



**SNOW
CAMP**
Snowsports Youth Charity

AJBell

2024 AJ BELL 3 VALLEY RALLY

13th - 16th April, Val Thorens, 3 Vallées, France



SNOW-CAMP.ORG.UK/EVENTS/AJBELL3VALLEYRALLY

“The AJ Bell 3 Valley Rally has fast become Snow Camp’s biggest and best fundraising event in the Alps, raising vital funds to support our work and giving our fantastic teams a unique and fun challenge and an alpine experience to remember!

Following the huge success of the 2023 event, the Snow Camp team, our young people and many wonderful supporters will be returning to the stunning Le Fitz Roy Hotel in Val Thorens this coming April for another AJ Bell 3 Valley Rally. Everyone is welcome - we hope you can join us!”

- Dan Charlish, Snow Camp Founder & Director



EVENT OVERVIEW

The AJ Bell 3 Valley Rally will take place from April 13th – 16th 2024 in Val Thorens, Les 3 Vallées, France.

Teams of 4 will compete over 2 full days (Sunday and Monday) by taking on multiple snow sports activities across the Val Thorens resort, including a biathlon, snowshoe hike, zip wire challenge, ski orienteering, team distance challenge and a downhill parallel slalom racing to finish.

The activities are only half the fun. Also included are themed après parties at Folie Douce and Le Fitz Roy hotel and luxury meals inspired by the mountains, prepared by Le Fitz Roy's executive chef Jonas Noël.





WELCOME TO LE FITZ ROY - OUR HOME FOR THE EVENT

The 3 Valley Rally will take place in stunning Val Thorens at one of the most prestigious hotels in the alps, Le Fitz Roy.

The 5* Le Fitz Roy sits at the heart of Europe's highest ski resort and will be open exclusively for teams taking part in the 3 Valley Rally and their guests.

Luxurious rooms, top-quality dining, a top of the range spa, ski in / ski out access, our own huge terrace overlooking the mountains... it is the perfect base to help us raise this event to new levels and continue the celebrations of our 20th anniversary year in style.

With the dates being later in the season, and with Val Thorens sitting at 3200m, we give ourselves the best chance of sunny days and great snow. The valley and ski area is huge, with enough massive ski runs to keep everyone very happy!



EVENT DETAILS



Saturday 13th April

Arrival day! We kick off on Saturday evening with a wonderful Welcome Dinner and drinks with all teams, hosted at Le Fitz Roy restaurant, lovingly prepared by Le Fitz Roy's very own executive chef Jonas Noël.

Afterwards, the classy and cosy bar area will be perfect for some last-minute planning and strategy discussions before we launch the event first thing Sunday morning.

Sunday 14th April

Sunday is the first big day of the 3 Valley Rally competition itself. Teams will set off in time for the first lift and over the course of the day take part in challenges across the resort including the snow shoe hike, biathlon, ski orienteering and the zip wire challenge.

Après ski will kick off on our own private terrace at Le Fitz Roy in the evening, where the 80's will be in full effect: Think DJ's, neon outfits, pizzas, rosé and a great chance for teams to share stories from the first day of the event.





Monday 15th April

Day 2 of the main event! During the morning teams take on the Team Distance challenge, skiing together with top of the range trackers to complete as many km's possible in the time allowed.



A delicious on-piste BBQ will then be served at our own paddock at the foot of the Dual Parallel Slalom event, which teams will compete in throughout the afternoon. The course is set on a lovely blue run enabling everyone to take part.



Our friends at the Folie Douce will then be putting aside a private terrace for our teams at their own unique apres ski session.

Then it is a quick ski (or gondala) down to the Hotel, before celebrating everyone's achievements at the Awards Dinner back at Le Fitz Roy. The private party in the Hotel goes on till late with our own resident DJ's and live band keeping everyone entertained till the early hours.



Tuesday 16th April

Teams depart on Tuesday – or of course feel free to stay out in resort for longer should you wish!

EVENT PACKAGES

SILVER PACKAGE - £2,400 PER TEAM OF 4

Similar to last year, the Silver Package includes entry to the AJ Bell 3 Vally Rally for a team of 4, and you can check all that this includes in the full Event Pack attached. As before, following your registration, we will be in touch to confirm your room requirements before linking you up with Le Fitz Roy. Please view all room options and prices below. Teams will then have a minimum fundraising target for Snow Camp of £5,000 per team of 4.

