



# LONDON LANDMARKS HALF MARATHON 2025

## CHARITY PARTNERSHIP BROCHURE



Organised by

**Tommy's**



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# A MESSAGE FROM THE LLHM TEAM



**“Thank you for your interest in the *London Landmarks Half Marathon* taking place on Sunday 6th April 2025.**

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

*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 iconic 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.*

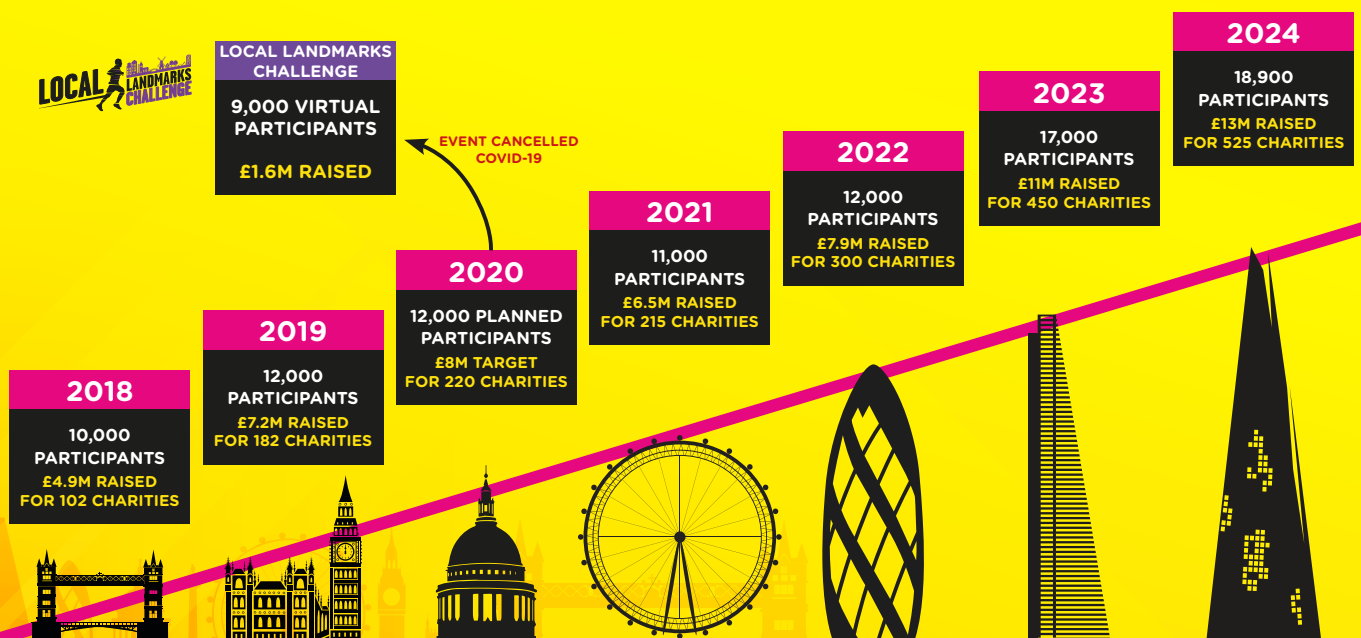
*Having delivered hugely successful events since 2018, we are delighted that LLHM 2025, our 8th edition of the event, will continue to create opportunities for your charity to fundraise from a very popular event with an oversubscribed ballot. To date, the LLHM events have raised over £52 million for our charity partners.*

*Our strategy moving forward is to take accountability to build a more diverse and inclusive event, and we will be working 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 2025 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 06 April 2025

## PARTICIPANTS

18,500+

## 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
- First Aid on route
- 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 RICH HISTORY

- Fun and interactive route activations showcasing 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 DIVERSE CULTURES & COMMUNITIES

- 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



# YOUR RUNNERS' EXPERIENCE

Along the route, you'll see...

**THE GRAND**  
Tower of London



**THE QUIRKY**  
Eleven foot Golden Grasshopper



**THE HIDDEN**  
Britain's smallest Police station



... and more!

