TERMS AND CONDITIONS (Fundraising – Challenge Events)
31st October 2025

2026 Great North Run

General Terms

1. **Liability**: Epilepsy Action is not liable for any injury or loss you may suffer or incur as a result of preparing for or participating in the 2026 AJ Bell Great North Run.
2. **Force Majeure**: If the 2026 AJ Bell Great North Run cannot proceed due to force majeure, Epilepsy Action will be partially or fully exempt from responsibility depending on the impact. Unfortunately, no refunds will be issued if the event is cancelled for any reason.
3. **Physical Fitness**: It is your responsibility to ensure you are physically fit to participate in a long-distance running event. If in doubt, seek advice from a healthcare professional.
4. **Non-Transferable Entries**: Race entries are strictly non-transferable. Please ensure the accuracy of the personal data you provide. Epilepsy Action reserves the right to take legal action against parties responsible for false declarations or impersonations that cause loss or damage.
5. **Use of Images**: Epilepsy Action reserves the right to use images of participants for promotional purposes. If you would prefer for your image to not be used in future publications, please let the events team know by emailing events@epilepsy.org.uk.
6. **Amendments**: Epilepsy Action reserves the right to amend these terms and conditions without prior notice.

Participation Requirements

1. **Age Requirement**: Participants must be at least 18 years old on race day.
2. **Data Storage**: By signing up for the 2026 AJ Bell Great North Run, you agree to have your information stored in our database.
3. **Data Sharing**: Your information will be shared with the Great North Run office as necessary for race participation. We may also pass your details to service companies authorized to act on our behalf (e.g., email marketing platforms).
4. **Contact Information**: Keep Epilepsy Action updated with any changes to your contact details.

Running with Your Own Ballot Place

1. **Securing a Ballot Place**: Ensure you have secured a ballot place from the Great North Run before applying to join the Epilepsy Action team.
2. **Application Without Ballot Place**: If you apply without an allocated ballot place, Epilepsy Action has no obligation to provide you with a charity place in the event.
3. **Fundraising Encouragement**: While there is no minimum fundraising requirement for those running with their own ballot place, we encourage you to share your fundraising page to maximise donations.
4. **Withdrawal or Deferral**: Notify the Great North Run directly if you wish to withdraw or defer your ballot place.

Running with a Charity Place

1. **Charity Place Commitment**: By accepting a charity place from Epilepsy Action, you agree to pay a £30 registration fee (inc. VAT) and raise a minimum of £400 (excluding Gift Aid) by 27 October 2026.
2. **Fundraising Milestones**: You are required to reach £150 by 30 June 2026. Whilst every effort will be made to help you reach this target, Epilepsy Action reserves the right to reallocate your charity place if there is no fundraising progress made before this point.
3. **Final Sponsorship Payment**: All remaining sponsorship must be paid to Epilepsy Action by 27 October 2026. You are responsible for any shortfall in the minimum sponsorship amount.
4. **Non-Refundable Registration Fee**: The registration fee is non-refundable and non-transferable under any circumstances.
5. **Withdrawal Notification**: Notify Epilepsy Action at events@epilepsy.org.uk if you wish to withdraw your charity place.
6. **Injury and Deferral**: If injured, you may apply to defer your entry to the next year's Great North Run subject to availability and a one-time deferral. Accumulated sponsorship will carry over to the next year's event.
7. **Non-Finishers**: Participants who start but do not finish the Great North Run are still liable to meet the minimum sponsorship amount and are not eligible for deferral.

Fundraising Guidelines

1. **Fundraising Monitoring**: Epilepsy Action may monitor your fundraising progress periodically.
2. **Matched Funding**: Provide any supporting information regarding your company's matched funding scheme, which must be paid by the end of the fundraising period.
3. **Branding Materials**: Epilepsy Action will provide you with branded materials in the fundraising and cheer packs. Please seek permission before adapting the logo onto other materials.
4. **Public Collections**: Obtain appropriate licenses for public collections.
5. **Legal Compliance**: Use legal methods for fundraising and comply with advice in the fundraising pack.
6. **Reputation**: Do not engage in activities that may bring Epilepsy Action into disrepute.
7. **Donation Allocation**: All donations connected to the 2026 AJ Bell Great North Run must go to Epilepsy Action unless otherwise agreed.
8. **Gift Aid**: Gift Aid is not included in your fundraising target as it cannot be guaranteed.

Support from Epilepsy Action

In return for running the 2026 AJ Bell Great North Run for us, we promise to:

1. **Cost Management**: Keep costs to a minimum to maximize your contribution to the charity.
2. **Fundraising Support**: Provide extensive support in the run up to, and on the day, from our experienced Events team.
3. **Community Access**: Grant access to our exclusive Facebook/WhatsApp group to connect with the Great North Run team.
4. **Branded Gear**: Provide a branded running top with iron-on letters.
5. **Cheer Packs**: Supply cheer packs for friends and family.
6. **Cheer Squad**: Offer enthusiastic support along the Great North Run route.
7. **Post-Race Reception**: Host a post-race reception with refreshments, sports massage, and celebrations with team members.
8. **Acknowledgement**: Thank you for your support and keep you updated with the difference your support makes.
9. **Feedback**: Take all feedback seriously and aim to respond within two working days.