

LONDON LANDMARKS HALF MARATHON 2024

CHARITY PARTNERSHIP BROCHURE



Organised by

Tommy's
Together, for every baby



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A MESSAGE FROM THE LLHM TEAM

“Thank you for your interest in the 2024 London Landmarks Half Marathon.”

Building on the success of the last six editions of the LLHM we are delighted to be able to offer your charity the opportunity to partner with an award-winning running event like no other!

We were so excited to have 450+ charity partners on board for 2023, who combined, raised over £9.5 million. And now we can't wait to launch the 2024 race and welcome even more charity partners to be part of our event on Sunday 7th April 2024.

Offering your supporters the chance to run through Westminster and the City on closed roads, the London Landmarks Half Marathon route passes London's most spectacular sites and immerses participants in London's quirky and hidden history. Furthermore, with a route lined with amazing singers, dancers, bands and musicians, as well as an abundance of family activities and entertainment on offer, this is an event not to be missed.

Having delivered hugely successful events since 2018, we are delighted that LLHM 2024, our 7th edition of the event, will continue to create opportunities for you to fundraise from a very popular event. To date, the LLHM events have raised over £35million for our charity partners.

Our strategy moving forward is to take accountability to build a more diverse and inclusive event, and we will be working in partnership with our charity partners to help us achieve this goal. As ever, if you have any ideas or feedback on this, please do not hesitate to get in touch with us.

We hope that you will choose to partner with us in 2024 to achieve your fundraising goals and capitalise on the demand for places in this very special event.

Thank you for your support – we look forward to working with you.

The LLHM Team



LLHM AT A GLANCE



DATE

Sunday 07 April 2024



PARTICIPANTS

16,000+



ROUTE

- The only half marathon to go through the City and Westminster
- Traffic free, closed-road route with a stunning landscape of iconic landmarks
- Prestigious start and finish locations



100% NOT FOR PROFIT

- Organised by Tommy's for the charity sector
- All profits raised go to charity



RUNNER EXPERIENCE

- High quality technical t-shirt
- Award winning finisher's medal
- Sturdy race bag
- Cool finisher's sweatband with zip compartment
- Water on route
- Amazing route entertainment



FAMILY DAY OUT

- Free fun family treasure trails
- Free guided history tours revealing London's incredible past
- Celebrity Runners (Previous runners include Amanda Holden, Dermot O'Leary and Mark Wright)



TECHNOLOGY

- Event App offering runner tracking and entertainment guide
- Electronic chip timing
- Course photography



SHOWCASING LONDON'S HISTORY

- Fun and interactive route activations honouring London's history and culture
- Route signage highlighting London's quirky secrets & hidden history
- Themed charity cheer stations showcasing our theme of 'The Grand. The Quirky. The Hidden.'



CELEBRATING LONDON'S CULTURE & COMMUNITY

- Amazing bands playing everything from samba to pop
- Spectacular dance and carnival acts to entertain crowds
- VIP medal distributors including The Chelsea Pensioners and the Pearly Kings & Queens



OUR COMMITMENT TO OUR CHARITY PARTNERS

The **LLHM** is an exciting fundraising event, organised for charities, by Tommy's.

As a charity you are at the heart of the **London Landmarks Half Marathon**. It is important for us to show you that we are committed to delivering the best possible event for you and your runners, whilst also helping you raise amazing amounts of money for your causes.

Demand for places has continued to grow since our first event in 2018, with over 450 charities benefitting from being official partners in 2023. As we look ahead to **LLHM 2024**, we want to partner with even more fantastic charities and raise more money for great causes.

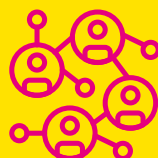
The **LLHM** Team aims to go above and beyond expectations of other partnerships as we promise to (amongst others):

- Always be at the end of the phone and ready to help our partners.
- Provide clear and frequent event updates through (at a minimum) monthly partner update emails.
- Recognise the value of our charity partners and their runners by celebrating their success through initiatives such as providing special number bibs to Top Fundraisers and hosting the Charity Mascot Dash
- Enhance your runner's journey from sign-up to post-event through securing partnerships and sponsors that exclusively benefit **LLHM** participants.



FUNDRAISING

- A fabulous fundraising opportunity
- £35+ million raised to date since 2018 for over 450 charities
- £680 - Average raised by LLHM 2023 runners on JustGiving



AWARENESS

- Recruitment and engagement opportunity
- Marketing & PR opportunities
- Showcase your charity to thousands of spectators on race day with a themed cheer station



PUBLICITY

- Raise awareness of your organisation both locally and nationally
- LLHM 2023 secured coverage with a variety of sources on behalf of charities



YOUR RUNNERS' EXPERIENCE

Along the route, you'll see...

