skills needed for a life in sport.

Starting Blocs provides the tools and training for clubs, schools, local authorities and private providers to deliver inclusive, progressive and fun activities with a child centered focus, to children aged 4+.

There are currently 11 Starting Blocs providers across Wales covering 15 Local Authorities. To date, Starting Blocs has brought opportunities to over 3,500 children.

This year, Welsh Athletics are looking for a like-minded partner to help accelerate physical activity and well-being in children across Wales.



STARTING BLOCS



BRAND EXPOSURE

- Be the Title Partner of Starting Blocs
- Company on Starting Blocs website as title partner
- Company on education resources
- Company on promotional banners
- Two solus emails to Welsh Athletics members with over 12,000 members
- Social media posts on Welsh Athletics channels with 41,000 following announcing partnership and regular updates on partner activity
- Press release to Welsh media announcing the partnership
- Logo on Welsh Athletics website for the duration of the partnership (1.5 million page views a year)

ADDITIONAL ACTIVATION IDEAS

- Host a Starting Blocs Festival at a Welsh School Championships
- National Competition/CTA for children

TOTAL COST £10,000 + VAT

5. RUN WALES

Everybody can... Run Wales!

WHO ARE RUN WALES

Powered by Welsh Athletics, Run Wales is a health and well-being initiative developed to provide fun, friendly, supportive and inclusive running opportunities for everyone in Wales.

THE VISION

To inspire, encourage and support everyone in Wales to run and get active.

CURRENT PICTURE

At present there are nearly 500,000 adults and children running each week in Wales, and Run Wales play a vital role in ensuring there are safe and welcoming opportunities for all.

To-date we have 100+ social running groups, 70 parkruns and over 600 primary schools taking part in The Daily Mile in Wales.

Together, with a like-minded partner, we want to accelerate these numbers and get more people active through the power of running.



RUN WALES



BRAND EXPOSURE

- Be the Title Partner of Run Wales
- Company Name on Run Wales Website as title partner
- Company Name on Clwb Run Wales t-shirts
- A solus email to Welsh Athletics members with over 12,000 members and a solus email to Run Wales members with over 4,000 subscribers.
- Social media posts on Welsh Athletics channels with 41,000 followers and Run Wales channels with 11,000 followers announcing partnership and regular updates on partner activity
- Press release to Welsh media announcing the partnership
- Logo on Welsh Athletics website for the duration of the partnership (1.5 million page views a year)

ADDITIONAL ACTIVATION IDEAS

- Host a Run Wales annual festival in partnership with Company Name
- National campaign/competition to encourage more people to get running
- Presence at the Run Wales exhibition stall at Cardiff Half Marathon

TOTAL COST £15,000 + VAT

6. SOCIAL RUNNING GROUP



RUN WALES SUPPORT

- Establish a workplace running group
- Set up a Couch 2 5k for beginner runners
- Develop & Qualify Run Leaders – Formal qualification for staff to become official Run Leaders to lead the workplace group in the future
- 2 x Staff Discussion Sessions – Topics tailored to client requirements
- Access and support creating company branded running kit for staff through our kit partner Joma.
- Ongoing running specific health and well-being support
- Group training plan for staff to target a specific event – For example Cardiff 10k or Cardiff Half Marathon

PROMOTIONAL SUPPORT

- Celebration of new Running Group on Run Wales social media channels
- Announcement of new Running Group on Run Wales and website

TOTAL COST £8,000 + VAT

7. *WELSH SCHOOLS CHAMPIONSHIP*

IN PERSON BRAND EXPOSURE AT ALL EVENTS:

- OFFICIAL Naming Rights Partner: 'The Company; Name Welsh Schools Championships
- Event day branding on finishing straight & course
- Announcements on race day commentary
- Medal presentation to winning athletes

