

LONDON LANDMARKS HALF MARATHON 2023

CHARITY PARTNERSHIP BROCHURE





- 03-04 ABOUT LLHM 2023
- 05 WHY PARTNER WITH LLHM?
- 06-12 WHAT YOUR RUNNERS CAN EXPECT
- 13-15 WHAT CHARITIES CAN EXPECT
- 16-17 BECOMING A 2023 PARTNER



A MESSAGE FROM THE LLHM TEAM

“Thank you for your interest in the 2023 London Landmarks Half Marathon.

Building on the success of the last five 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 300 charity partners on board for 2022. And now we can't wait to launch the 2023 race and welcome even more charity partners to be part of our event on Sunday 2nd April 2023.

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 2023, our 6th 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 £27million for our charity partners.

We hope that you will choose to partner with us in 2023 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 02 April 2023



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, Jenni Falconer and Jake Quickenden)



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



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 300 charities benefitting from being official partners in 2022. As we look ahead to **LLHM 2023**, we want to partner with even more fantastic charities and raise more money for great causes.

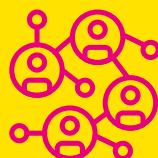
The **LLHM** Team aims to go above and beyond expectations of other partnerships as we promise to (amongst others):

- 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
- £27+ million raised to date since 2018 for over 300 charities
- £670 - Average raised by LLHM 2022 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 2022 secured coverage with a variety of sources on behalf of charities



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

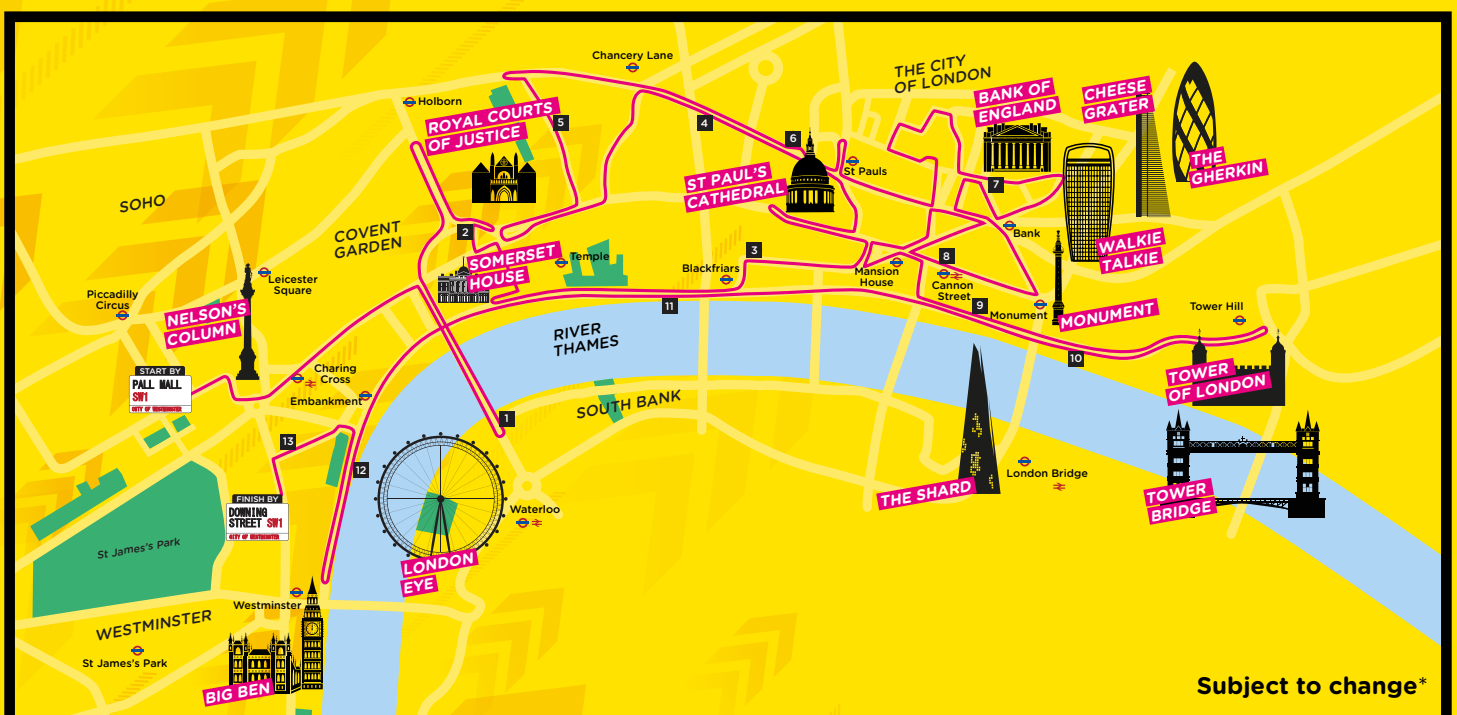
The event is not your average half marathon! From cultural landmarks and heritage to the city's quirky and hidden secrets, your runners will get to explore the capital on a route like no other!

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!



A Right Royal Party

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!



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.



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 five 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



**ROYAL
QUARTER**
natural
FOOD HALL

wagamama



Hard Rock
CAFE
LONDON

**DOUGHNUT
TIME**



BYRON

48 HOURS IN LONDON



CITY SELFIE CHALLENGE

And LLHM supporters are in for a treat too!
In 2022 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

The City Selfie Challenge

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

48 Hours in London

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





TIKIBOO LEGGINGS



FREE PROSECCO



KIT BAG



TOP FUNDRAISER BIBS

EXTRA SPECIAL TOUCHES



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
- Exclusive partnership with Tikiboo offering exciting LLHM themed leggings, skorts and shorts
- 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 participants have said about their London Landmarks experience.

