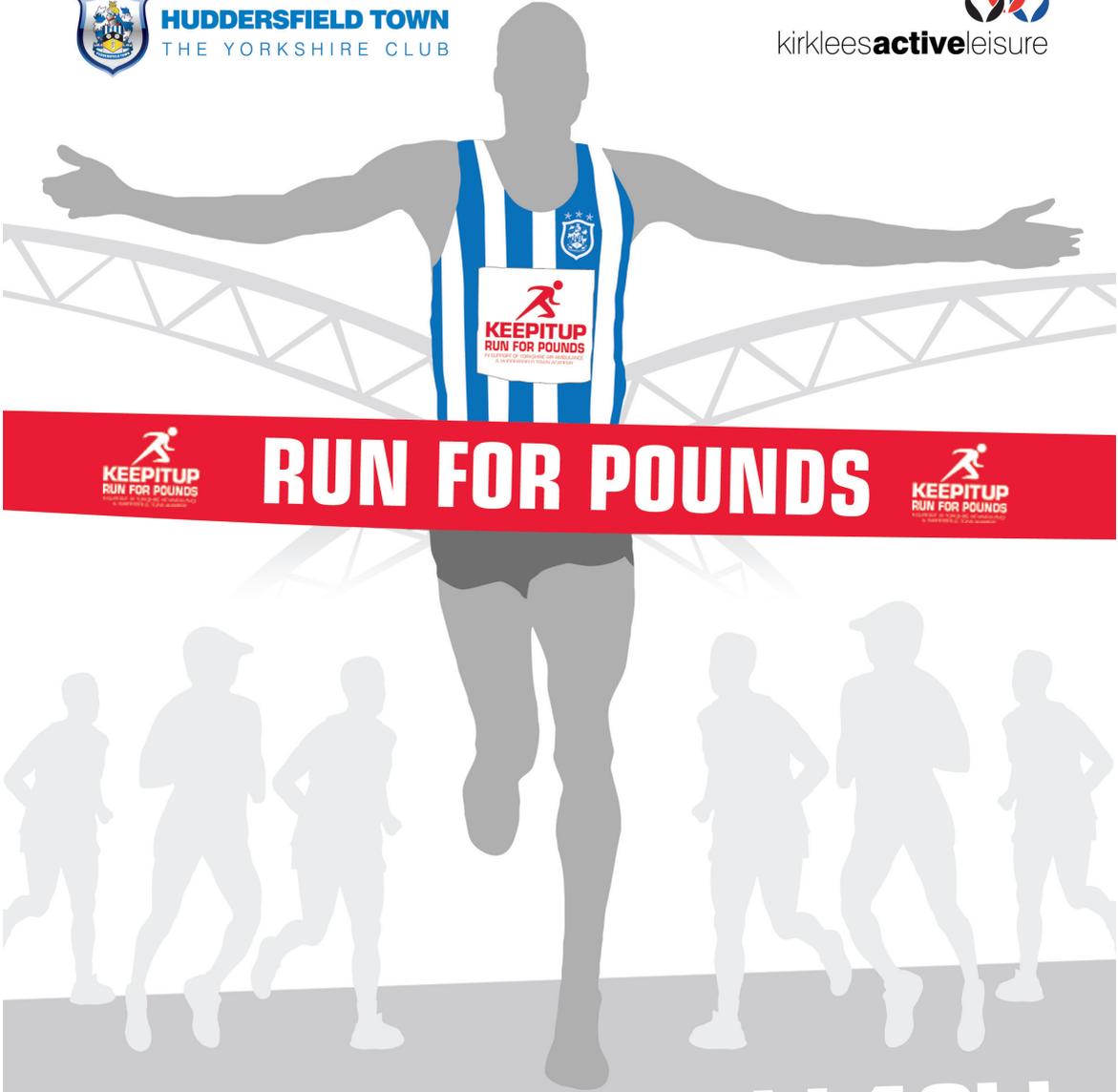




**HUDDERSFIELD TOWN**  
THE YORKSHIRE CLUB



kirklees**active**leisure



**RUN FOR POUNDS**



**The Huddersfield 10k!**



**KEEPITUP**  
IN SUPPORT OF YORKSHIRE AIR AMBULANCE  
& HUDDERSFIELD TOWN ACADEMY



**YORKSHIRE**  
AIR AMBULANCE

**Welcome Pack**

**Welcome...**



Dear Runner,

Thank you for registering to be a part of this year's 'Run for Pounds' 10km fun-run here at Huddersfield Town in aid of our 'Keep It Up' Campaign.

