

The Let's Do This Challenge Awards

Organiser Briefing

Mission

The Let's Do This Challenge

Awards aims to recognise the best challenge events and organisations in the UK across the 18/19 season.

1. What it is
2. Overview
3. Experience

An awards program to...

Celebrate the most loved events. Shine a light on the best kept secrets.

Celebrate your hard work. Set the standard for the community.



1. What it is
2. Overview
3. Experience

Two rounds. One ceremony.

28 May – 19 August

ROUND 1

Capture reviews from attendees this season* to make the top 10 in your category.

19 August – 9 September

ROUND 2

Nominees asked to get as many votes as possible in three weeks to make the podium.

18 October

AWARDS

Winners announced at prestigious awards ceremony.

* Our Challenge Awards season recognises events that occurred between 12 August 2018 – 11 Aug 2019

What's in it for you?

EPIC PRIZES FOR CATEGORY WINNERS

- Complimentary tickets to exclusive awards ceremony
- Challenge Awards Winner trophy
- Big prize money
- Runner's World article on your winning event
- Winner badge on your Let's Do This event page
- Boost in Let's Do This search ranking
- 1 year free promotion of your winning event on Let's Do This
- Let's Do This winners email circulated to all Let's Do This users
- Media coverage from awards ceremony

The best UK events across 13 categories

Running - 5K, North

Running - 5K, South

Running - 10K, North

Running - 10K, South

Running - Half Marathon, North

Running – Half Marathon, South

Running – Full Marathon, North

Running – Full Marathon, South

Running – Ultra Marathons

Running – Flagship Events*

Multisport**

Obstacle Races

Road Cycling

*** Includes all running events with 10,000+ participants**

**** Including all Triathlon distances, Duathlon, Swimrun, Aquathlon, Aquabike**

Special guests

These guests have confirmed attendance:



Tanni Grey-Thompson



Lawrence Dallaglio



Rio Ferdinand

We're in discussions with:



Jonny Wilkinson



Bear Grylls



Clare Balding



Sarah Storey



Serena Williams



James Cracknell

Sponsors

We are pleased to announce our presenting partner:

RUNNER'S[®]
WORLD

We're in discussions with:

