



Organised by

**Tommy's**

Together, for every baby

# LONDON LANDMARKS HALF MARATHON 2021

## CHARITY PARTNERSHIP BROCHURE





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# A MESSAGE FROM THE LLHM TEAM



## **“Thank you for your interest in the 2021 *London Landmarks Half Marathon*.**

*Building on the success of 2018 and 2019 we are delighted to be able to offer your charity the opportunity to partner with an award-winning running event like no other.*

*After a very challenging few months for both the charity and event sectors, we are more excited than ever to be launching the 2021 edition of the event and coming together for a very special race day on Sunday 28 March 2021. **However, please note that as much as we hope that LLHM 2021 will go ahead as planned, all activities mentioned in this brochure, including the planned date, format and capacity, will be subject to government guidance and social distance restrictions. We have added this symbol \* throughout to mark activities which could be subject to change.***

*We're excited to let you know about a couple of new and exciting changes for **LLHM** 2021. We're pleased to announce the launch of a new three-year partnership with The Great Run Company as our event delivery partner. The Great Run Company own and operate the Great Run Series and are the UK's largest mass participation sport business, organising a series of nationwide running events including the Great North Run, Great Manchester Run and Great Bristol Half Marathon.*

**“Everyone at the Great Run Company has been so impressed with the creativity and innovation of the London Landmarks Half Marathon. We are looking forward to bringing our 40 years of operational experience and expertise to the event and supporting the **LLHM** team in the next phase of development”**

*Nicky Homes, Great Run Company*

*We will also be introducing a new theme for 2021! While your supporters run past some of London's most spectacular landmarks, we will be shining a spotlight on the landmark moments of how we came together as a nation during the Covid-19 pandemic. Turn to page 5 to find out more.*

*Having delivered hugely successful events since 2018, we're so pleased that over 200 charities have benefitted from the **LLHM** to date. We hope that you will choose to partner with us in 2021 to achieve your fundraising goals and capitalise on the demand for places in this very special event.*

*Thanks for your support and we look forward to working with you.*

**The LLHM Team**

# LLHM AT A GLANCE



## DATE

Sunday 28 March 2021\*



## PARTICIPANTS

TBC



## 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 baby charity Tommy's for the charity sector
- All profits raised go to charity



## SHOWCASING THE LANDMARK MOMENTS OF LOCKDOWN LIFE

- Fun and interactive route activations celebrating how we came together as a nation during the Covid-19 pandemic\*
- Honouring the grand key workers, remembering the kind actions of neighbours and re-creating some of the fun moments of life in lockdown\*
- Themed charity cheer stations showcasing our adapted 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\*



## RUNNER EXPERIENCE

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



## FAMILY DAY OUT

- Free fun family treasure trails\*
- Free guided history tours revealing London's incredible past\*
- Celebrity Runners (2019 saw Amanda Holden, Jenni Falconer and Jake Quickenden plus more complete the course)



## TECHNOLOGY

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

## PARTNERS

Event delivery partner:

the great run  
company

Fundraising partner:

JustGiving

Registration platform partner:

ACTIVE  
network





## THE GRAND. THE QUIRKY. THE HIDDEN.

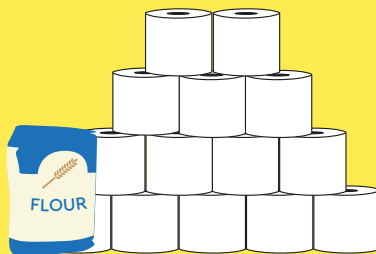
The **LLHM** usually celebrates not only London's grand iconic landmarks, but also its quirky and hidden history and gems. However, following the global Covid-19 pandemic, **LLHM 2021** will be re-themed to celebrate, commemorate and reflect upon the landmark moments of 2020, shining a light on how we came together as a nation during this unprecedented time.

### THE GRAND.



We will celebrate the grand, heroic and incredible actions and services delivered by our nation's key workers. From the NHS and teachers, to postmen, cleaners, delivery drivers, scientists and beyond.

### THE QUIRKY.



We will bring to life some of the quirky, light-hearted and sometimes bizarre moments of lockdown life. From home-schooling and Zoom quizzes, to sourdough starters, flour shortages and PE with Joe, we'll be trying to make runners smile along the route.

