


SNOW CAMP · AJBell. · Knight Frank · FT FINANCIAL TIMES · Beaumier · THE SNOW CENTRE · LIVE UNITED Val Thorens · Audacius · Après Ski Bands · CoolBus · La Folie Douce 2009 · TracTrac Leaders in live tracking · JOHN'S AMERICAN RESTAURANT

# Welcome

“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 event over the past 4 years, the Snow Camp team, our young people and many wonderful supporters will be heading to the stunning Hotel Le Val Thorens in Val Thorens in April 2027 for another AJ Bell 3 Valley Rally. Everyone is welcome - we hope you can join us!”

— Dan Charlish, Snow Camp Founder













# Six snowsport challenges, two action-packed days

The AJ Bell 3 Valley Rally will take place from Thursday 15th to Sunday 18th April 2027 in Val Thorens, Les 3 Vallées, France.

Teams of 4 will compete over 2 full days (Friday & Saturday) by taking on multiple snowsports activities across the Val Thorens resort, including a biathlon, snow shoe hike, zip wire challenge, ski orienteering, team distance challenge and a duel parallel slalom race to finish.

The activities are only half the fun. Also included are themed après parties at Bar360 and Hotel Le Val Thorens, plus luxury meals inspired by the mountains, prepared by Le Val Thoren's very own executive chefs.








# Our playground

LIVE UNITED Val Thorens

The Rally returns to Val Thorens once again - Europe's highest ski resort reaching an altitude of 3200m!

With great historical snowfall records, we're giving ourselves the best chance of sunny days and great snow for the event.

The valley and ski area is huge, with over 150km of varied ski runs to keep everyone very happy!

The view from Hotel Le Val Thorens alone is stunning: a panorama of snow-capped mountains and enticing pistes.

Last season, there was still skiing taking place in May in Val Thorens, so it's definitely the best resort for a fantastic late season event.










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# LE VAL THORENS

VAL THORENS

# Our home for the event

One of the special aspects of the Rally is having all our teams staying together at the 4* Hotel Le Val Thorens - according to our partners Beaumier, the birthplace of the 'ski-in, ski-out' lifestyle.

Le Val Thorens 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 deliver an unforgetable event and bring our amazing teams together to support Snow Camp's work with young people.

With generously discounted rooms (shown later in this pack), we can't wait to welcome you to our home away from home.

# Your travel plans

## ARRIVALS - THURSDAY 15TH APRIL

Teams are welcome at Le Val Thorens from 1pm onwards on Thursday 15th April, giving you a chance to relax, settle in and enjoy the spa before we kick off with a wonderful welcome dinner and drinks with all teams & guests, lovingly prepared by Le Val Thoren's very own executive chefs.

Afterwards, the classy and cosy bar area will be perfect for some last-minute planning and strategy discussions before the challenges get underway first thing on the Friday morning.

## DEPARTURES - SUNDAY 18TH APRIL

Teams depart on Sunday by 11am, before or after your final delicious breakfast at the hotel!





# The 3 Valley Rally

## DAY 1 - FRIDAY 16TH APRIL

Following a hearty breakfast, the 3 Valley Rally kicks off on Friday 16th April with a Le Mans start outside Hotel Le Val Thorens.

Throughout the day, you and your team will enjoy the Orienteering Challenge - collecting as many checkpoints as possible around the whole of the Val Thorens ski area, with points awarded for every successful checkpoint reached.

During the day, your team will also have 3 pre-determined time slots (chosen at random) to take on the Snow Shoe Hike, the Biathlon Challenge plus a 3 Valley Rally favourite, the longest zip wire in the Alps!

We'll keep your energy levels topped up with delicious hot food on offer at a central location on the piste.

To celebrate the day's achievements, our friends at Bar360 will then welcome us to their private terrace exclusively for 3 Valley Rally teams & guests - an Aprés Ski session not to be missed!



# The 3 Valley Rally

## DAY 2 - SATURDAY 17TH APRIL

On Saturday, after another hearty breakfast, we go again!

During the morning, teams take on the Team Distance Challenge, skiing together with live 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, which teams will compete in throughout the afternoon. The course is set on a lovely blue run enabling everyone to take part.

Our very own 80's Aprés Ski will kick off at 5pm on Le Val Thoren's private terrace. Think live artists, neon outfits, rosé, alpine beers and a great chance for everyone to share their stories from the two days around the mountain!

Then it's a short break before celebrating everyone's achievements at the Awards Dinner. The private afterparty will bring the event to a close, with our own live band to keep everyone entertained until the early hours of Sunday morning.



# Your 3 Valley Rally Entry

At just £500 per person (or £2,000 for a team of 4) your entry fee covers all the costs to take part in all the challenges and activites that make up the AJ Bell 3 Valley Rally.