BBCSPORT



Men'sHealth

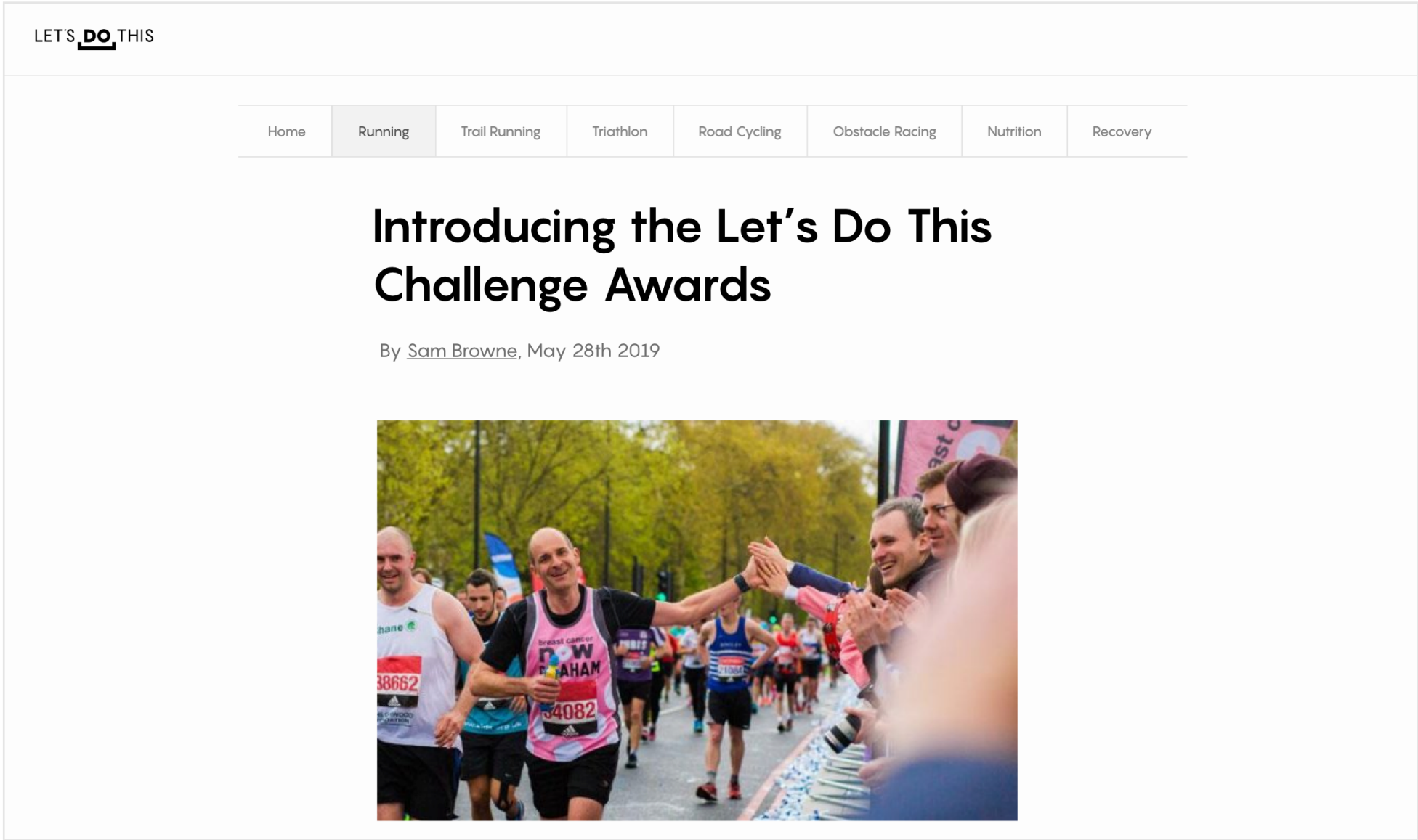


STRAVA

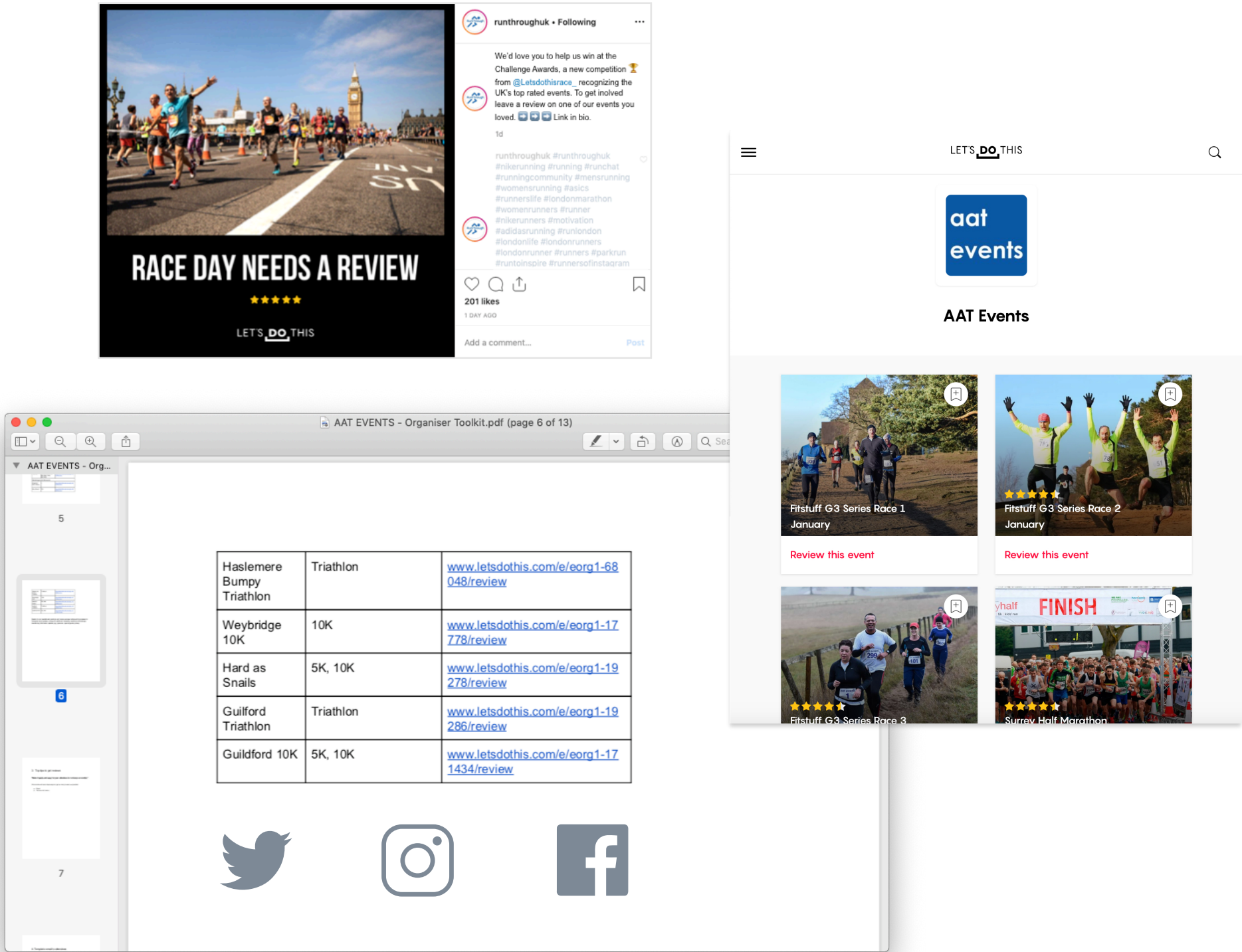


1. What it is
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28 May Challenge Awards announced



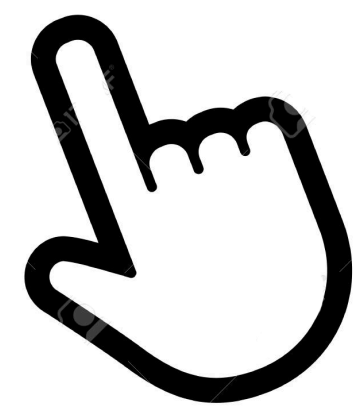
Blog post sets out vision for the awards and how people can support events.



Organisers given a toolkit so they can easily distribute review links to their attendees.

Review links make it easy for people to leave reviews

[Review this event](#)



LET'S DO THIS



Virgin Sport Hackney Half

By [Virgin Sport](#)

Sign in to leave a review

To leave a review you must be signed in to Let's Do This

 Let's Do This with Strava

 Let's Do This with Facebook

 Let's Do This with Google

Virgin Sport Hackney Half

Hackney Marshes Centre, Hackney Marsh, Homerton Road, London E9 5PF, UK
By Virgin Sport

Which year?
Choose one

2019

2018

2017

2016

2015

2014

Course

★★★★★

Organisation

★★★★★

Atmosphere

★★★★★

Write your review

Tell people about your experience: was it well organised? Did you enjoy it? Do you have any advice for others?

Did this with my sister as her first every half marathon and it was brilliant. The support all the way around is incredible and the app so spectators can see exactly where you are and come to find you was awesome. Sister had a

Your Combined Rating

★★★★★

Post Review

Step 1: User clicks on review link

Step 2: User is asked to login

