

CASE STUDY

Client Halow Project Charity
Service Event Management



ABOUT

Following the success of the Damon Hill Karting Challenge 2024, Halow asked us to organise their second Deux Chevaux Challenge rally.

This exciting event involved coordinating a wide range of logistics, including working closely with the rally company, managing ferry, hotel and restaurant bookings, along with ordering merchandise, and, crucially, activating sponsor inclusions.

We took on full project management, overseeing every detail from start to finish to ensure a seamless and memorable experience for all participants. From initial planning to final execution, we handled all aspects of the event with precision and care.



OVERVIEW

The Halow Deux Chevaux Challenge was a thrilling and unique rally event, bringing together participants for a fun-filled adventure while raising funds for a great cause. There were many, many memories made and a lot of laughter.

The event saw teams of drivers navigating a scenic route in classic Citroën 2CVs, creating an unforgettable experience of camaraderie and competition. There were many prizes up for grabs, a delicious gala dinner, and beautiful stopping points.

We worked closely with the 2CV provider and participants were treated to an array of carefully selected hotels and restaurants along the way, where they enjoyed delicious meals and comfortable stays.

Alongside this, we ensured the activation of sponsor inclusions, offering maximum exposure for key partners throughout the event.

The event was not only about the rally, but also about creating lasting memories and fostering a sense of community among participants.

By managing all of the event logistics, from vehicle coordination to guest communications, we ensured a seamless event that ran smoothly from start to finish, contributing significantly to Halow's fundraising goals.



EVENT HIGHLIGHT

This event raised an incredible £51,000. Bringing our total for the charity in 2024 to £96,000 - including the Damon Hill Karting Challenge.

WHY DID THE CLIENT CHOOSE US?

Halow chose us for a variety of reasons, of which some are listed below:

- **Proven Fundraising Success:** Having seen the significant increase in fundraising from our previous event with them, Halow trusted us to deliver even greater results with the Deux Chevaux Challenge.
- **Motorsport Expertise:** Our deep understanding of motorsport events, combined with our strong connections in the industry, made us the ideal partner.
- **Seamless Collaboration:** Halow appreciated how easy we are to work with—our proactive approach, clear communication, and flexibility made the planning process smooth and stress-free for their team.
- **Support with Challenging Aspects:** We took the lead on managing the more complex and time-consuming elements of the event, so that Halow's team could focus on their core responsibilities.
- **Comprehensive Project Management:** By entrusting us with the full project management, Halow was able to ensure the event ran seamlessly without their internal team being bogged down by the details, allowing them to concentrate on their daily operations.



WHAT DID WE DO?

Full project management

Gala dinner organisation

Prize and awards management

Hotel and Restaurant Bookings

Merchandise ordering

Gift bag creation

Sponsor activation

Guest Communications pre, during and post event

Collected and protected confidential guest information

Invoicing and financial management

On-Site Event Support





TESTIMONIALS

"What a brilliant weekend. Thank you so much for all your help you did a fantastic job! I really enjoyed the event and did not have to worry about anything except to give the right prize to the right person. It was seamless!"

Richard Meins, Trustee

"Thank you very much for an incredible weekend! It was a superb event from start to finish."

Guest, Rally Participant

CAN WE ASSIST YOU?

We are driven by our passion for creating and delivering impactful events. No matter the size or scope of the event, we believe that no job is too big or too small. We are dedicated to crafting completely bespoke events for our clients, tailored to meet your specific needs and goals.

Taking great pride in our track record of nothing less than 5-star reviews from our satisfied clients, you can trust us to deliver you a successful and seamless event.

If you would like to discuss your event please contact our founder, Bernadette Palombo, who personally leads all events.

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