### THE HIDDEN.



We will remember the daily kind gestures of neighbours and small sacrifices made that went unseen. From delivering food and medicine to each other, to sharing a socially distanced cup of tea (or g&t!) on nearby doorsteps and gardens. We will honour how we made it through a time like no other with true community spirit and togetherness.



### SPECIAL TRIBUTE:

We will also dedicate a mile of the route to running in memory of our loved ones who passed away during the pandemic, many of whom we were unable to pay tribute to at the time.

We will also continue to use the race as an opportunity to celebrate London's wonderful culture and communities, by reaching out to brilliant performers, volunteers and community groups across the capital to entertain and support runners along the route\*



# 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 in the 2020 **London Landmarks Half Marathon** was overwhelming, with over 215 charities benefitting from being official partners.

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

- 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 the provision of special number bibs and the Charity Mascot Relay.
- Enhance your runner's journey from sign-up to post-event through securing partnerships and sponsors that exclusively benefit **LLHM** participants.



# Why be a London Landmarks Half Marathon 2021 partner?



## FUNDRAISING

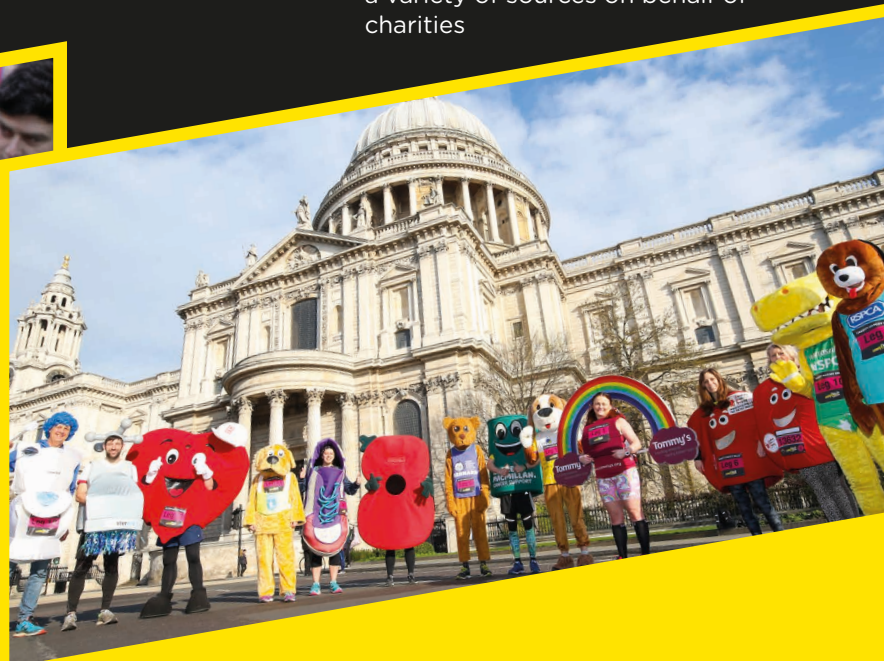
- A fabulous fundraising opportunity
- £15+ million raised to date in two years for over 220 charities
- £667 - Average raised by LLHM 2019 runners on JustGiving

## AWARENESS

- Recruitment and engagement opportunity
- Marketing & PR opportunities

## PUBLICITY

- Raise awareness of your organisation both locally and nationally
- LLHM 2020 secured coverage with a variety of sources on behalf of charities



As in previous years, the **LLHM** offers opportunities to boost awareness and aid fundraising for charity partners.



**Special Bibs** Offering in-demand bib numbers to charity runners shows that we care about your runners and their journey. We ask our charity partners and runners to share their outstanding fundraising accomplishments as well as their unique stories.

**Bibs 1-5** We save the 1-5 race bibs to celebrate runners who raise fantastic amounts of money through JustGiving. In 2020, Charlotte Knight was awarded the number 1 bib after raising £6,964.71 for CLIC Sargent. We also celebrated her success by awarding her a free place in LLHM 2021.

**Bibs 6-10** Bibs 6-10 are awarded to those who have inspiring or unique fundraising stories. Runners wearing these bibs in previous LLHMs include Steve Robinson (running for Macmillan Cancer Support) who set a new Guinness World record when he ran the **LLHM** dressed as a cancer awareness ribbon. He also raised £635 for the charity.

It is these stories that allow us as charities to connect with our runners and makes supporting them all the more valuable.

