



Organised by

Tommy's

Together, for every baby



LONDON LANDMARKS HALF MARATHON 2022

CHARITY PARTNERSHIP BROCHURE





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A MESSAGE FROM THE LLHM TEAM



“Thank you for your interest in the 2022 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!

At the time of the LLHM 2022 Charity Launch, we are just weeks away from the LLHM 2021 race taking place on Sunday 1st August. After an unprecedented year, we are so excited to have 215 charity partners on board. Looking beyond the 2021 race, we can't wait to launch the 2022 race and welcome even more charity partners to be part of our event on the provisional date of Sunday 3rd April 2022.

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 2022 will continue to create opportunities for you to fundraise from a very popular event. To date, the LLHM events have raised over £20million for our charity partners.

We hope that you will choose to partner with us in 2022 to achieve your fundraising goals and capitalise on the demand for places in this very special event.

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

The LLHM Team

LLHM AT A GLANCE



PROVISIONAL DATE

Sunday 03 April 2022



PARTICIPANTS

17,000 (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 Tommy's for the charity sector
- All profits raised go to charity



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



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, 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



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 215 charities benefitting from being official partners in 2021. As we look ahead to **LLHM 2022**, 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 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.



FUNDRAISING

- A fabulous fundraising opportunity
- £20+ million raised to date since 2018 for over 250 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 2021 secured coverage with a variety of sources on behalf of charities

YOUR RUNNER'S 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

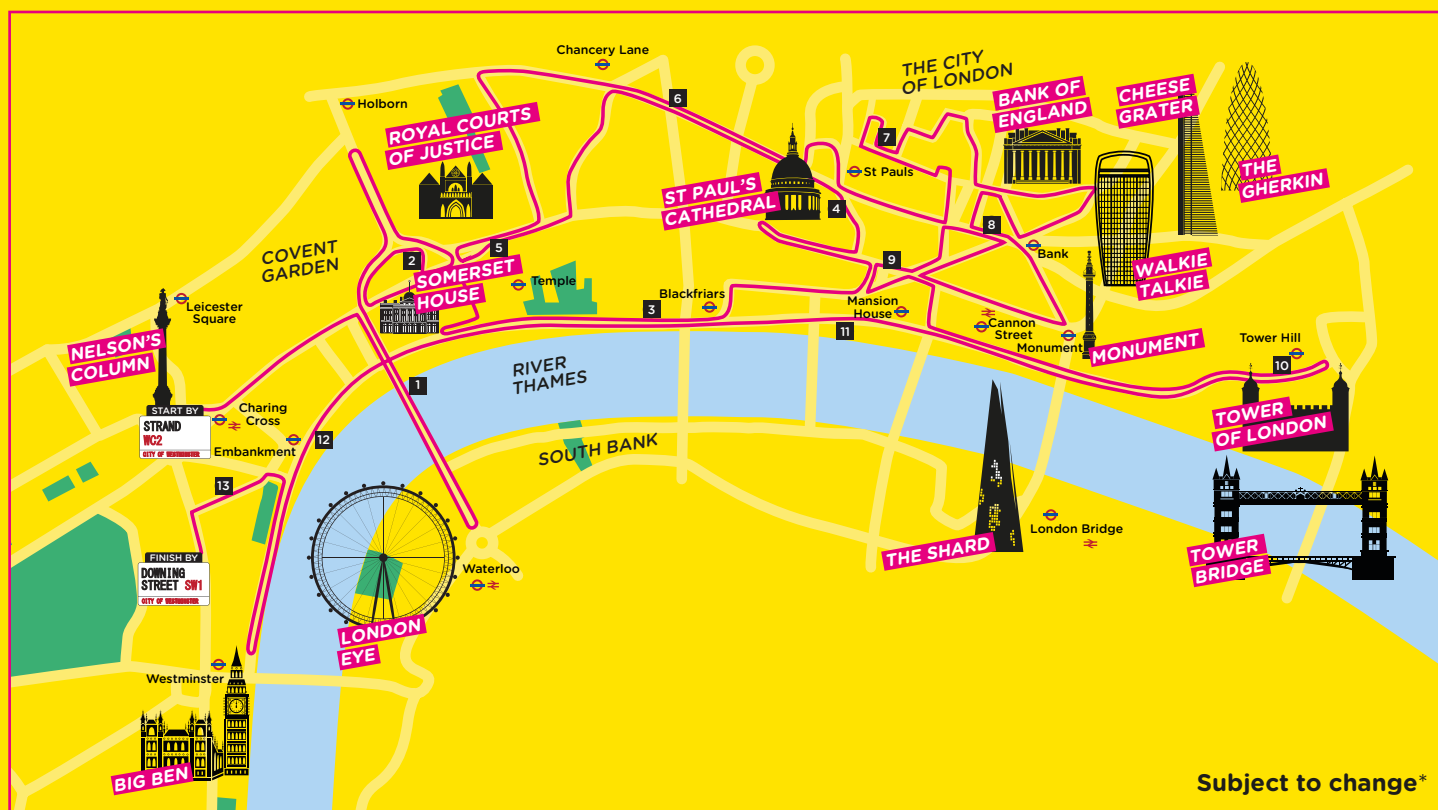
The event is not your average half marathon! From cultural landmarks and heritage to the city's quirky and hidden secrets, your runners will get to explore the capital on a route like no other!