For those who don't know the Keep It Up campaign is our charity partnership with the Yorkshire Air Ambulance where for every £1 raised, 50p goes to the Air Ambulance and 50p goes to our Youth Academy. In the two years since we started the Keep It Up campaign we've held numerous activities and events, including a 260 mile bikeride to Brighton. To date we've raised over £370,000 and Run for Pounds will play a big part in trying to reach our target of £1,000,000!

This time we are taking to the streets of Huddersfield try and make as much money as possible for the cause.

Inside this pack you'll find all the information you need but if you have any questions on the event then please visit the 'Run for Pounds' page on facebook which acts as a forum for all questions. If you can't see your answer there then write on the wall and we'll answer it for you, after all, if you are thinking it then there is a good chance someone else is!

Alternatively if you have any questions regarding sponsorship please email [katie.collinson@yaa.org.uk](mailto:katie.collinson@yaa.org.uk) who will be more than happy to help.

It may be the first run we've held but we want this to become **the** annual mass participation event held locally so I'd urge you to get anyone you can involved in what promises to be a fantastic occasion.

Thanks again, and good luck!

Kind regards,

A handwritten signature in black ink, appearing to read 'Dean Hoyle', with a horizontal line underneath.

**Dean Hoyle**  
Chairman  
Huddersfield Town FC



## Event Overview



### **Date:**

Sunday 18 March 2012 – 9am start

### **Route:**

The route will start and finish here the stadium. You will be emailed a copy of the route nearer the time with final preparation details.

### **Address:**

Stadium Way, Huddersfield, HD1 6PX

Registration:

You should arrive at the Stadium between 8-8.30am in order to pick up your race number and running 'chip' to enable you to get an accurate reading of your finishing time. Once you've registered make your way to the St Andrews Car Park (behind the John Smith's Stand) ready to start.

### **Parking:**

There is no parking at the stadium on the day itself but if you require parking facilities you are advised to use the Pay and Display Car Park on the St Andrew's Road. Please note this is not our car park and all cars are parked at the owner's risk.

### **Running Attire:**

You may wear what you like to run in. However, once you've finished your run you will be given your official 'Run for Pounds' t-shirt from the designated area.

### **Toilets/Concessions:**

There will be toilets and concessions available on the day itself by accessing the John Smith's Stand at the back of the St Andrew's Road Stadium Car Park.

### **Refreshments:**

You are able to purchase refreshments from the stadium before the event, but there will also be a designated water stop throughout the route for you.

### **First Aid:**

There will be first aiders scattered around the course as well as a station at the start/finish areas for you if you need them.

### **Insurance:**

By competing in this event you will receive basic insurance via UK Athletics in case of injury, however you might want to undertake a more comprehensive insurance policy if you deem fit.

### **FAQ's:**

Please visit the 'Run for Pounds' page on facebook for a list of FAQ's. If yours is not there please post on it and we will answer it.

### **Contacts:**

Run questions – [runforpounds@htafc.com](mailto:runforpounds@htafc.com)  
Sponsorship questions –  
[katie.collinson@yaa.org.uk](mailto:katie.collinson@yaa.org.uk)



## Getting Support



*Let people know you are supporting the 'Keep It Up' campaign and that you are participating in 'Run for Pounds'. Don't forget to spread the word to your family, friends, neighbours and colleagues; after all, you want to reap the rewards for the pain you'll go through!*

### **Money Matters:**

Collecting money can seem even more difficult than taking part in an event, but the following advice should make things easier for you.

### **Online Fundraising – Just Giving**

The easiest way for you to donate to the cause and collect your money is through online websites.

However, when setting up your account there are two things you must do to ensure we get the money correctly:

1. When setting up your page, choose 'Yorkshire Air Ambulance' as your chosen charity (as Keep It Up is not a registered charity)
2. Email [katie.collinson@yaa.org.uk](mailto:katie.collinson@yaa.org.uk) with confirmation of your site and it's link e.g. <http://www.justgiving.com/yourpagename>

You must also make it clear in the page description that you are fundraising for 'Keep It Up' and that half the money goes to Town's Academy and half to YAA.

### **Other Fundraising – Postal**

On the next page you'll find a copy of a 'Keep It Up' sponsorship form.

Please do not send cash through the post. Wherever possible encourage people to write cheques for their sponsorship made payable to the 'Keep It Up' campaign. If you receive cash or cheques payable to yourself, bank them and then write a cheque to the 'Keep It Up' campaign for the full amount. Please send cheques made out to 'Keep It Up' to 'Huddersfield 10k – Run for Pounds' at:

Yorkshire Air Ambulance,  
Cayley House,  
10 South Lane,  
Elland,  
HX5 0HQ

### **Fundraising Deadline – 1 May 2012**