# YOUR RUNNER'S EXPERIENCE



## The LLHM Runner Experience

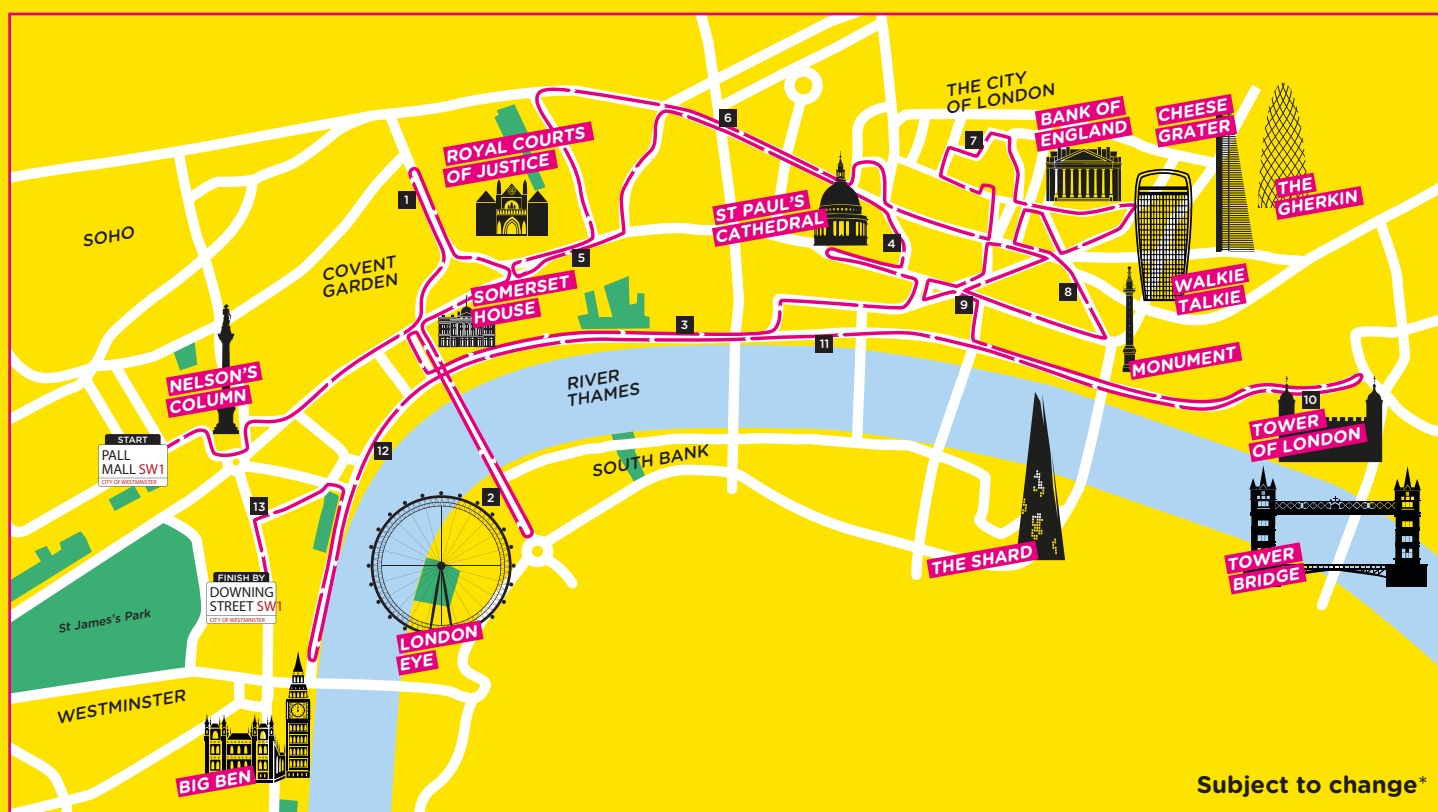
The event is not your average half marathon! Passing the best of London's iconic and cultural landmarks, your runners will get to explore the capital on a route like no other!

## Our Magnificent Route:

**A Royal Start:** The race starts on the beautiful **Pall Mall** alongside the royal residence of **St James's Palace**.\*

**Along the Route:** Your runners will pass some of the Capital's most iconic landmarks including St Paul's Cathedral, Nelson's Column, Monument and the Tower of London.

