

Chasing
Extraordinary



NIKKI LOVE
RUNS

@nikkiloveruns



Who is Nikki Love?



Adventure Runner

Nikki loves to see where her feet will take her and they have taken her all over the World



Inspirer of school children

Nikki loves to encourage kids to be active and she regularly visits primary schools to talk about her adventures



Author

Nikki is a published author and blogger



Record Breaker!

In 2017 Nikki ran 63 marathons in 63 days, breaking the current world record of 60!



Motivational Speaker

Nikki is a regular speaker at the National Running Show, at corporate events, running clubs and retail stores

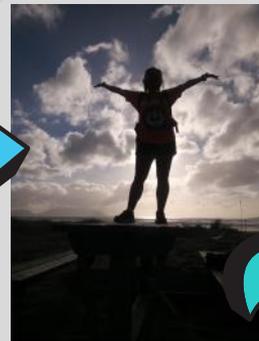
What is Chasing Extraordinary?

For me it's all about taking yourself from where you are now to where you want to be



Your current level to the next level

Setting yourself goals and taking the action to achieve them



It's all about dreaming and thinking **BIG!**



People ask me "But what happens when you reach your extraordinary?". Well that's easy...

...Think big again, set your goals for your next level, and go chasing that extraordinary again!

What we can offer

I truly appreciate the commitment that people and companies make when they support and follow me. In return for support I can offer:

Brand exposure - Have your logo displayed on my running kit, or support vehicles, or kit bags, or anywhere you would like (within reason!)

Social media mentions - Be it specific posts about your brand, mentions when your product is used, or being featured in the pictures I post, have your brand exposed to thousands of my followers on Instagram, Twitter and Facebook

Motivational talks - As part of any support package I can visit your offices and give talks to your workforce. In my talks I like to share stories about my adventures and how the right mindset helps me accomplish them

Product reviews/tests - My adventures offer a rare opportunity to field test any products for long periods of time, in situations that will be more extreme than normal use! Test data and reviews are available

Who Chases Their Extraordinary?

The simple answer to this is **EVERYONE!** It doesn't matter who you are. You can be young or old. Have children or not. Be a runner or even never run in your life! The truth is Chasing Extraordinary is something everyone can do.

As a result I reach a varied demographic of people, which gives you the opportunity to reach people who may not normally be exposed to your brand

THE FOLLOWING

Nikki's social media following has been growing consistently since her first major running adventure, 63 marathons in 63 days. She saw great success in reaching out to her followers during the 63 in 63 with daily posts and live broadcasts, and this continued to prove successful other adventures, such as her Run Around Ireland, Run Across The Netherlands, and running Offa's Dyke.