THE GRAND
Tower of London



THE QUIRKY
Gringott's bank in Harry Potter



THE HIDDEN
Britain's smallest Police station



... and more!

The LLHM Runner Experience

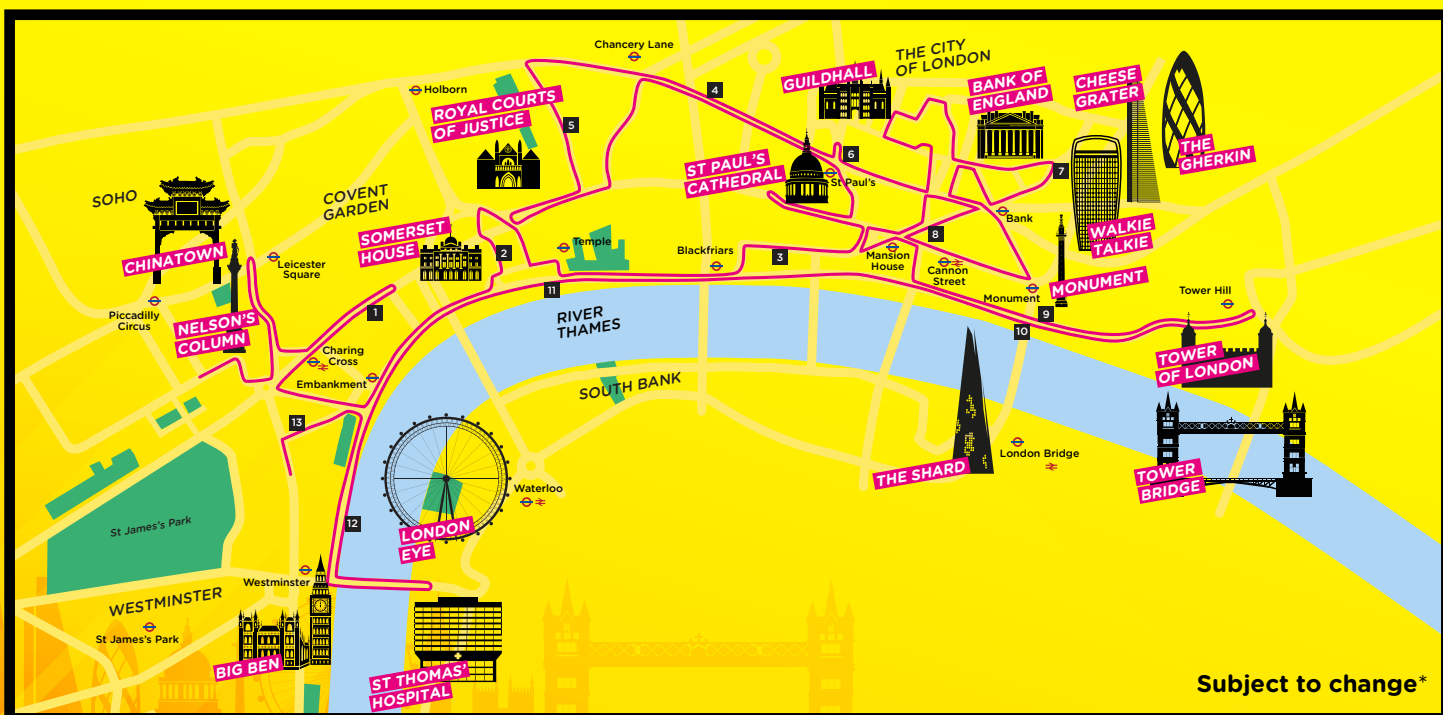
The event is not your average half marathon! From cultural landmarks and heritage to the city's quirky and hidden secrets, your runners will get to explore the capital on a route like no other!

Our Magnificent Route:

An Iconic Start: The race starts on the iconic **Pall Mall** alongside the famous **Trafalgar Square**.

Along the Route: Your runners will pass some of the Capital's most iconic landmarks including St Paul's Cathedral, Nelson's Column and the Tower of London, along with some of its quirky and hidden secrets.

A Stately Finish: Your runners will be rewarded with a stately finish on **Whitehall** just outside **Downing Street**. We can't promise that the Prime Minister will be there to greet everyone! But we can promise an outstanding finish line with views of London's must-see icons **Big Ben** and the **London Eye**.