**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**.





# BRINGING LANDMARK MOMENTS TO LIFE



Along our amazing route, runners will be immersed in our celebration of The Grand, The Quirky and The Hidden landmark moments of lockdown life. We will create interactive activations that will engage, entertain and inspire your runners as they pass.\*

Here are some of the ideas the **LLHM** team are currently working on\*:

## **The Memory Mile**

Providing participants with the opportunity to run a mile in memory of those who passed away during the pandemic.

## **The Clapping Tunnel**

Reliving the weekly #ClapforCarers, runners will be encouraged to show their support for the nation's key workers.

## **Hero Highway**

Filling the route with dedications and thank you messages, we will be showcasing our hero key workers.

## **Supermarket Sweep**

Bringing to life the superhero supermarket workers, we will be shining a light on the brilliance of our shelf stackers, security guards and delivery drivers.

## **Quiz Corners**

A throwback to the days of endless Zoom quizzes, we will be stretching your runners' trivia knowledge with quirky quiz questions along the route.

There will of course still be the classic **LLHM** favourites for runners to enjoy such as The Rave Tunnel, the Bow Bells at St Mary-le-Bow Church and the prestigious Pearly Kings & Queens\* and Chelsea Pensioners\* greeting runners at the Finish Line.







# 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 soundtrack of pulsing pop, sensational samba and reggae rhythm to keep them motivated. Over the last three years, we have partnered with some very talented youth groups, universities, schools and community groups 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.



# EXTRA SPECIAL TOUCHES



**FREE DRINK!**

**SIMPLY SHOW YOUR MEDAL ON RACE DAY**

- GLASS OF PROSECCO
- MOCKTAIL
- JUICE

**+ 50% OFF FOOD**  
FOR RACE DAY  
PRE-BOOKED TABLE  
RESERVATIONS

**SOHO**  
BAR SALSA SOHO  
96 CHARING CROSS RD  
LONDON WC2H 0JG  
14 MINUTES WALK FROM BAG DROP  
TOTTENHAM COURT RD, LEICESTER SQ,  
COVENT GARDEN

**TEMPLE**  
BAR SALSA TEMPLE  
TEMPLE PLACE  
LONDON WC2R 2PH  
19 MINUTES WALK FROM BAG DROP  
TEMPLE

Terms and conditions: Valid drinks last. Management reserves the right to withdraw this offer at any time. Salsa Temple and Salsa Soho are over 18's venues. Open 4pm.

**LONDON LANDMARKS HALF MARATHON**



**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 have been previously included:

- Award Winning Medal
- Golden Tickets - Surprise prizes inside medals for runners!
- Quality Kit Bag
- Free Prosecco
- Free Coffee
- Cool Sweatband
- Runner discounts at London restaurants and attractions

# LLHM RUNNER'S 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 participants have said about their London Landmarks experience.

Truly the 'happiest' half marathon ever. I smiled all the way, what a wonderful experience.

The support along the route was just incredible. This was my first ever half marathon and I was dreading it as I'm not a strong runner. This event converted me and I have already pre-registered and signed up to another half marathon. The atmosphere and support from the charities and people all along the way made such a huge impact!

The whole event was just outstanding and incredibly well organised. Truly a fabulous day. The support from the crowds was just phenomenal along with the cheer stations.

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

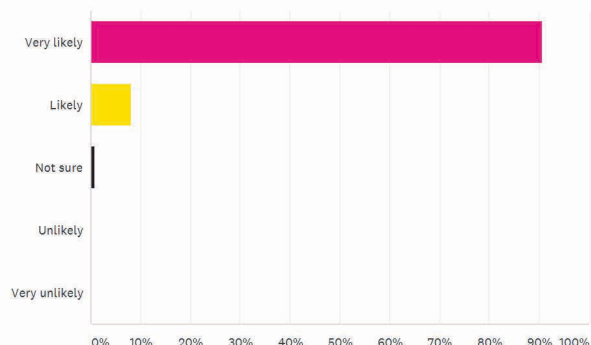
Everything was just perfect. Despite dreading the whole race the day before, it was one of the best and enjoyable races I have ran. The crowd were amazing, the whole atmosphere was fantastic. The weather was perfect, the sun was shining, and everyone was just happy to be there.

I have never run a half marathon before. The crowd atmosphere and support from all charities involved was amazing. The bands were a real highlight and the music was incredible - that really got me through the final miles and the whole run. Thank you everyone! The Lucozade and water really kept me going! Thank you for such a wonderful day and event!

