

## What is the Gold Challenge?

The Gold Challenge is a unique opportunity for everyone to feel the excitement of London 2012 by taking on multiple Olympic and Paralympic sports and raising money for charity.

Participants challenge themselves to do 30,20,10 or 5 sports. This can be done as an individual or as part of a team of 2-30 participants.

So whether the challenge is to try multiple new sports, push to the next level in favourite sports or create the most extreme sports challenge ever - the Gold Challenge will both motivate and inspire!

The Gold Challenge expects more than 200,000 participants to take part, raising over £20 million for charity and driving demand in grassroots sports. Working in partnership with:



## Information for Clubs

The Gold Challenge is working with National Governing Bodies for sports across England, Scotland, Wales and Northern Ireland to ensure that the challenge works for each sport.

The participant attends the sessions with the criterion for completing the sport ready to be signed off by the coach once they are complete.

There are many benefits for sports clubs to be involved with the Gold Challenge:

- Increased participation for the club/ area. This is a great opportunity where participants are choosing to engage with a sport for 3+ hours.
- Coaches/clubs still charge for the activity. Participants know they must pay for session were a fee would normally apply. This is the clubs to keep.

### •The Gold Challenge

- Will present participants who are engaged in trying new sports
- Is an opportunity to find new members
- Is a revenue stream, with no additional marketing costs for clubs
- Will capitalise on the excitement generated in the build up to London 2012 and is a truly unique multi-sport programme
- Will launch a massive nationwide marketing campaign designed to signpost people to NGBs and clubs
- Will also have a volunteer and coach based arm

For more information on how each sport is being engaged with the Gold Challenge and how you/your club get involved please contact the Gold Challenge Sports Team on 0207 299 0914

## Get Your Club Listed!

We will be adding an extra icon to the Clubfinder on the British Rowing website to show clubs who would welcome participants taking part in the Gold Challenge.

If you would like your club to be listed as 'Gold Challenge Friendly' please return this slip completed to: Rich Stock, Explore Rowing Programme Manager, British Rowing, 6 Lower Mall, London, W6 9DJ or send an email to richard.stock@britishrowing.org

Please list my club \_\_\_\_\_ (insert club name) as Gold Challenge friendly