

AJBell 3 VALLEY RALLY

VAL THORENS, LES 3 VALLÉES, FRANCE

24-27 APRIL 2025

IN SUPPORT OF



SNOW CAMP

Snowsports Youth Charity



Val Thorens

Pro^sneige



les 3 vallées



360
VAL THORENS

Après-ski Bands

TracTrac
Leaders in live tracking



HUSKI



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 2023 and 2024 events, 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



Six snowsport challenges, two action-packed days

The AJ Bell 3 Valley Rally will take place from Thursday 24th – Sunday 27th April 2025 in Val Thorens, Les 3 Vallées, France.

Teams of 4 will compete over 2 full days (Friday & Saturday) by taking on multiple snow sports activities across the Val Thorens resort, including a biathlon, snow shoe 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 La Folie Douce and Hotel Le Fitz Roy, plus luxury meals inspired by the mountains, prepared by Le Fitz Roy's very own executive chefs.



Our playground



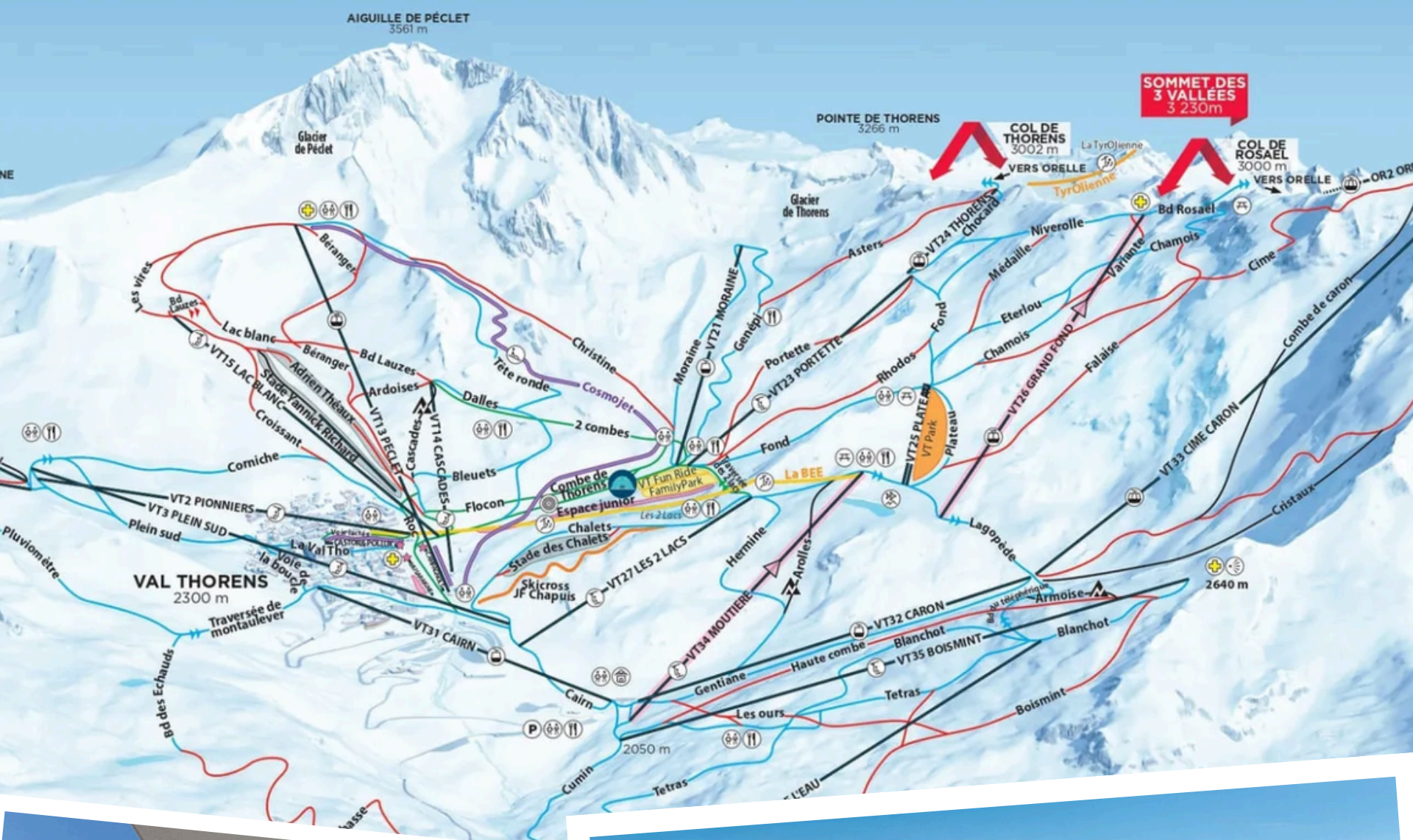
The Rally returns to Val Thorens once again - Europe's highest ski resort reaching an altitude of 3200m!

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 Le Fitz Roy 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.





Beaumier
LE FITZ ROY
Alt. 2300 M VAL THORENS ALPES

Our home for the event

One of the special aspects of the Rally is having all our teams staying together at the 5* Hotel Le Fitz Roy. The atmosphere is always fantastic as a result!

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 celebrate your support for Snow Camp as we embark on the next two decades of impact.