GOLD PACKAGE - £15,000 PER TEAM OF 4

Following feedback from last year, we have a new package for 2024! The Gold Package is for those who want to know everything is covered up front, and that everything will be taken care of for your team. It includes full entry to the AJ Bell 3 Vally Rally for a team of 4, and you can check all that this includes below, as well as superior accommodation for 3 nights for your team of 4 in two Junior Suite's at Le Fitz Roy. Airport transfers to and from Val Thorens and premium level ski hire are also included too. Flights are not included. The Gold Package also covers all your fundraising to the level of £7,000 per team of 4 upfront, so you don't have to worry about this.

Please note - as part of our new registration process using the Enthuse platform, every team member will still automatically receive a fundraising page - but there is no requirement to fundraise with the Gold Package. Of course, if you would still like to share your page with your friends and family and tell them about the charity and the challenge you are taking on - please do! And the £7,000 fundraising contribution will show on your team fundraising page as offline fundraising.



WHAT YOUR REGISTRATION FEE INCLUDES

Our goal with the £600 per person registration fee (£2,400 per team of 4 – based on the Silver Package) is to be able to cover all of your costs to participate in every aspect of the event - and we aim to break even on this, so we negotiate discounted charity rates wherever we can, and any spare goes in the Après Ski pot!

But just so you can see what is included (and therefore what great value it is!) please see below:

Included in your £600pp registration fee:

- ✓ 1 x 2 day Val Thorens Ski Pass (Sunday and Monday)
- ✓ 1 x entry to the Orienteering Challenge (Sunday)
- ✓ 1 x entry to the Snow Show Hike (Sunday)
- ✓ 1 x entry to the Biathlon Challenge (Sunday)
- ✓ 1 x ride on the Val Thoren super Zip wire experience (Sunday)
- ✓ 1 x entry to the Team Distance Challenge, including trackers and tech (Monday)
- ✓ 1 x entry to the Team Dual Parallel Slalom race event (Monday)
- ✓ 2 x 3 course dinners with wine served by Le Fitz Roy's Executive Chef Le Fitz Roy's very own executive chef Jonas Noël (Saturday and Monday)
- ✓ 1 x packed lunch, snacks and drink (Sunday)
- ✓ 1 x paddock BBQ lunch at the Slalom event (Monday)
- ✓ 1 x Après Ski session with welcome drinks included on the private terrace at Le Fitz Roy including 80's party, kit and DJ (Sunday)
- ✓ 1 x Après Ski session on our own private terrace on the Folie Douce (Monday)
- ✓ Team event bibs
- ✓ Cups and prizes
- ✓ Medals for everyone
- ✓ Snow Camp support with anything you need



YOUR STAY AT THE LE FITZ ROY

All teams will stay at the 5* Le Fitz Roy so the atmosphere will be fantastic! Le Fitz Roy have also generously offered a 20% charity discount for every guest staying at the hotel for this event. Please see the room options below.

NOTE: ALL ROOM PRICES LISTED ARE FOR 3 NIGHTS, IN EURO'S, FOR 2 PEOPLE UNLESS STATED OTHERWISE. ALL ROOMS CAN BE ARRANGED AS DOUBLES OR TWINS.

All rooms include a luxurious breakfast, wifi, full access to the hotel's luxury spa and access to the sauna, steam room and indoor pool. View all the rooms at www.beaumier.com

Room type	Standard price for 3 nights	Special 3 Valley Rally price (Euros)	Number of rooms available	Size
Superior (village view – 2 adults)	2010	1608	21	25-32m2
Superior (piste view – 2 adults)	2220	1776	9	25-32m2
Privilege (village view – 2 adults)	2340	1872	7	36-39m2
Privilege (piste view – 2 adults)	2525	2020	6	32-25m2
Privilege Family Room (village view – 2 adults +)	2625	2100	13	31m2
Junior Suite (village view – 2 adults)	2865	2292	1	39-60m2
Junior Suite (piste view – 2 adults)	3075	2460	9	31m2
Duplex Suite (village view – 2/3 adults, 1 bathroom)	3735	2988	2	60-72m2
Family Suite (piste view – 2/4 adults, 1 bathroom)	4035	3228	3	72m2
Suite Beaumier (piste view – 2/4 adults)	5000	4000	1	80m2

All bookings and payments will be arranged directly with Le Fitz Roy. We will introduce you to their team shortly after registering. Rooms are allocated on a first come first served basis.