Our Magnificent Route:

An Iconic Start: The race starts on the iconic **Strand** 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 Monument, 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*



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!



All Hail Queen Victoria

We have celebrated the legacy of Victorian London with an opportunity for runners to spot Queen Victoria and Albert on their way to the theatre...



Dr Johnson's Party

We wondered at the world of wordsmithery (with help from our friends at Dr Johnson's House) as the life and work of Dr Johnson, creator of the English dictionary was celebrated!



Postal Past Celebration

The Post Office Vehicle Club has revealed the fascinating stories behind London's postal history whilst the Royal Mail Choir have entertained.

BRINGING LONDON'S HISTORY TO LIFE



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.



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 four 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.



THE LLHM CITY 'SELFIE' CHALLENGE
WIN AN OVERNIGHT STAY IN LONDON!

THE CHALLENGE!
Between 9am on Friday 22 March 2019 and 5pm on Monday 25 March 2019:

1. Solve the clues and visit the answer locations
2. Take a selfie or photo at all 5 locations
3. Go to our Facebook page: [facebook.com/londonlandmarkshalf](https://www.facebook.com/londonlandmarkshalf)
4. Post your photos using the tag #LLHMCityChallenge

THE PRIZE!
An over night stay at **Apex City of London Hotel** PLUS bottomless pizza for four at **Bread Street Kitchen***

THE CLUES!

1. This **medieval hall** is the heart of the City of London, the home of giants, and witnessed the trial of a Queen.
2. The only place in London where you can admire pre-Raphaelite **art** and pretend to be Russell Crowe in **Gladiator**.
3. Elio, elio, move along, nothing for you to see in this **museum**.
4. In 1952 Albert Gunter jumped his number 78 bus across this **bridge** as it opened.
5. This **column** is a commemoration of the Great Fire and was used by Robert Hooke to conduct experiments.

*Completion T&Cs can be found at llhm.co.uk/city-challenge



And LLHM supporters are in for a treat too!
In 2019 we offered:

History Tours

Our friends at the City Guides and Westminster Guides delivered 7 fantastic free short guided history 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

Foxtrail

Foxtrail is an exciting new activity and fun way to explore London whilst solving 'escape rooms' type clues along the way. Supporters have been able to enjoy a specially tailored taster trail on while waiting for their runners to finish.

The City Selfie Challenge

A photo challenge encouraging exploration of famous sites around the City of London.

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

BAR SALSA SOHO
96 CHARING CROSS RD
LONDON WC2H 0JG
10 MINUTES WALK FROM BAG DROP

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

Terms and conditions: Seat stocks last. Management reserves the right to withdraw this offer at any time. Salsa Soho and Salsa Temple are over 18's venues from 10pm.



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
- 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

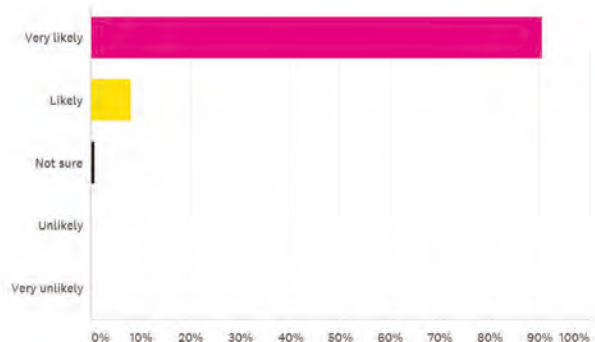
Everything was just perfect. Despite dreading the whole race the day before, it was one of the best and enjoyable races I have ran. The crowd were amazing, the whole atmosphere was fantastic. The weather was perfect, the sun was shining, and everyone was just happy to be there.

