

GNR Virtual – Charity Toolkit

A toolkit to help charities attract fundraisers to join Great North Run Virtual – the official virtual Great North Run.

GNR Reimagined

Great North Run Reimagined is a virtual running campaign, created to provide runners with a Great North Run experience to remember. From the training and preparation, right down to a virtual race experience, the campaign ensures runners and charities can still mark the occasion.

Great North Run Reimagined includes **Great North Run Solo** and the **Great North Run Virtual** (the official Virtual Great North Run). See the campaign [webpage here](#).

GNR Solo

Great North Run Solo is a cumulative running challenge that challenges participants to complete 40 runs over 78 days, a run for every year of the Great North Run.

The challenge started on 28 June (the birthday of the Great North Run) and finishes on 13 September, the day the 40th Great North Run was scheduled to take place. Entries close on Friday 31 July.

Find more information about the [GNR Solo challenge here](#).

GNR Virtual

The official virtual Great North Run will take place on Sunday 13 September.

We are working in partnership with app provider ViRACE to create an innovative virtual experience with audio clips so that participants hear the sounds of the Great North Run, providing as close an experience as possible to the real event.

We will mimic a race format so that all runners start their virtual Great North Run at the same time and complete the same 13.1 mile distance. Runners will be tracked throughout the virtual race and will be able to view results after the race has finished.

Entry Process

GNR Virtual will be available to enter free of charge and will be open to everyone, regardless of whether someone had a place in this year's Great North Run.

Entries will open on the Great Run website from 10am on Monday 3 August. The link to [enter is here](#).

How will it work?

More information about the app functionality and experience will be provided in the coming weeks.

What do participants get?

Participants will get free access to the race app to enjoy the official Great North Run experience. As such, finisher mementos will not be included with entry, however a range of merchandise can be purchased within the entry process; this includes: official event medal, t-shirt, hoodie, water bottle, phone holder.

It's all about charity fundraising

We have made entry for the GNR Virtual free for participants, as such we are encouraging everyone to fundraise for a charity of their choice. The GNR Reimagined campaign has been designed to take participants through what would have been their training programme, building up to a grand finale on 13 September (the day the event was due to be held), to ensure that participants are able to follow the GNR journey from start to finish.

There are medals, certificates, digital mementos and merchandise available, ensuring participants have a tangible reward to show to their supporter network.

We are actively encouraging charity fundraising across website, social & email communications, by directing participants to the Great North Run [JustGiving event page](#).

Social media post copy

Take on GNR Virtual, the official virtual Great North Run and support [INSERT CHARITY].

Set yourself the challenge of completing GNR Virtual on Sunday 13 September & raise vital funds for [INSERT CHARITY].

Entry is free and opens on Monday 3rd August.

Join team [INSERT CHARITY] and sign up today: [LINK]

Marketing assets

A full suite of marketing assets can be downloaded here: <https://we.tl/t-oIH7Mq4NB>

Assets include:

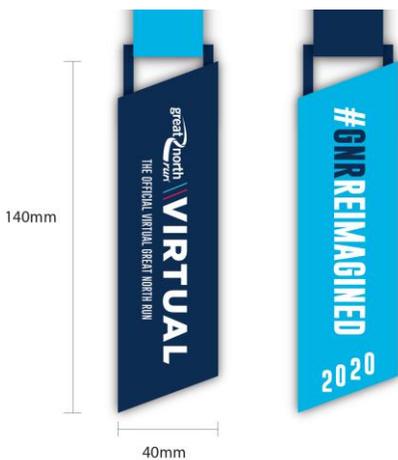
- Logo
- Social media assets (sized for Facebook, Twitter, Instagram)
- Email header image

Additional assets may follow in the coming weeks.

Logo



Medal



T-shirt



great north run **VIRTUAL**
THE OFFICIAL VIRTUAL GREAT NORTH RUN

YOUR RACE REIMAGINED

13 SEPTEMBER 2020

This graphic features a dark blue background with a red triangle in the bottom-left corner and a light blue triangle in the top-right corner. The text is white and centered.

great north run **VIRTUAL**
THE OFFICIAL VIRTUAL GREAT NORTH RUN

STILL / FUNDRAISE

13 SEPTEMBER 2020

This graphic features a light blue background with a red triangle in the bottom-left corner and a dark blue triangle in the top-right corner. The text is white and centered.

great north run **VIRTUAL**
THE OFFICIAL VIRTUAL GREAT NORTH RUN

STILL / ACHIEVE

13 SEPTEMBER 2020

This graphic features a red background with a dark blue triangle in the bottom-left corner and a light blue triangle in the top-right corner. The text is white and centered.