YOUR FUNDRAISING

Depending on the event package you choose (detailed above) your team will either have a minimum target, or your fundraising will have been covered upfront if you have chosen the Gold Package.

With over 20 teams involved, we are hoping to raise a fantastic amount to support Snow Camp's important work with young people across the country. Thank you so much for all your efforts and support, it means a great deal to all the team at Snow Camp.

Every pound you raise will go towards supporting Snow Camp's work with inner-city young people. We deliver an accredited journey of snowsports courses at indoor snow centres, taking young people who would never have had the opportunity to experience snowsports from absolute beginner to qualified snowsports instructors over a year. The Snow Camp programme journey also includes volunteering opportunities, vocational training, gaining qualifications and apprenticeships – alongside life skills training and mental health support.

Your support will help us turn many more young lives around through the power of snowsports.

Find out more about Snow Camp: snow-camp.org.uk



GUESTS

We are delighted to welcome your (non-competing) guests to join you at the AJ Bell 3 Valley Rally.

To ensure they have a great experience in Val Thorens, we offer a package with a range of options every guest can choose from, including meals, après ski drinks and lift passes. These will be communicated with Team Captains after registering, then arranged with the Snow Camp team directly.

TRAVEL

Silver Package teams and guests arrange their own travel and transfers to and from Val Thorens. Gold Package teams arrange their flights, but transfers are included and will be arranged with Team Captains before travel.

Address: Hôtel Le Fitz Roy, Place de l'Eglise, 73440 Val Thorens, France

All teams and guests are welcome to depart anytime you wish on Tuesday 18th April, after your final delicious breakfast of course!



SIGN UP TODAY

So, what is left to think about? It's going to be a unique and special event and we would love to have you there.

Please secure your team space today by visiting:

[SNOW-CAMP.ORG.UK/EVENTS/AJBELL3VALLEYRALLY](https://snow-camp.org.uk/events/ajbell3valleyrally)





"Snow Camp has been my saving grace, if it wasn't for the charity, I really don't believe I'd still be here."

Attending Snow Camp gave me a routine, which really helped my mental health. I am now so confident in all aspects of life I can talk to anyone even large groups of people. Snow Camp has shown me that I can do anything I put my mind to, and that hard work and determination goes a long way."

- Kym Scobie, former Snow Camp Apprentice and Youth volunteer

"I love the way Snow Camp opens up the world of snowsports to young people who would never otherwise experience the mountains or this lifestyle we love so much. Our industry needs Snow Camp and we're behind them all the way!"

- Chemmy Alcott, Winter Olympian and Snow Camp Patron



OUR SPONSORS AND PARTNERS



We wouldn't be able to run this event without our headline sponsors, AJ Bell. AJ Bell have been supporting the charity for several years and are one of our key partners.



Le Hotel Fitz Roy have been a huge help in making this event happen enabling us to exclusively use their wonderful hotel at a generously discounted rate.



Beaumier, the luxury hotel group behind Le Fitz Roy, have supported the charity for several years, enabling groups of young people to visit the Alps and collecting 2 euros from every guest to support our work.

WITH SPECIAL THANKS TO



If you or your company would like to sponsor the AJ Bell 3 Valley Rally, please get in touch with dan@snow-camp.org.uk to discuss the options available.



"AJ Bell are delighted to support Snow Camp's work with underprivileged young people across the UK.

Their impact is so important to provide positive opportunities for young people who need them the most; we want to do all we can to get behind Dan and the team. Partnerships like this fantastic event are valuable and rewarding for everyone involved, and really help raise the profile and funds needed for Snow Camp's work."

- Andy Bell, Founder, AJ Bell



If you have any questions about the event or Snow Camp more broadly, please contact dan@snow-camp.org.uk or visit snow-camp.org.uk.

We look forward to seeing you in Val Thorens.