Step 3: User enters their event review

Reviews bring you more entries

Reviews (19)

4.5 out of 5 stars

Course

★★★★☆

Organisation

★★★★☆

Atmosphere

★★★★☆

Write A Review



Orange S

1 review

★★★★☆

Did the Half Marathon in 2019

The course was flat, well maintained, and properly cordoned off. The crowd was extremely enthusiastic, and the weather was perfect. It was also pretty awesome running with a crowd of 20,000 other people pushing you on. I didn't do as well as I was hoping to, but that's on me for go

Read more

Helpful



Steph E

11 reviews

★★★★★

Did the Half Marathon in 2019

What an event! The crowds and the atmosphere were so lively providing an abundance of energy and excitement to the race. Loads of epic free-bies, amazing medal and t-shirt!

Helpful

Step 4: User review appears on event page

LET'S DO THIS

Brighton Marathon – Review Round-up

Hi Hollie,

Congrats to you and your team at AAT on hosting the Brighton Marathon this weekend. The runners who booked with us left 18 reviews. [Take a look at what they had to say](#), and share the review link below with your attendees.

<https://www.letsdothis.com/e/brighton-marathon-weekend-20081/review>

REVIEWS



 Jessica E.

★★★★★

I loved this race, really great to get the legs going again - and what an atmosphere! Great crowd support all round, will. [Read more](#)



 Ariana M.

★★★★★

Great race, my feet were a little sore on the rocky terrain to begin with but after that it was great.