Subject to change*



BRINGING LONDON'S HISTORY TO LIFE

Along our route, runners and spectators will be immersed in London's history and culture with entertainment and activities galore.

Previous activities have included:



Bowler Hat Send Off

Honouring the birthplace of the bowler hat runners were waved off by our bowler hatted Londoners including The Welcome People!



Pride Party

We partied and celebrated the LGBTQIA+ community's contribution to London's cultural and historical life.



A Right Royal History

In partnership with the iconic Tower of London, we celebrated its fascinating history and connections to the Royal Family.



It's Showtime

Joined by the London Show Choir, we celebrated the best of the West End!



Bow Bells

The Bow Bells of nursery rhyme fame rang a half peel to celebrate the event and also showcase St Mary-Le-Bow Church.



Roman Reception

Gladiator fighting, centurion drilling and plenty of fun celebrating Londinium life in Roman times was had at our Roman Reception!



Suffragist Pageant

Our Suffragists were cheering on our runners as they celebrated their role in making history.



Historic Finish

Our celebratory Historic Finish saw some of London's famous historic characters along with present day iconic residents The Pearlies and The Chelsea Pensioners handing out medals to runners.





SHOWCASING CULTURE AND COMMUNITIES

On top of our activations your runners can enjoy...

Music and Dance Performances

The **LLHM** celebrates musical talent from across the capital. We offer runners a diverse soundtrack of pumping DJs, sensational samba and uplifting jazz to keep them motivated. Over the last six years, we have partnered with some very talented youth groups, charities, community groups and schools across London to showcase the best of the capital.

Runners have the chance to experience outstanding performances from rising stars and have a brilliant time singing along as the miles tick down. And to top it off there are amazing performances of vibrant swing dance, mesmerising street dance and graceful contemporary too.

Quirky and Hidden Signage

Ever wondered where London's oldest shop is? Or wanted to discover London's Roman remains? Our route signs point out London's fascinating history and help runners discover its quirky and hidden secrets.



FREE GUIDED HISTORY TOURS



48 HOURS IN LONDON



CITY SELFIE CHALLENGE

And LLHM supporters are in for a treat too!
In 2023 we offered:

Guided Tours

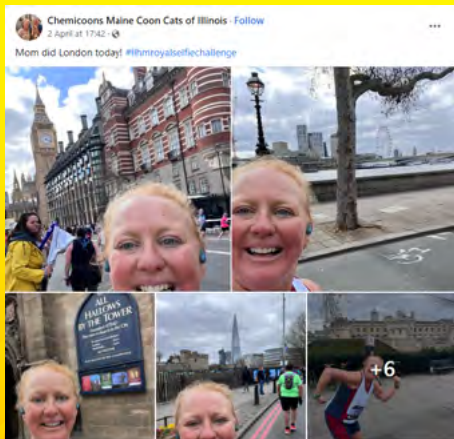
Our friends at the City Guides and Westminster Guides delivered 7 fantastic free short, guided walking tours on race day that enabled spectators to learn more about London's incredible historic past or find out more about our capital's fascinating heritage

The City Selfie Challenge

A photo challenge encouraging exploration of famous sites around the City of London. This year's focus was about finding selfie spots with a royal connection!

48 Hours in London

Every year we partner with amazing London businesses to offer LLHM runners and their supporters some terrific deals and discounts as well as ideas of free things to do in London too.





Your runners are special to us and we want to make their half marathon experience the best possible.

To make their day extra special and help get them into the fundraising spirit, these are some of the little extras that we have previously provided:

- Award Winning Medal
- Golden Tickets - Surprise prizes inside medals for runners!
- Quality Kit Bag
- Free Prosecco
- Cool Sweatband
- Runner discounts at London restaurants and attractions, including: Tower Bridge, Wagamama, Doughtnut Time, City Cruises and Bodeans BBQ
- Inclusive event that celebrates the final runners!
- Partnership with Marathon Photos, offering runners a discounted Photo Pack which includes commemorative photos, a personalised HD race video and a finisher's certificate.
- Fantastic range of LLHM merchandise available to purchase.

LLHM RUNNER FEEDBACK

Each year we do everything we can to offer an enhanced race experience and because of this, we place great value in our runners' feedback.

Here's what some of our 2023 participants said was the highlight of their London Landmarks experience:

"The whole experience was one of the best things I have ever done."

"Getting my PB and the medal from the Chelsea Pensioner"

"Crossing the finish line and seeing that I beat my target time"

"The fabulous spectators and their support for all runners."