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 24TH APRIL

Teams are welcome at Le Fitz Roy from 1pm onwards on Thursday 24th 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 Fitz Roy'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 27TH APRIL

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





The 3 Valley Rally

DAY 1 - FRIDAY 25TH APRIL

Following a hearty breakfast, the 3 Valley Rally kicks off on Friday 25th April with a Le Mans start outside Hotel Le Fitz Roy.

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

In between, 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, the 80's Après Ski will kick off at 5pm on Le Fitz Roy's private terrace. Think live artists, neon outfits, rosé, alpine beers and a great chance for everyone to share their stories from the first day of the event.



The 3 Valley Rally

DAY 2 - SATURDAY 26TH 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 friends at La Folie Douce will then welcome us to their private terrace exclusively for 3 Valley Rally teams & guests - our 2nd Après Ski session not to be missed!

Then it's 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 afterparty will bring the event to a close, with our own live band to keep everyone entertained until the early hours of Sunday morning.



Silver package

£2,400 PER TEAM OF 4

The Silver Package includes entry to the AJ Bell 3 Valley Rally for a team of 4, including all of the following for every team member:

- 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 Fitz Roy'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 Fitz Roy including 80's party kit and live artists
- 1 x Après session on La Folie Douce's private terrace
- 1 x After Party in Hotel Le Fitz Roy 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.

Please note: Flights, transfers, ski/snowboard equipment and your rooms at Le Fitz Roy are not included.

Thanks to our partners, we are pleased to offer a range of discounts on your transfers, ski/snowboard equipment and rooms at Le Fitz Roy. See further in this pack for more details.





Gold Package

£15,000 PER TEAM OF 4

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 as per the Silver Package, as well as guaranteed superior accommodation at Le Fitz Roy in 2 Junior Suite's for your team of 4, return airport transfers, plus premium ski hire for any of your team who need equipment.

You just need to book your flights then we'll take care of the rest.

The Gold Package also covers all your teams' fundraising to the level of £7,000 for Snow Camp, so you don't have to worry about this. Of course, if you would still like to donate above this amount, or share your 3 Valley Rally fundraising page with friends and family, we'd be so grateful.

Note: Your £7,000 fundraising will automatically show on your teams fundraising page once live.

Your fundraising

Depending on the event package you choose, your team will either have a minimum fundraising target of £5,000, or your fundraising will have been covered upfront if you have chosen the Gold Package.

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

Your support will give the opportunity for thousands of young people to experience snowsports for the very first time, whilst developing invaluable life-skills, qualifications, mental-wellbeing support and access to the positive career pathways Snow Camp provide.

You'll also 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 **LE FITZ ROY**

Alt. 2300 M VAL THORENS



Once again Le Fitz Roy are supporting Snow Camp by offering a generous discount for every guest staying at the hotel for the event.

All room prices listed opposite are for 3 nights, in Euro's, shared between 2-4 people depending on your room choice.

All rooms can be arranged as 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 all the rooms at www.beaumier.com

All bookings and payments will be arranged directly with Le Fitz Roy. We will introduce you to their team shortly after you've registered your team.

Room Type	3 Valley Rally Price for 3 nights at Le Fitz Roy, split between 2-4 adults	Standard Price
Superior (village view - 2 adults)	€1,608	€2,010
Superior (piste view - 2 adults)	€1,776	€2,220
Privilege (village view - 2 adults)	€1,872	€2,340
Privilege (piste view - 2 adults)	€2,020	€2,525
Privilege Family Room (village view - 2 adults +)	€2,100	€2,625
Junior Suite (village view - 2 adults)	€2,292	€2,865
Junior Suite (piste view - 2 adults)	€2,460	€3,075
Duplex Suite (village view - 2/3 adults, 1 bathroom)	€2,988	€3,735
Family Suite (piste view - 2/4 adults, 1 bathroom)	€3,228	€4,035
Suite Beaumier (piste view - 2/4 adults)	€4,000	€5,000



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!



Why not arrive early?

New for 2025, Le Fitz Roy are generously offering all 3 Valley Rally teams & guests 50% off all public room rates (at the time of booking) from Monday 21st to Wednesday 23rd April, giving you the opportunity to arrive earlier and enjoy the end of season snow conditions to their fullest.

In addition, we're also proudly teaming up with [Uniq X](#) to offer premium-level ski instructing for any teams arriving early; the perfect opportunity to refresh your technique and get your ski legs fired up ahead of the Rally.

On the Tuesday, Wednesday and Thursday mornings, Uniq X will be offering race training on the local Stade for anyone looking to fine tune their alpine ski racing skills, followed by more relaxed coaching sessions in the afternoon.

Full information will be included in your welcome email following your teams registration.



Previous Guests Include

AJ Bell
Avantor Sciences
BIPSKI (Business Network)
Challenge TRG Logistics
Chill Factore
Delancey Real Estate
EY
Emsere Logistics
Fjord Hus
Flow Foundry
Gompels Healthcare
HUSKI
In8.co.uk
Ironmongers Company
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 Safari
Skiers Edge
Snow Finel

Somac House Property Ltd
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
Uniq X
Wonderful Homes
Vicio Developments
Zeiss



Sign up today

We're making it easier than ever to reserve your team space at the 3 Valley Rally in 2025.

With just a £500 deposit, you can guarantee your team entry for the big event.

We have 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 this winter.

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

WITH VERY SPECIAL THANKS TO



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





THANK YOU TO OUR EVENT PARTNERS



Val Thorens

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