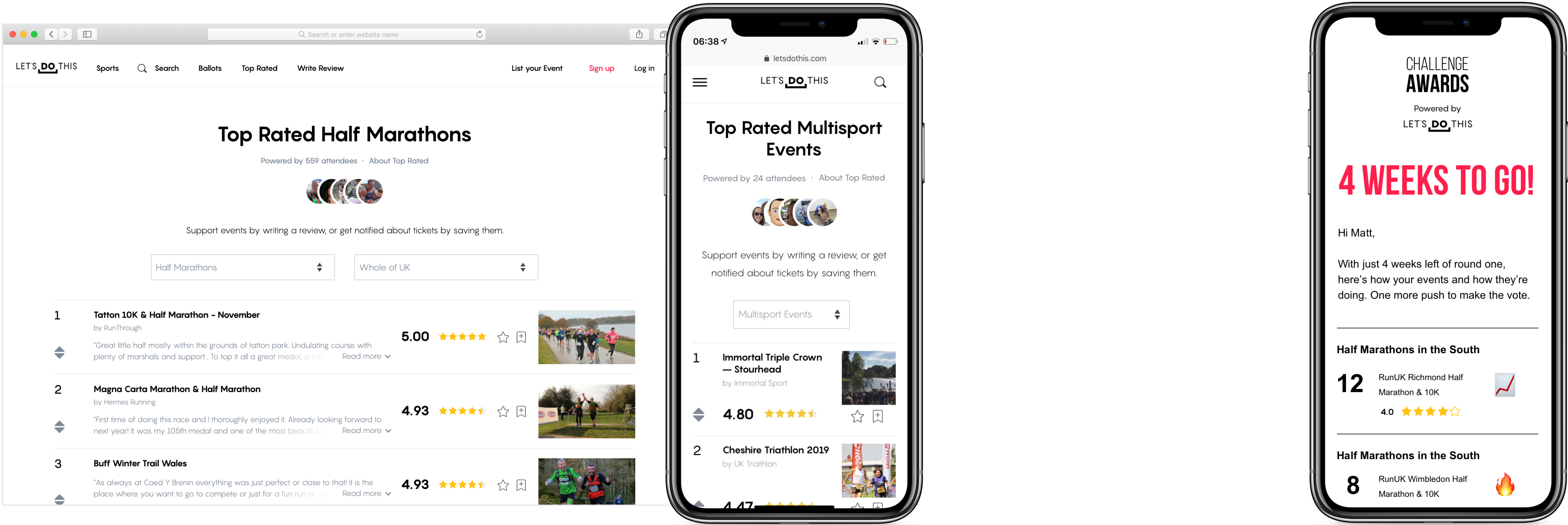
 Bradley W.

1 review

★★★★★

Step 5: Organiser notified when reviews are posted

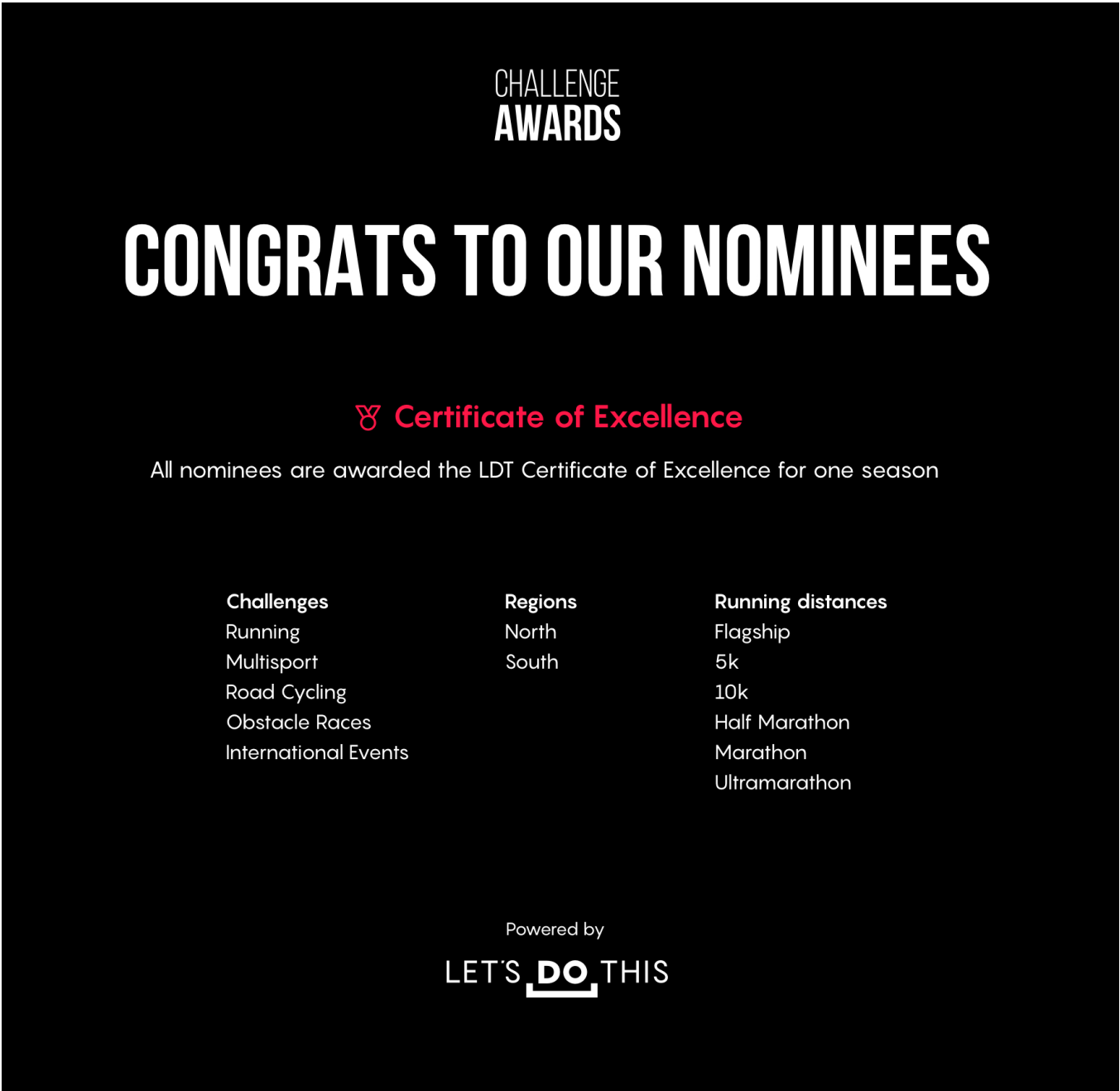
Organisers track leaderboard status easily