"The atmosphere was great! Really helped to carry me along when I started to get tired!"

"It was just a fantastic route, well supported, just a fab run - loved it. A very special race to take part in."

"The Run. Such an amazing occasion that mixes the rush of running with others and the rush from running such a challenging distance around a beautiful location."

"Being able to take part in running London road closed. All the landmarks, had to pinch myself a few times and take time to take in the actual landmarks."

"Getting over the finish line! the support all the way round The organisation of the whole event This is my favourite Half I have ever done!"

"The whole atmosphere around the route was amazing, I haven't taken part in a race like this before."

"Finishing something I didn't know if I could do. The motivation from all the cheering and music really helped make that possible!"

"The atmosphere along the route from volunteers, musicians and public. There wasn't one point where this was lacking."

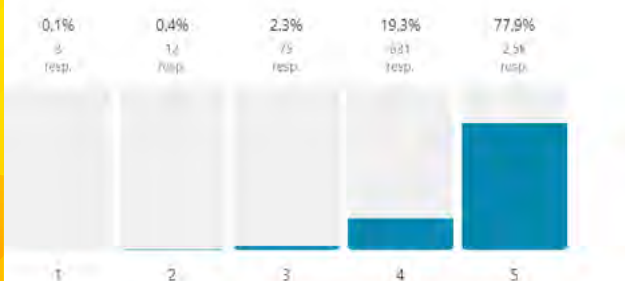
"Great atmosphere, well organised, interesting route. Fantastic support all the way round! My

"Best organised race I've ever done. I hope I get to do it next year. LLHM you rock x."

"I loved EVERYTHING!"

How would you rate the event overall?

176% out of 170% people answered this question



How likely are you to recommend the London Landmarks Half Marathon to someone else?

1354 out of 1350 people answered this question





THE CHARITY EXPERIENCE

Take a look at some of our previous themed charity cheer stations that celebrated London's history and culture, as well as keeping runners inspired and motivated.

Charity Partner Commitments

Working together we can make your runners' **LLHM** experience something to shout about. As part of our partnership we ask you to:

1 Host A Themed Cheer Station

Your runners will be supporting you on race day, now you can support their race too! As charity partners of **LLHM** we ask you to embrace the spirit of our race with a cheer station celebrating The Grand, The Quirky and The Hidden history and culture of London.

We believe it is important to show our runners how much we value them, and seeing you cheer them on during the race makes the event even more special for them. Our charities know how important it is to stay on the route and cheer until every last runner has gone past.

2 Provide a Fundraising Total

We need to show the value of the **LLHM** to our stakeholders, so post event we'll be asking you to let us know how much your team raised. Providing this information will help secure the London Landmarks' future.

3 Give Charity Feedback

We also value your voice. Being a part of the London Landmarks is an opportunity not to be missed and we want to keep it this way. A short post-race survey helps us make your experience as a charity partner: more practical, simpler and more valuable.

4 Commit to an Inclusive Event

LLHM Ltd is committed to taking accountability to build a diverse and inclusive event. By diversity, we mean welcoming participants of all backgrounds, age, religion or belief, culture, race, disability, sexuality and gender. We aim for the LLHM to be open to all.

We need your support to help us recruit a diverse field of runners and volunteers and we will be discussing this with charities throughout the year to discuss best practice. We believe reaching new audiences will also help charities to fill their places and create new recruitment opportunities.

You can help us by:

- Promoting wheelchair places to your audiences
- Using a range of diverse and inclusive photos in your marketing (we provide a resource pack)
- Thinking about how you can reach new and diverse audiences with your recruitment



LLHM CHARITY PARTNER FEEDBACK

Here is what some of our charity partners have said about their partnership experience with LLHM:

"First of all, just wanted to say what an amazing job you did yesterday! All my runners had such a good time, the atmosphere was amazing and even the sun came out - what a day thank you so much for all your support in the run up to the event!"

Ellie - Royal Marsden

"Wow, what a day and what an experience. As one of the first wheelchair participants in the race Lucie and her team were made to feel very welcome and received exceptional support from the LLHM team. The support around the course was phenomenal and we literally smiled the whole way round. Thank you for helping us make memories!"

Susanne - The Rossendale Trust

"Our runners had a great race day experience, we had a fabulous time from the very first runner going past at 9.30am to the last person at midday. We sang, cheered, motivated all the runners going past us and our pom poms and handbells got lots of use! I can still hear them ringing in my head today!! Looking forward to seeing you all in 2024."