## Here's what's included:

- 1 x 2 day Val Thorens Ski Pass
- 1 x entry to the Orienteering Challenge
- 1 x entry to the Snow Show Hike Challenge
- 1 x entry to the Biathlon Challenge
- 1 x ride on the Val Thorens Zip Wire Experience
- 1 x entry to the Team Distance Challenge, including live trackers
- 1 x entry to the Dual Parallel Slalom
- 2 x 3 course dinners with wine served by Le Val Thorens's executive chefs
- 1 x hot food lunch & refreshments on the piste (Day 1)
- 1 x paddock BBQ lunch & refreshments at the Slalom (Day 2)
- 1 x Après session with welcome drinks on the private terrace at Le Val Thorens including 80's party kit and live artists
- 1 x Après session at Bar360
- 1 x After Party in Hotel Le Val Thorens with live artists
- Team event bibs
- Cups and prizes
- Medals for everyone
- Full fundraising and event support from the Snow Camp team with anything you need in the lead up to the event and during the event weekend itself.

Following your registration, your team will then have a dedicated JustGiving page linked to the event. With your entry fee taken care of, you can then proudly tell all your friends, family and colleagues that 100% of their generous donations will directly support Snow Camp's work with young people across the UK.

Please note: flights, transfers, ski hire and your rooms at Hotel Val Thorens are not included, however we are very pleased to offer a range of discounts via our event partners to help with your preperations. See further in this pack for more details.

# Your fundraising

With over 20 teams involved, we're incredibly grateful for every pound raised towards our work with underprivileged young people across the UK.

Every team will have a minimum fundraising target of £5,000 and your support will give the opportunity for young people from underserved communitites to experience snowsports for the very first time, whilst developing invaluable life-skills and qualifications, alongside recieving mental-wellbeing support and access to the positive career pathways Snow Camp provide.

You'll have the opportunity to meet our fantastic young people at the Rally; giving you the chance to hear their stories first hand and see the impact your support and Snow Camp has had on their lives.

Thank you so much for being part of the event! Your participation means a great deal to all the Snow Camp team and your support will help us to turn many more young lives around with the power of snowsports.

Find out more about Snow Camp's work by visiting snow-camp.org.uk.



# Choose your rooms at

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# LE VAL THORENS

VAL THORENS

Beaumier Hotels are once again supporting Snow Camp by offering a generous discount for every team and guest staying at the stunning 4* Hotel Le Val Thorens for the event duration (15th - 18th April 2027).

All rooms can be arranged as single or shared occupany - doubles or twins.

All rooms are allocated on a first come first served basis, and include a luxurious breakfast, wifi, full access to the hotel's luxury spa and access to the sauna, steam room and indoor pool.

**View the hotel at www.beaumier.com**

To reserve your rooms, just email your room choices to Dan Keeley (Event Director) at dan.k@snow-camp.org.uk.

The Hotel Val Thorens team will then be in touch to manage your booking directly.











## Village View Rooms

Total for 3 nights per person based on 2 sharing:

£449.00!

Including breakfast & spa access etc.
(Sole occupancy £898.00)

## Mountain View Rooms

Total for 3 nights per person based on 2 sharing:

£549.00!

Including breakfast & spa access etc.
(Sole occupancy £1,098.00)




# Bring your friends & family

If you have friends & family who would like to be at the Rally, but do not wish to take part in the challenges, no problem!

We are delighted to welcome your (non-competing) guests to join you at the event.

To ensure they have a great experience in Val Thorens, our team can offer a custom package to suit any number of guests you wish to bring; including additional rooms, meals, après ski drinks and lift passes as needed. We can even introduce you to our partner in Val Thorens should your guests wish to have ski lessons or enjoy any other activities on offer in Val Thorens.

Once registered, get in touch with our team who will happily create a custom package for you and your guests.

The more the merrier!



SNOW CAMP
Snowsports Youth Charity

# Previous Guests Include

AJ Bell
Avantor Sciences
BIPSki (Business Network)
Challenge TRG Logistics
Chill Factore
Delancey Real Estate
EOS
EY
Emsere Logistics
Financial Times
Fjord Hus
Flow Foundry
Girl Powder Retreats
Gompels Healthcare
HUSKI
Illuminate Candels
In8.co.uk
Ironmongers Company
Knight Frank
Leathersellers Company
Linklaters
Lloyds of London
Mcgrigor Group
Meriski
Neds Fund Foundation
Newland Construction
Pinsent Masons
Planks Clothing
Praetura Group
Pure Sports Medicine
Ski Armadillo
Ski Boutique
Ski Club of Great Britain
Ski Safari
Skiers Edge
Snow Finel
Somac House Property
SPG Limited
St Martin Solutions
Summit Special
Swiss Life Asset Management
Team Archie Foundation
Tentertaste
The Business Buyers Club
The Leadership High
The Snow Centre
The Wave
Uniq X
Wonderful Homes
Vicio Developments
and many more!










# Sign up today

We’re making it easier than ever to reserve your team space at the 3 Valley Rally in 2027.

With just a £400 deposit, you can guarantee your team entry for the big event.

We have an initial 20 team spaces available, sign up today!

Click here to register today

Following your registration, we’ll be in touch to make sure you’re all set for a fantastic event experience with us!

From all the Snow Camp team, thank you for your support. We’ll see you all in Val Thorens!

WITH VERY SPECIAL THANKS TO

AJBell

Feel good, investing.

“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






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