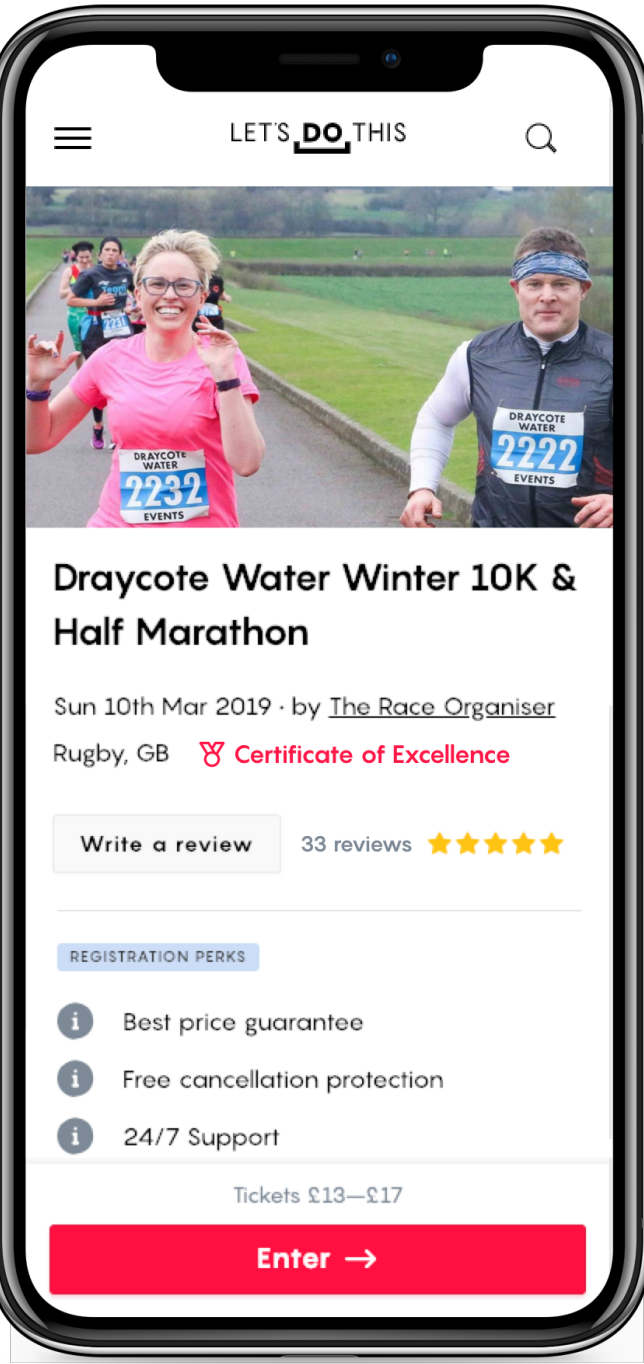
Event Leaderboards launched, Events ranked by average rating, Leaderboards increase visibility of top-rated events.

Organisers kept updated throughout the countdown to Round 2 nominations.