Sarah - Variety

"Lucy Air Ambulance for Children has taken part in LLHM every year since it's inception and it gets better every single year. It's our most popular event... and we just love everything about it! Here's to 2024!!"

Carla - Lucy Air Ambulance

"This event is a must-have in your portfolio! From registration to race-day, the organisation is impeccable. But the runner experience is top notch, never heard a bad word said about this event. We LOVE it!"

Annie - Children on the Edge

"LLHM is a unique, fun event for our supporters and as an event established for charities, by a charity, you could not ask for better organisation, consideration and communication! Congrats Team Tommys!"

Kat, Meningitis Now

"As a charity we were new to purchasing charity places. The support from LLHM was amazing and we found that by offering these places, we connected and bonded with our fundraisers on a much deeper level."

Claire, Survivors of Bereavement by Suicide

"Our supporters just love the LLHM and we love being a Big Ben partner. It's such a fun, quirky and inclusive event with the most exciting route experience for runners. LLHM has helped us raise phenomenal amounts towards our lifesaving research and support services for men and their families affected by prostate cancer. It's an event we always know will deliver and our supporters will want to get involved with. I'd really recommend getting involved with the LLHM!"

Phoebe - Prostate Cancer

BECOME A 2024 CHARITY PARTNER

Additional Marketing Options
























We've also created a range of advertising packages that you can pick and choose from. There's no connection to race places, charity partnership status or anything else. You have complete freedom to choose the package that suits you best. Further details will be circulated when your places are confirmed.

We encourage charities big and small to get involved in **LLHM**. We have 6 partnership levels depending on the number of places you would like to apply for.

We want to ensure as many charities benefit as possible from the event, so have set a maximum number of Big Ben, St Paul's and Tower of London partners.

- **LLHM places cost £142.50 each and cannot be rolled over.**
- **Charities can apply for a minimum of 5 places.**

We are keen to partner with charities of all sizes, but appreciate that not all charities are able to commit to purchasing a minimum of 5 places. Therefore, we are delighted to have partnered with Run for Charity to provide more opportunities for charities to buy places in the LLHM and have access to this fundraising opportunity. Please see below.

Partnership Level	Number of Places	Max Number of Partners	Details
Big Ben	400-500	6	        <ul style="list-style-type: none"> • Primary home page feature • Primary listing on Charity Place webpage • Content in two LLHM e-newsletters • Promotion in two LLHM Facebook posts • Promotion in two LLHM Twitter/Instagram Story posts • Official cheer station in a prime location • Quarterly partner meetings • JustGiving impact boards
St Paul's	300-399	6	       <ul style="list-style-type: none"> • Secondary home page feature • Secondary listing on Charity Place webpage • Content in one LLHM e-newsletter • Promotion in one LLHM Facebook post • Promotion in two LLHM Twitter/Instagram Story posts • Official cheer station in a prime location • JustGiving impact boards
Tower of London	200-299	10	  <ul style="list-style-type: none"> • Listing on Charity Place webpage • JustGiving impact boards
Nelson's Column	100-199		  <ul style="list-style-type: none"> • Listing on Charity Place webpage • JustGiving impact boards
Gherkin	50-99		  <ul style="list-style-type: none"> • Listing on Charity Place webpage • JustGiving impact boards
Cheese Grater	5-49		  <ul style="list-style-type: none"> • Listing on Charity Place webpage • JustGiving impact boards
Run for Charity	1-5	Run For Charity places are available for charities interested in less than 5 places. If you are a partner with us, we can't allow you to purchase additional places from Run For Charity. These places are purchased directly through Run for Charity. Find out more: llhm.co.uk/buying-places-run-charity	

CHARITY PARTNER APPLICATION PROCESS

Want to become a charity partner?
That's great news!

Apply online at: llhm.co.uk/charity-partner

Date	Details
25 April 2023	Charity Launch Webinar
26 April 2023	Charity Applications Open
9 May 2023	First Wave Charity Applications Close <small>*we will then continue to review applications on a rolling basis. Although we recommend applying ASAP to avoid disappointment</small>
16-18 May 2023	Big Ben Partner Interviews
Mid May 2023	Charity Partners Confirmed
End of May 2023	Charity Advertising on Sale
June/July 2023	LLHM 2024 Ballot <small>*provisional</small>
June/July 2023	LLHM 2024 Ballot Results <small>*provisional</small>

We hope this brochure has answered all of your questions but if you do have any please email us at charities@llhm.co.uk or give us a call on **0207 398 3422**.