"This race was fantastic. It was landmarks all the way seeing Trafalgar Square, St Paul's & the Old Bailey to name a few. Well organised, amazing themed cheer stations, plenty of water stations. Party all the way round thank you."

"An amazing day from start to finish... couldn't have hoped for better conditions, atmosphere. It was superb. Can't wait to return."

"The best day ever! The camaraderie between runners and support from the crowds is something never to be forgotten! Bucket list stuff making new friends for life and raising funds for vitally important charities!"

"Best event I have done.... Only way to describe it is EPIC! Atmosphere is amazing, course is great and the organisation was superb! It's an absolute must."

"Absolutely amazing, easily best run I've taken part in. Route/entertainment/crowds were superb. Definitely be signing up again."

"Absolutely fantastic event. Flat course - definite PB potential but also so friendly and suitable for beginner runners too, plenty of encouragement for everyone of all fitness levels. The atmosphere around the entire course was absolutely brilliant, charity cheer stations and entertainment around every corner. Plus you get to run around London on closed roads, absolutely superb. I'm definitely in for next year already!"

"An incredible atmosphere along a really interesting route - lots of landmarks to pass (as the name suggests). Crowd support was fantastic with lots of great entertainment along the way. The medal was really unique and a great keepsake and the goody bag was well stocked. Would whole heartedly recommend."

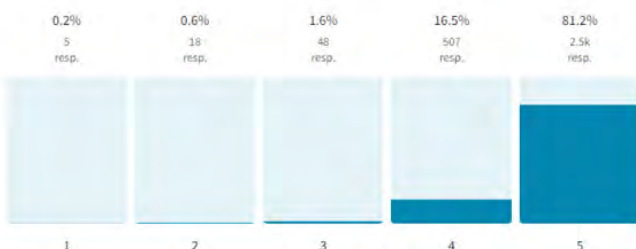
"Greatest half marathon in London that I have ever been part of."

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

How would you rate the event overall?

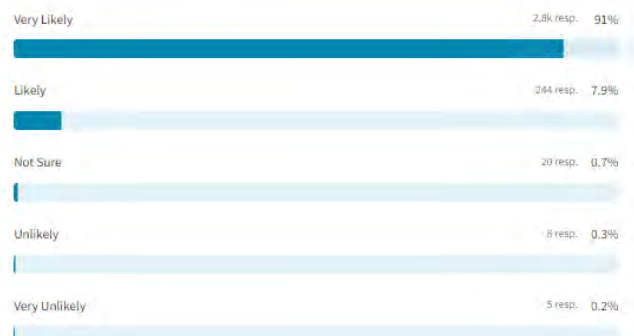
3074 out of 3074 answered

4.8 Average rating



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

3074 out of 3074 answered





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.



LLHM CHARITY PARTNER FEEDBACK

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

"Our charity place runners ran in memory of a loved one, to change someone's life, or to fall in love with London. Everyone is running for their own reason, but on race day the communal support and energy from all runners and charities is like one big family!"

Camille, YoungMinds

"One of our absolute favourite events of the year, here at Lucy Air Ambulance for Children we just love LLHM and have taken part every year since the very beginning. Always fun, always quirky and always a huge success... what more could you ask for!"

Carla, Lucy Air Ambulance for Children

"London Landmarks Half Marathon has grown to be a real highlight of the events calendar for Shelter! It's such a fun race day for runners and supporters alike, and the support from the team is brilliant throughout. Roll on 2023!"

Molly, Shelter

"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

"One of our runners said it was one of the best days in her life!"

Jane, William's Gift

"The LLHM Team are a dream to work with! On the end of the phone or email if needed and their support emails are super helpful and informative in the lead up. The race is all the best bits of London with the most wonderful atmosphere on Race Day. Grief Encounter are thrilled to have partnered for 2022 and are already looking forward to the 2023 race!"

Claire, Grief Encounter

"The London Landmarks Half Marathon is fast becoming a firm favourite with our supporters. A fun day for all involved and, as a charity, we've really valued the ongoing support from the LLHM team."

Lydia, JDRF

"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

"The LLHM event is fantastic. Its clear that the event is run by a charity, for charities. The team behind the scenes are helpful, the communications are clear and the event day itself is superb. We cant wait for 2023, 100% of those that took part want to run again!"















Genevieve, Wac Arts

BECOME A 2023 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 £140 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 • 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/Instagram Story posts  <ul style="list-style-type: none"> • Official cheer station in a prime location • Quarterly partner meetings
St Paul's	300-399	6	 <ul style="list-style-type: none"> • Secondary home page feature • 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 two LLHM Twitter/Instagram Story posts  <ul style="list-style-type: none"> • Official cheer station in a prime location
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

Date	Details
26 April 2022	Charity Launch Webinar
27 April 2022	Charity Applications Open
9 May 2022	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>
24-25 May 2022	Big Ben Partner Interviews
27 May 2022	Charity Partners Confirmed
31 May 2022	Charity Advertising on Sale
July 2022	LLHM 2023 Ballot <small>*provisional</small>
End of July 2022	LLHM 2023 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**.