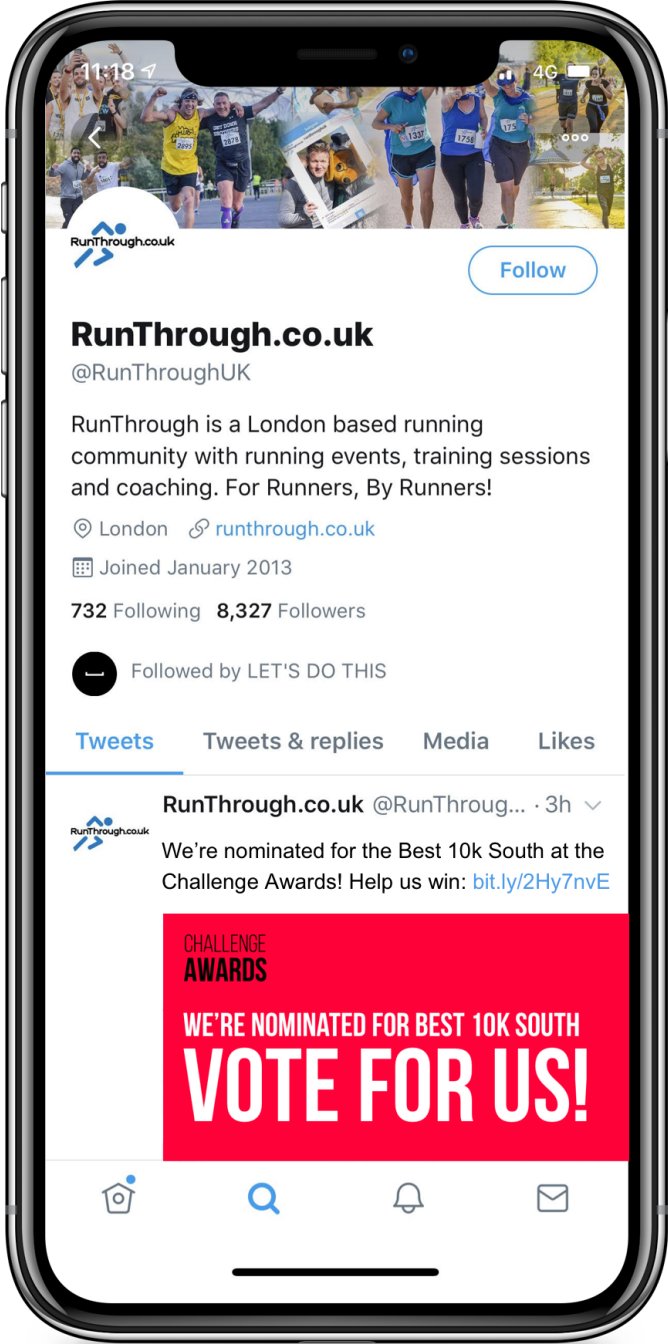
19 August Round 2 nominees announced



Top 10 events in each category are nominated for the Challenge Awards.



