



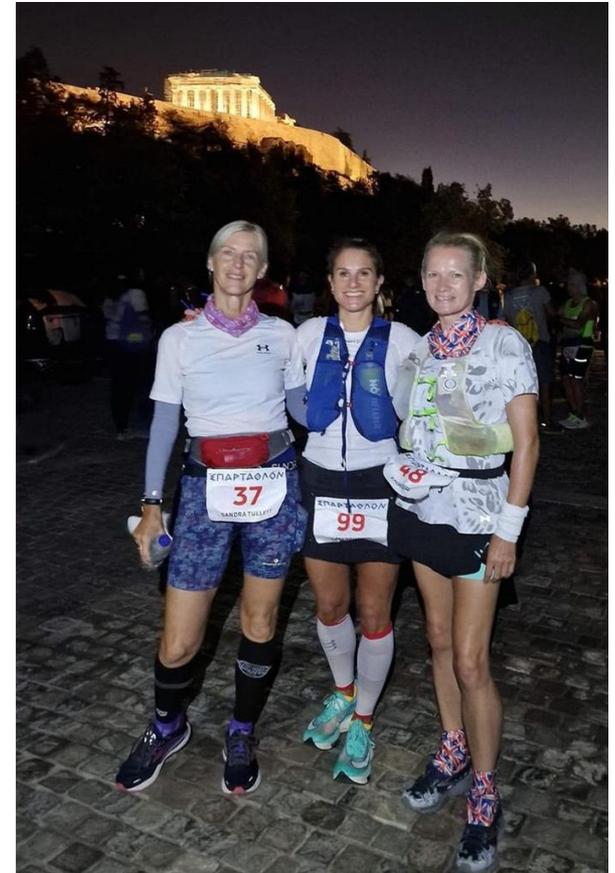
British Spartathlon Team 2026 Invitation to sponsor



What is Spartathlon?

Spartathlon is a 153-mile (246km) ultramarathon ran mainly on roads, tracks and trails between the Greek capital of Athens and the historic town of Sparta on the Peloponnese. It is widely dubbed as the 'most gruelling foot race on earth'.

The race's roots trace back to the 490BC Battle of Marathon when Athenian messenger Pheidippides was sent to ask for Spartan help against invading Persian forces.



According to the ancient Greek historian Herodotus, Pheidippides arrived in Sparta the day after his departure from Athens and passed over the summit of 1,000m Mount Parthenion on the way.



What is Spartathlon?

Fast-forward to 1983 when a group of British RAF officers led by Wing Commander John Foden (centre, right) decided to put those historic texts to the test by running from Athens to Sparta in less than 36 hours.

So impressed were the Greeks with this restaging of a key historic event that an annual race was founded to commemorate the RAF officers' effort.

The modern Spartathlon was born...



Who takes part in Spartathlon?

Such is the extreme nature of the race that it attracts interest from elite ultra runners with past participants including Scott Jurek, Camille Heron and former Team GB European 24 hour Champion Dan Lawson (right).



These highly trained athletes have competed at the highest level for many years and have an interest in a wide range of apparel, nutrition, training and equipment. Their average estimated spend on sport-related items is well in excess of £1,000 per year per runner.

The racing field is 400, which together with supporters and volunteers, means the race is followed by a live participating audience of some 2,000, as well as the many thousands coming out to support and hundreds of thousands taking an online interest.

The British Spartathlon Team

The British Spartathlon Team represents and coordinates the efforts of British-based runners each year.

At the race, the BST has a distinct presence and widely gains plaudits as the best turned out country team over the course of the event.



The BST also has a media presence on the [web](#) and [Facebook](#). Additionally, members of the team update the @SpartathletesUK account and #Spartathlon hashtag on Twitter & Insta before, during and after the event. Many team members have their own blogs and strong social followings. BST Spartathlon Team CIC is a Community Interest Company registered at Companies House. No.14846597



BST sponsorship opportunities

Race rules prevent the display of sponsor logos on running apparel. However the team will have a large crew of supporters who will be issued with their own distinctive T-shirts bearing sponsor logos.



Each sponsor receives a dedicated entry on the British Spartathlon Team website – which is widely seen as a key race resource for both British runners and those from other countries. Sponsors are also invited to contribute regular content for the BST website – these will also be promoted on both the BST and the various runners’ own social media.

For 2026 the BST offers three different tiers of sponsorship: Gold, Silver & Bronze

BST sponsorship 2026 Gold (1 Sponsor)

Benefits:

- Lead logo on the BST crew T-shirts (right)
- Monthly opportunity for outreach on the BST website via articles/guest blogs
- Unique lead sponsor page on the BST website
- Framed crew T-shirt
- High quality images of athletes using products where appropriate

Cost: £3,000



BST sponsorship 2026 Silver (4 Sponsors)

Benefits:

Secondary position logo on the BST crew T-shirts (see right)

- Two opportunities for outreach on the BST website via articles/guest blogs
- Company profile article on the Sponsors page on the BST website
- Crew T-shirt
- High quality images of athletes using product where appropriate

Cost: £750



BST sponsorship 2026 Bronze (6 sponsors)

Benefits:

- Tertiary position logo on the crew T-shirts
- Crew T-shirt
- High quality images of athletes using products where appropriate

Cost: Benefits in kind (this can include pro bono work such as marketing/PR services, supply of nutrition products, sun protection etc)



BST sponsorship 2026

Sponsoring the British Spartathlon Team not only allows a company exposure to many of the greatest current ultra runners in the UK and beyond, but also provides association with one of the world's greatest races.

To take advantage of this unique low-cost opportunity for such association, please contact the British Spartathlon Team at britishspartathlonteam@gmail.com