Online Brand Exposure - Pre, During & After the Event

- Inclusion in members newsletter announcing partnership – 12,000 members, 50% open rate
- Logo on all communications to schools about Championships
- Logo on Welsh Athletics website – 1.5 million page view a year
- Partner announcement blog on Welsh Athletics website
- Social media posts on event days and across social channels with 41,000 following
- Introductions to other partners/colleagues of interest (3 per year)

COMPETITIONS

16 School District Competitions (8 T&F, 8 CX) – 8000 pupils
3 National Competitions (XC, T&F, Cup & Plate) – 2000 pupils
2 International Competitions (SIAB T&F & CX) – 1000 pupils



TOTAL COST £10,000 + VAT

8. SCHOOL ACTIVATION

OBJECTIVE:

Educate school children across Wales on the importance of exercise & a healthy lifestyle.

concept:

- Visit 10 schools each year
- 6 primary, 4 comprehensive
- Mix of Welsh & English language schools
- Focus on schools in deprived areas
- Educate 1000-1500 pupils per annum
- Welsh Athletics to deliver a 60-minute physical literacy session.
- Company Name to host a session of their choice – nutritional, healthy eating, the perfect packed lunch?
- Welsh Athletics to host a Q&A session with an elite athlete and introduce pupils to the life of athlete.

ADDITIONAL ACTIVATION IDEAS:

- Create School Sports Day packs for all schools across Wales.
- Provide training to teachers across Wales on physical literacy.
- Host a national children's competition



TOTAL COST £15,000 + VAT

9. PODCAST SPONSORSHIP - HEADLINE SPONSOR

ABOUT:

Beyond the Track Podcast

We will be going beyond the tracks, delving into athletes' stories, speaking with leading sports professionals whilst, bringing you the latest action from Wales and beyond. We hope you will leave each episode feeling inspired and better informed in the world of athletics and running.

WHAT'S INCLUDED:

In-Episode Branding:

- "Presented by [Your Brand]" mention in intro & outro
- Custom mid-roll ad read (60-90 seconds, host-read, tailor-made messaging)
- Optional guest co-hosting or interview feature (upon approval)

Digital & Social Promotion:

- Logo/brand mention on all episode artwork
- Weekly shoutouts on Instagram, Twitter/X, and LinkedIn
- Swipe-up links or CTAs in Instagram Stories
- Branded episode clips or reels (1–2 per month)
- Logo and link on our podcast homepage and episode pages
- Featured article or post about your brand (optional)

Bonus Opportunities:

- Giveaway collaboration (your product/service featured in listener contests)
- Live episode/event integration (logo on signage, verbal shoutout, co-branded merch opportunities)
- Sponsored survey or listener feedback campaign (get insights directly from our audience)



<https://open.spotify.com/show/14W0pQEeNvg4C5EAPODfGZ>



<https://podcasts.apple.com/us/podcast/beyond-the-track-podcast/id1821234274>



<https://www.instagram.com/beyondthetrack1/>



<https://youtu.be/EX3xYJ9xIxc?si=rM4oM45HU2pYWfX6>

TOTAL COST FROM £6,000 + VAT

10. PODCAST SPONSORSHIP - EPISODE SPONSOR

WHAT'S INCLUDED:

In-Episode Integration

- “Brought to you by [Your Brand]” mention in the episode intro
- 60-second mid-roll ad read, written by you or co-developed with our team for best listener engagement
- Optional custom call-to-action, promo code, or trackable link for conversions

Digital Placement

- Sponsor mention + link in show notes on all platforms
- Your logo or product image (optional) included on the episode cover art
- Branded audiogram for the episode (clip + logo) — great for social sharing

Social Promotion

- 1 dedicated Instagram post or Twitter/X post highlighting your brand and the episode
- 1 Instagram Story frame with a swipe-up or link sticker
- Optional: LinkedIn post for B2B or thought-leadership tie-ins

Email & Website (Optional Add on)

- Logo & link on episode webpage



TOTAL COST FROM £1,000 + VAT

11. PODCAST SPONSORSHIP - SEGMENT SPONSOR

WHAT'S INCLUDED:

