

Working with...

Curly's Athletes Ltd

**CURLY'S
ATHLETES**





An introduction...

Curly's Athletes Ltd

We're a community and charity centric event management team.

Inspiring everyone into physical activity.

We believe 'everyone is an athlete'

We create your 'personal Everest'

We put our 'athletes before profit'

And we always 'stay creative & have fun'

Our values

Everyone is an Athlete

Anyone that sets themselves a physical challenge, we call an athlete, and we're here to make them feel like one. Join our community and instantly feel like you belong. Everyone is welcome and everyone is valued.

Create Your Personal Everest

Working towards a physical goal is a key influence on increasing physical activity, and supports a healthy lifestyle. So we make sure everyone can have their own personal Everest to achieve.

Whether that's 1 mile, or 1000 miles, every adventure starts with a single step :)

Athletes before profit

Profit is never our main reason. We put our athletes, charities and communities at the heart of all of our decisions.

Stay creative & keep having fun!

We're a creative fun-loving bunch, that just love what we do and love a challenge.





Curly's Athletes Ltd

What we do

Exceptional Events

Delivering our own events, or helping partners deliver theirs.

Our event work includes:

- Full operational planning, from concept to delivery
- Project management
- Event day command and control
- Recruitment & training
- Communications & marketing
- Budget planning and control
- Risk assessment and emergency planning
- Consultation & 'silent' delivery partners, with background operations
- Traffic management development & control
- Emergency services and SAG liaison
- Delivering lectures/workshops on event management





Finding Solutions

Through our own events, and separate working streams, we have worked on a variety of very exciting and impactful projects.

Most begin with a simple conversation, usually a vision or an idea with an 'enthused employee'.

We help turn that ambition and passion into something tangible that adds real value.

Our consultancy work includes:

- CSR projects
- Corporate fundraising goals
- Well-being initiatives
- Employee engagement
- Leisure site development
- Active travel structure & design
- Green space activation
- Professional coaching, lectures & material on endurance sports



Partnerships

Working with charities, public sector and commercial teams.

Supporting charities:

- **Ensuring we do the right thing**- annually, over 10% of our revenue goes to supporting charitable causes.
- **Money going where it should**- we do not take any percentage of fundraising, or direct donations.
- **A catalyst for fundraising**-we provide race places for fundraising.
- **Raise awareness**- helping to educate a new audience on the great work they do.

Building brands:

- **Share your culture**- show what you value and share your culture with your customers
- **Grow your profile**-share your brand with tens of thousands of runners every month
- **Build connections**- connect with your local community and reach new customers
- **Achieve your CSR goals**- helping deliver great things and supporting your company ethos.





Curly's Athletes Ltd

Insights

Recommendations

Working well with others

Doncaster Chamber

“The Chamber enjoys a multi-faceted relationship with Curly’s Athletes and we regard the organisation as a key partner, not just of ourselves, but for the borough of Doncaster. The organisation is progressive and clearly invested in the people and communities it works with. “From what we have seen, the team at Curly’s listen deeply to the needs and challenges of people and organisations that they are partnering with and identify solutions accordingly. Furthermore, the leadership team at the organisation seem to engage more deeply and more widely with issues and stakeholders than I (perhaps naively) might anticipate from a small athletics organisation; for example, the team at Curly’s regularly join our strategic conversation on issues such as the environment and economy. This is to their absolute credit and demonstrates that holistic approach that they take not just to their own business, but to the people, places and businesses that they are aiming to support.

“This is a great small business – that has been successful at the Chamber’s Business Awards – that my team always enjoy working with and that is held in high esteem by a number of our other partners also.”

Daniel Fell, Chief Executive Office - Doncaster Chamber

Lincoln City Foundation

“Lincoln City Foundation, as a charitable organisation with strong values, are proud to be working with an event partner who share our mission for high delivery standards and inclusive community ethos. The relationship we have formed with Curly’s Athletes is one of professionalism, ambition and mutual commitment, and one I envisage growing year-on-year. **Their expertise and their integrity are what makes them stand out**, which enables us to explore opportunities and offer great experiences for our participants and partners.”

Charlotte Hornsby
Operations Manager

Bluebell Wood

Curly’s are a fantastic team to work with 😊 Their efforts are focussed on putting on fantastically well organised running events for the community whilst supporting local charities. Bluebell Wood Children’s Hospice has worked with Curly’s on a number of occasions both at organised events as well as events bespoke to the hospice. Working with **such a well organised company gives plenty of opportunities to raise the community awareness** of what services are offered at Bluebell Wood.

Sally



Normanby Hall Country Park

Normanby Hall Country Park is proud to have been working in partnership with Curly’s Athletics since 2016. This family run company has been key in the promotion of a number of events at the park, all of which have grown in numbers due to the dedication and hard work of the team who organise them.

Since beginning their calendar of events at Normanby, Curlys have helped us welcome over 5000 competitors to the park alongside their friends and families. This has been really important in helping us to raise the profile of the park and to ensure that people realise its value in being able to enjoy the green space, natural environment and beautiful surroundings. **Our visitor numbers increased by 49% last year compared to 2018, which shows how successful the partnership has been.** Curlys professionalism is apparent in everything they do, from attention to detail with medals and t-shirts to the planning and organisation of routes and marshalling each event. We look forward to working with Curlys more in the future, and the exciting ideas and events that are planned for the coming months.

Lindsey Lodge Hospice:

It was an absolute pleasure to work with Curly’s on our Elf Yourself Run 2019. Their professional, enthusiastic ‘can do’ attitude helped us to deliver a fantastic festive event for families in North Lincolnshire.

From event planning, through to promotion, booking and delivering on the day, their expertise in organising operations on such a large scale shines through in terms of organisation, health and safety, the welfare of everyone involved and ultimately the fun factor of those taking part.

Their support enabled us to move this from a good idea to a great event, which was demonstrated by the significant funds raised for Lindsey Lodge Hospice and the amazing feedback from our supporters – we can’t wait until the next one!

Tom Moody, Lindsey Lodge Hospice Senior Manager, Business Development: Fundraising

Some of our Awards





Get Involved

Drop us a note for a chat and more information on the opportunities we have available.

contact@curlysathletes.co.uk