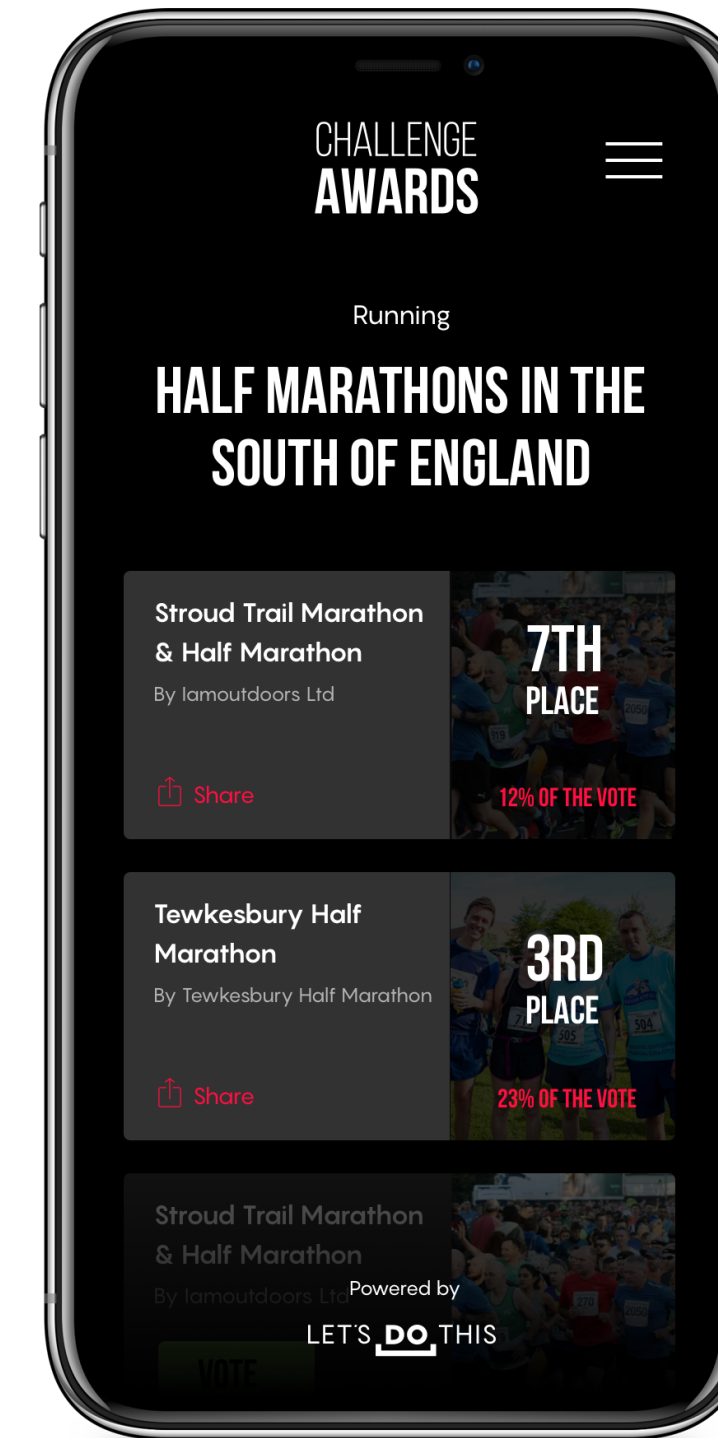
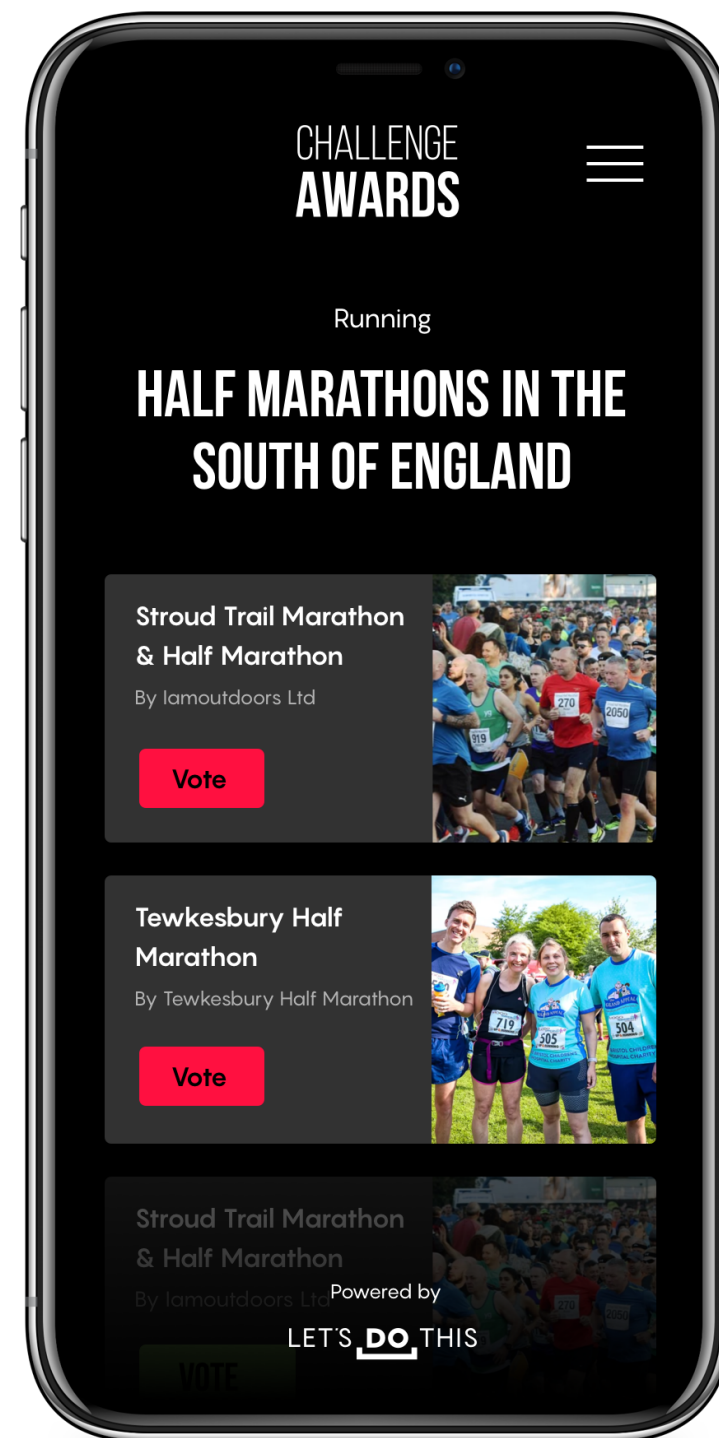
Nominated events awarded the Let's Do This Certificate of Excellence.



