

SheUltra® Partnership Pathways

Supporting Women, Families & Communities



About the Difference SheUltra® makes.

SheUltra is a women-only ultra marathon and community event.

Created to offer a supportive and inclusive environment for women taking on long-distance challenge, regardless of experience, confidence, health, or background.

Alongside participation, SheUltra supports women's cancer charities, women-led health projects, and wider community initiatives focused on awareness, access, and support.

Women take part for different reasons and arrive with different levels of support. Many are accompanied by family, friends, and wider community.

The difference SheUltra makes is in how this reality is recognised and accommodated — in the way the event is delivered, how participants are supported, and how partners are involved.



Impact & Scale

SheUltra has grown rapidly since its launch.

- 2024: 500 participants
- 2025: 1,500 participants
- 2026: 3,000 participants expected

Events are delivered in the UK and internationally, with expansion into Europe.

SheUltra® attracts women from a wide range of backgrounds, alongside families, friends, and community supporters.



Partnership Pathways

SheUltra partnerships reflect one core reality: no two women are the same — and neither are the organisations that support them.

Partners engage with SheUltra at different levels, depending on their size, sector, objectives, and community focus.

Some partners choose visibility and alignment. Others focus on local impact, wellbeing, safety, or family support.

This framework allows partnerships to be shaped around shared values and practical outcomes, with room to grow over time.



Strategic & Core Partnerships

Purpose-led partnerships with relevance across sectors and communities.

Strategic & Core partnerships are designed for organisations that want more than logo placement.

Organisations that value trust, credibility, and long-term alignment within a women-led, family-inclusive ultra marathon delivered to a high professional standard.

Strategic and Core Partners are integrated into the event environment, digital storytelling, and wider SheUltra ecosystem in ways that feel natural, relevant, and respectful.

Partnerships at this level are shaped collaboratively around shared objectives, sector relevance, and practical outcomes, rather than fixed packages.



Local & Community Partnerships

Grounded partnerships with visible impact at a local level



Local and Community Partnerships are designed for organisations that want tangible involvement in a women-led ultra marathon delivered to a high professional standard.

These partnerships focus on practical contribution and visible presence, supporting the safe, smooth, and positive delivery of the event for participants, families, volunteers, and local stakeholders.

Partners at this level are integrated into the operational and community-facing aspects of SheUltra — contributing to areas that matter, are noticed, and add genuine value to the experience on the ground.

This pathway suits organisations that value credibility, local relevance, and trusted association, while engaging with a large, diverse female audience and the wider community that surrounds them.



Community Supporters

Visible support for women, families, and the wider SheUltra community.



Community Supporters are businesses and individuals who choose to stand alongside SheUltra in a visible, values-led way.

This pathway is designed for those who want to show support for women taking on a significant personal challenge, and for the families and communities that surround them — without commercial activation or selling.

Community Supporters are acknowledged as part of the wider SheUltra ecosystem, reflecting shared values around inclusion, wellbeing, and community presence.

This level offers a simple, respectful way to be involved and recognised.



Partnership Pathways at a Glance

Purpose-led partnerships with relevance across sectors and communities.



Core Brand Partner

Integrated, high-impact partnerships shaped around shared objectives, long-term alignment, and national or international reach.

Strategic Partner

Purpose-led partnerships offering deep alignment, storytelling integration, and leadership positioning within a women-led ultra marathon delivered to a high professional standard.

Local & Community Partner

Operational and community-embedded partnerships supporting the delivery of the event and its experience for participants, families, and local stakeholders.

Community Supporter

Visible, values-led support for women, families, and the wider SheUltra community.



Investment levels (Summary)

CORE BRAND PARTNER

£25,000 – £45,000

STRATEGIC PARTNER

£10,000 – £18,000

LOCAL & COMMUNITY PARTNER

£1,000 – £2,500

COMMUNITY SUPPORTER

£250

ALL PARTNERSHIPS ARE SHAPED AROUND
ALIGNMENT, RELEVANCE, AND PRACTICAL
OUTCOMES.



LET'S CREATE SOMETHING MEANINGFUL TOGETHER

PURPOSE-LED PARTNERSHIPS, SHAPED AROUND ALIGNMENT, RELEVANCE, AND REAL-WORLD IMPACT.

**SHEULTRA PARTNERSHIPS ARE NOT OFF-THE-SHELF PACKAGES.
THEY ARE BUILT COLLABORATIVELY AROUND SHARED VALUES, CLEAR OBJECTIVES, AND PRACTICAL OUTCOMES
— CREATING RELEVANCE FOR YOUR ORGANISATION AND LASTING VALUE FOR THE WOMEN AND COMMUNITIES WE
SERVE.**

**WHETHER YOUR FOCUS IS BRAND ALIGNMENT, COMMUNITY PRESENCE, EMPLOYEE ENGAGEMENT, STORYTELLING,
OR LONG-TERM IMPACT, WE WORK CLOSELY WITH PARTNERS TO SHAPE A RELATIONSHIP THAT FEELS
AUTHENTIC, CREDIBLE, AND EFFECTIVE.**

**WE WELCOME CONVERSATIONS WITH ORGANISATIONS OF ALL SIZES WHO WANT TO BE PART OF SOMETHING
THAT IS PROFESSIONALLY DELIVERED, VALUES-LED, AND GENUINELY INCLUSIVE.**

LET'S EXPLORE WHAT PARTNERSHIP COULD LOOK LIKE — TOGETHER.