Running with such an amazing atmosphere thanks to the crowd - I loved all of the stations and it really got me through the course.

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

Answered: 1,564 Skipped: 76





# 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 new 2021 theme with a cheer station celebrating the landmark moments of lockdown life. Whether it's showing your gratitude for the key workers, celebrating home-schooling or re-creating a neighbourly street party, we ask you to get creative with The Grand, The Quirky and The Hidden to support your runners.

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.

Please note that if social distance restrictions are still in place in March 2021, cheer station plans may alter. It may not be possible for you to have a cheer station or you may be asked to create a socially distant cheer station to adhere to government guidance.



# THE CHARITY EXPERIENCE



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



# LLHM CHARITY PARTNER FEEDBACK

This is not an event to miss, the atmosphere on the day is lively, quirky, buzzing and all round brilliant. Themed charity cheer stations and the encouragement around the course really brings the event to life.

The support and information provided to you from the London Landmarks organisers is second to none, and they are always on hand to help you with any questions or queries you may have. I cannot fault the day or the experience overall, which was extremely well organised.

**Rhianne, Cardiac Risk in the Young**

The *London Landmarks Half Marathon* has quickly become one of the most important and successful events in our portfolio. If you're thinking about getting involved, don't think, just do.

**Jermayne, Prostate Cancer UK**

Even as a small charity with the minimal number of places in the event, LLHM gave us all the support we needed. They were always really helpful and prompt in answering any queries we had. The race has had amazing feedback from runners and volunteers and we thoroughly enjoyed the unique atmosphere they've created!

**Kat, Sarcoma UK**

We love LLHM because it encourages creativity and brings a fresh approach to running events. Every one of our runners had a fantastic time ("Best half I've ever run" was a common response!) and the LLHM team are so communicative and helpful it made being a part of the event really exciting! Well done to the organisers on another brilliant event.

**Anna, St Joseph's Hospice**

Highly recommend this event for charities. The event team are a 'cut-above' and have been a joy to work with, making the promotion & running of the event simple & straightforward

**Marie, Action Duchenne**

An amazing opportunity for charities to give their participants a fresh and new fundraising opportunity!

**Caitlin, Pancreatic Cancer UK**

LLHM is a fantastic event that really puts charity involvement and the runner experience at the heart of everything they do!







**Simon, Macmillan Cancer Support**

# BECOME A 2021 CHARITY PARTNER

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 £137 each and cannot be rolled over.**
- **Please note that the capacity of LLHM 2021 is still to be agreed with stakeholders and we may be required to reduce the number of places in each category.**

Partnership Level	Number of Places	Max Number of Partners	Details
Big Ben	400-500	6	 • Primary home page feature  • Primary listing on Charity Place webpage  • Logo and content in two LLHM e-newsletters  • Promotion in two LLHM Facebook posts  • Promotion in two LLHM Twitter posts  • Official cheer station in a prime location
St Paul's	300-399	6	 • Secondary home page feature  • Secondary listing on Charity Place webpage  • Logo and content in one LLHM e-newsletter  • Promotion in one LLHM Facebook post  • Promotion in one LLHM Twitter post  • Official cheer station in a prime location
Tower of London	200-299	10	 • Listing on Charity Place webpage
Nelson's Column	100-199		 • Listing on Charity Place webpage
Gherkin	50-99		 • Listing on Charity Place webpage
Cheese Grater	10-49		 • Listing on Charity Place webpage

## 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 with your allocation confirmation.



# CHARITY PARTNER APPLICATION PROCESS

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

To apply please complete the online **London Landmarks Half Marathon 2021 Charity Partner Application Form** found at: **[www.llhm.co.uk/charity-partner-form](http://www.llhm.co.uk/charity-partner-form)** and submit by 5pm on Friday 21 August 2020.

Date	Details
Thursday 6 August	Charity Partner Applications Open
Friday 21 August	Charity Partner Applications Close
Wednesday 2 September	Big Ben Partner Interviews
Early September	Charity Places Allocated
Early September	Advertising On Sale
Mid September	LLHM 2021 Public Place Ballot

We hope this brochure has answered all of your questions but if you do have any please email us at **[support@LLHM.co.uk](mailto:support@LLHM.co.uk)** or give us a call on **0207 398 3422**.