Social Media following*

4,000

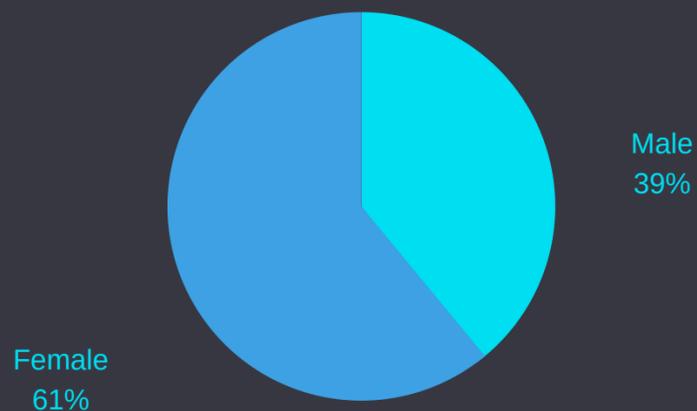


Potential Social Media reach**

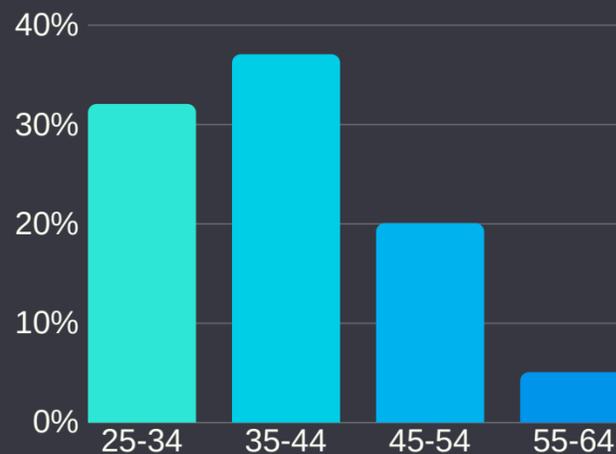
120K+

Instagram Impressions***

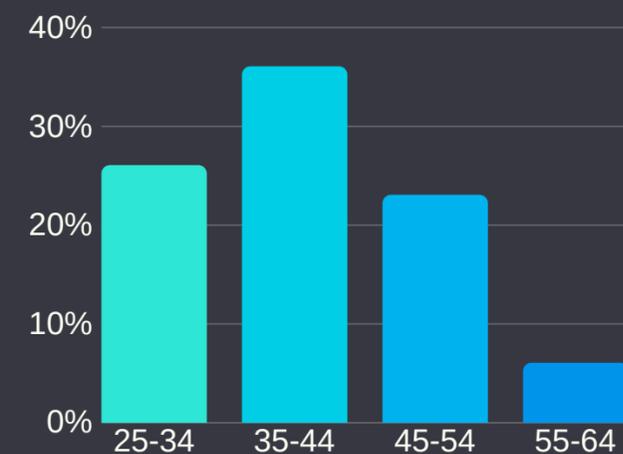
POSTS - 9,700
STORIES - 200



Gender



Age Range - Female



Age Range - Male

* incl Instagram, Facebook and Twitter

** based on actual reach and main supporters reach

*** approximately based on recent posts and stories

The next adventure...

NIKKI LOVE
RUNS
ACROSS OZ



In 2020 I'll be running across Australia! Perth to Sydney in 63 days to break a 17 year old Guinness World Record

How you can help?

In order to succeed in this adventure I'm looking for support and help with the following things. This can be either the actual requirement or financial support towards them:

- Flights
- Motorhome
- Fuel
- Food
- Video recording equipment
- Tracking equipment
- Accommodation
- PR support
- Marketing support
- Killer bug repellent
- Beer
- Branded merchandise



Please get in touch to discuss how we can work together to benefit each other and how you can be part of this record breaking adventure!

Sponsorship packages

Be part of the Run Across Australia and have your brand associated with this epic adventure!

Run Across Australia Friend up to £499

We appreciate any funding that we get, no matter what size, and this package allows companies to be part of something epic no matter what your sponsorship budget!

- **Your logo and link to website on the "Friends of the Adventure" page at nikkilove.co.uk**
- **Social media thank you featuring your brand and message**
- **Your name will be included in the thank you page of the book Nikki will write about the adventure**

Run Across Australia Supporter £500-£2000

Would you like your brand to be seen on the support vehicle? More information about you on Nikki's site? Or even a visit from the Adventurer herself? Then get in touch to discuss this package further!

- **All options in Friends package, with additional company details with logo**
- **Logo on "Sunny" the support van***
- **On site visit from Nikki to give motivational talk***

*option dependent on location and size of package taken. Please contact the Team to discuss further

Run Across Australia Sponsor £2000 upwards

We would love to work with you as a major sponsor of the adventure. This package is fully customisable to your needs based on your commitment. Please get in touch to arrange a chat

- **Logo featured on the home page of nikkilove.co.uk**
- **On site visit from Nikki to give motivational talk**
- **Brand exposure options including:**
 - **Logo on "Sunny" the support van**
 - **Adventure kit (shirt, bags etc.)**
 - **Schools programme map**
 - **Logo in credit of documentary about the adventure**
 - **Logo in thank you page of book about the adventure**
 - **Scheduled social media posts inline with your marketing plans**

How to get in touch

I'd love to hear from you and talk to you about everything Chasing Extraordinary and my future plans, so please get in touch through one of the channels below



nikki@nikkilove.co.uk



@nikkiloveruns



@nikkiloveruns



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@nikkiloveruns



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