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 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.

THE CHARITY EXPERIENCE



CHARLES DICKENS' LONDON



LONDON'S ROYAL HISTORY



LONDON'S MUSIC SCENE

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

Each year the event has been so well received by our supporters and the event is a popular one on our events calendar. The process to be involved from buying places, through to the post event is so easy and seamless with everything being explained in detail from the LLHM team. If your charity isn't involved in this event already, then I would recommend taking the leap and being a part of it - you won't regret it!

Sophie, Haven House Children's Hospice

Working with the team behind the London Landmarks Half Marathon has been an absolute pleasure. They are exceptionally organised, with clear and frequent communication from the outset.

The LLHM is one of the most fun, exciting and popular London Half Marathons on the events calendar. It is a key event for our charity and in 2019 we successfully recruited the largest team in Cats Protection history.

We're looking forward to working with the event for many years to come, and believe we can smash our current team record!

Gina, Cats Protection

The LLHM team have risen to the challenges that Covid-19 has presented. This is the first time Alice's Arc has participated in the LLHM and communications about the event have been comprehensive, timely, clear and tailored to the Covid backdrop. I have also been impressed with the runner's portal and how responsive the team have been to my queries.

Sara, Alice's Arc

The LLHM is a fantastic event with an incredible, lively atmosphere! The event always proves to be very popular with our runners and we've had some amazing feedback about their event day experiences. The team have been great to work with and are always on hand to answer any questions in the run up to the event.

Katherine, Alzheimer's Society

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

The LLHM is a key event in our portfolio and we're delighted to have been involved from the beginning. The support from the charity team is amazing and they're always on hand to answer any questions we have.

The event is loved by our supporters and we're thrilled that each year we fill our charity places. The themed cheer stations and fantastic location and sights make it a totally unique half marathon. We look forward to the LLHM each year!

Karen, British Heart Foundation

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.**
- **Charities can apply for a minimum of 5 places.**

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  <ul style="list-style-type: none"> • Primary listing on Charity Place webpage  <ul style="list-style-type: none"> • Logo and content in two LLHM e-newsletters  <ul style="list-style-type: none"> • Promotion in two LLHM Facebook posts  <ul style="list-style-type: none"> • Promotion in two LLHM Twitter posts  <ul style="list-style-type: none"> • Official cheer station in a prime location  <ul style="list-style-type: none"> • Promotion in two LLHM Twitter/Instagram Story posts
St Paul's	300-399	6	 <ul style="list-style-type: none"> • Secondary home page feature  <ul style="list-style-type: none"> • Secondary listing on Charity Place webpage  <ul style="list-style-type: none"> • Logo and content in one LLHM e-newsletter  <ul style="list-style-type: none"> • Promotion in one LLHM Facebook post  <ul style="list-style-type: none"> • Promotion in one LLHM Twitter post  <ul style="list-style-type: none"> • Official cheer station in a prime location  <ul style="list-style-type: none"> • Promotion in one LLHM Twitter/Instagram Story post
Tower of London	200-299	10	 <ul style="list-style-type: none"> • Listing on Charity Place webpage
Nelson's Column	100-199		 <ul style="list-style-type: none"> • Listing on Charity Place webpage
Gherkin	50-99		 <ul style="list-style-type: none"> • Listing on Charity Place webpage
Cheese Grater	5-49		 <ul style="list-style-type: none"> • 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 when your places are confirmed.

CHARITY PARTNER APPLICATION PROCESS

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

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

Please note

These dates are provisional and are subject to change.

Date	Details
Monday 19 July 2021	Charity Partner Applications Open
Monday 19 July 2021	Advertising On Sale <small>*All orders will be confirmed once charity places have been allocated</small>
Thursday 5 August 2021	Deadline for Advertising Drop Down Data orders
Monday 23 August 2021	Charity Partner Applications Close
23-24 August 2021	Big Ben Partner Interviews <small>*Please note Big Ben partner applications will close on Friday 6 August 2021</small>
23 August - 1 September	LLHM 2021 Public Place Ballot
Late August	Charity Places Allocated
Early-Mid September	Ballot Results Announced

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