Nominated organisers given a toolkit so they can distribute voting links.



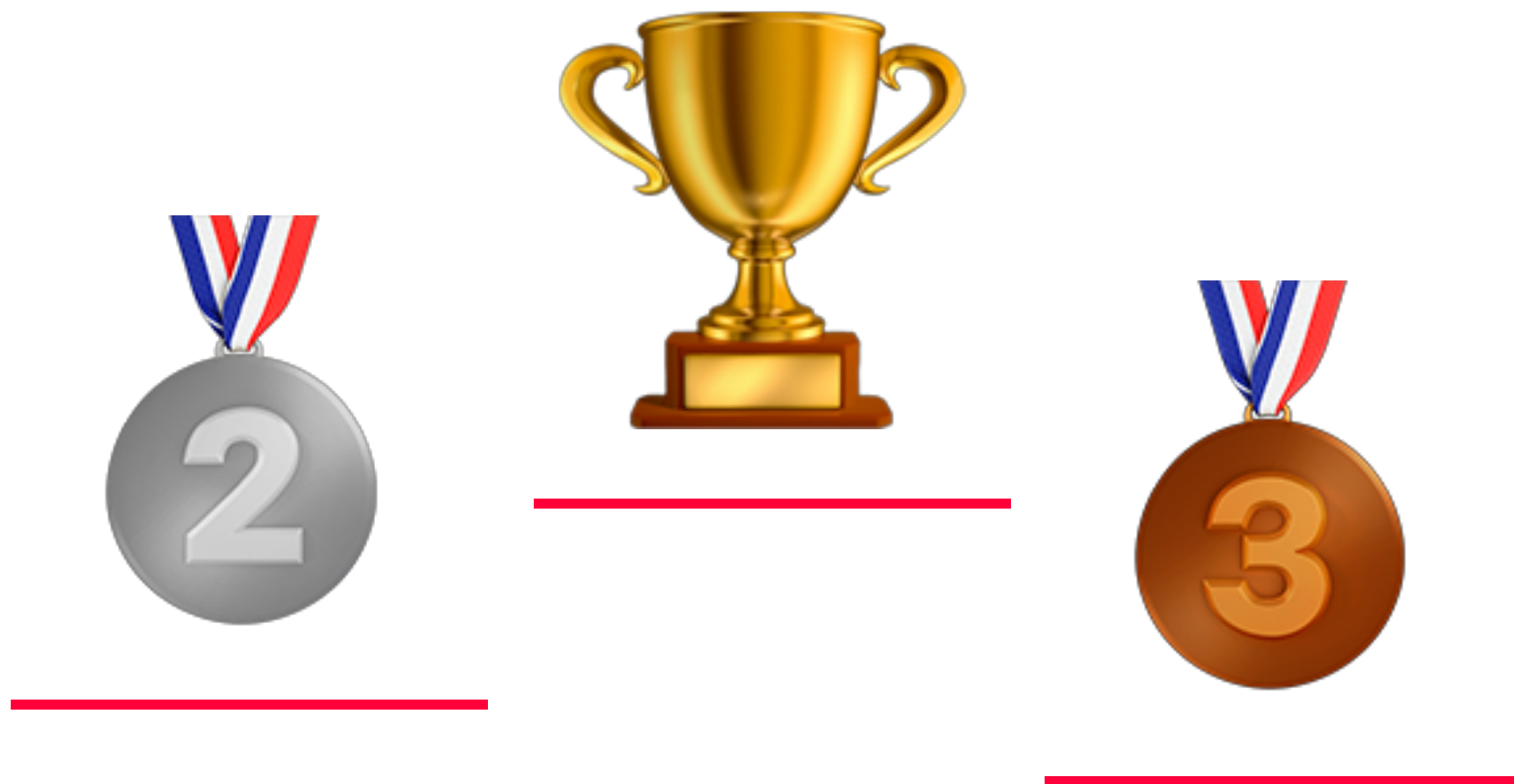
3 weeks of intense voting



Voting leaderboards launched, Voting is open to everyone, People can vote in multiple categories.

Minute by minute updates on progress of voting, Organisers sent regular updates.

6 September Public voting closes



The challenge community has decided!
13 winners and 26 runners up.



Invitations to awards ceremony go out
to top three events in each category.

18 October Awards hosted at The Queen's Club



Home to champions and sporting heroes alike, we couldn't think of a more fitting setting than this exceptional sporting venue to host our inaugural awards ceremony.



Attended by the award winners, athletes, industry leaders, influencers, journalists and media representatives.

Thank you

Questions?

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