In-Episode Placement

- Segment Naming Rights
- “The [Brand Name] Q&A” / “Powered by [Brand Name]” / “Brought to you by [Brand Name]”
- Mention during intro and directly before the sponsored segment
- 15–30 second host-read message tied to the segment (can include CTA, promo code, or key benefit)
- Verbal mention again during the outro: “Thanks again to [Brand] for supporting today’s [segment name]”

Show Notes Integration

- Brand mention + link included under the segment description in the episode show notes

Optional Add-Ons:

- Logo or name included in segment-related graphics or reels
- 1 Instagram Story or post featuring the segment and sponsor logo
- Inclusion in episode-related newsletter section

BEYOND THE TRACK PODCAST - OFFICIALLY LAUNCHED!



TOTAL COST £500 + VAT

12. PODCAST SPONSORSHIP - AFFILIATED SPONSOR

WHAT'S INCLUDED:

Multi-Show Exposure

- 15–30 second mid-roll ad spot in up to 3 affiliated podcasts
- (Host-read, scripted or co-developed with your team for brand alignment)
- "This episode is supported by [Your Brand]" mention in each show's intro or outro
- Option to include promo code or unique link to track cross-show conversions

Cross-Podcast Digital Promotion

- Your brand featured in 1 social media post per affiliated show (Instagram, X, LinkedIn)
- Shared story frame or reel with your branding on relevant podcast accounts
- Mention in each affiliated show's newsletter (if applicable)

Centralised Web & Email Visibility

- Logo + link placement on a dedicated sponsor section of our podcast network landing page

Bonus Opportunities

- Network-wide giveaway or promo campaign (your product featured across multiple shows)
- Segment naming rights across a series of related episodes
- Podcast-to-podcast endorsement exchange, where another show gives a personal shoutout



TOTAL COST £1,500 + VAT

LET US HELP YOU DELIVER YOUR ESG STRATEGY THROUGH ATHLETICS

ENVIRONMENTAL

Staff Volunteering at Events

Come and spend the day at one of our local events and help us prioritise sustainability by rewarding spectators and athletes who adopt green practices. (Up to 60 staff across 6 events throughout the year)

Creativity Meets Business

Unleash the creativity within your workforce by giving retired athletics equipment a new lease of life and helping the planet. (3 sessions per year for up to 25 staff)

Wellbeing Walk

Grab your trainers and let's get outside. Spend purposeful time as a group either cleaning up the local area or supporting those in need. (3 sessions per year for up to 25 staff)

SOCIAL

Young Athlete Support

Help one of our promising young athletes fulfill their potential. Get regular updates and visits from them and share their success with them. (12 months of athlete support including monthly updates and 2 face to face meetings per year)

Rainbow Run

Support the LGBTQIA+ Community in Wales ahead of the iconic pride event by running the parade route through the city centre.

Asylum Seeker Running Club

Almost 3,000 asylum seekers are supported each year in Wales. Exercising in a safe place provides a feeling of community and security they need. (1 programme with 10 sessions and plan for sustainable continuation)

GOVERNANCE

Employee Sports Day

Grab those Eggs and Spoons as we go retro for a Sports Day Full of Fun. Featuring a special guest to hand out awards and team sweatbands this promises to be an afternoon of staff bonding like no other. (Up to 60 Staff per 2 hour event)

Employee Run Club (For all Abilities)

Take the effort out of exercise by being able to run before, during or after work. We create workplace running programmes for all abilities at a time that suits your staff (1 programme with 10 sessions and plan for sustainable continuation)

Lunchtime Lessons

Hear from some Welsh Athletics Legends as we come to your place of work to talk resilience, motivation and what it takes to be High Performing in your business. (Up to 100 staff per 45 minute session. 3 sessions per annum)

18k plus VAT for 3 items per year \ 21k plus VAT for 4 items per year \ 24k plus VAT for 6 items per year



All opportunities can be tailored to suit your business needs.
To arrange a meeting to discuss any of these opportunities please
contact Vicki@quillbusinesssolutions.com