## The LLHM Runner Experience

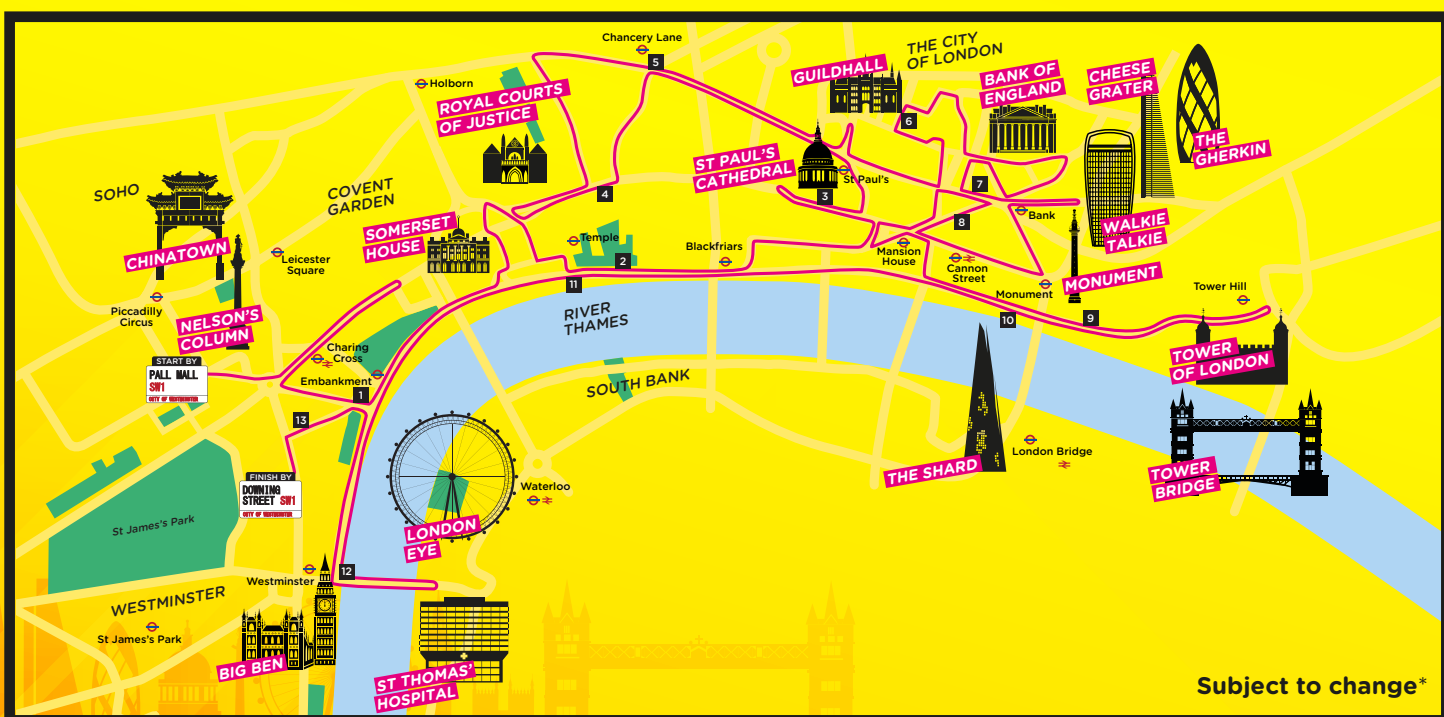
The event is not your average half marathon! From iconic landmarks and heritage to the city's quirky and hidden secrets, your runners will get to explore the capital on a route like no other!

## 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

We celebrated London's 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!



### All Aboard

Celebrating all things London Transport our cheerers were dressed as their favourite tube stations and gave runners a toot as they ran past!



### 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 seven 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.

### We are committed to build a more diverse and inclusive event. Some highlights from LLHM 2024 were...

- Engaging with a range of diverse community groups to recruit runners and host activations
- Increasing our accessible wave to include a range of disabilities
- Allowing breast feeding mothers to move waves to give them flexibility on feeding their child.
- Offering sanitary products through our partnership with Beauty Banks.
- Our Race Day Guide was checked for accessibility using a readability checker.
- Creating accessibility guidelines to support our charity partners.

We are continually working to make the LLHM a more inclusive event and welcome your feedback and support to enable us to achieve this.





FREE GUIDED HISTORY TOURS

Guildhall  
Art Gallery.



ANDREA

48 HOURS IN LONDON

**And LLHM supporters are in for a treat too!  
In 2024 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.





GUINNESS WORLD RECORDS AND FANCY DRESS



TOP FUNDRAISER BIBS



GOLDEN TICKETS



KIT BAG

FREE PROSECCO  
**BAR SALSA SOHO**  
 Show your LLHM finishers or volunteers medal for a free glass of prosecco, mocktail or juice today!

# 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 hidden inside 17 medals for runners!
- Free Prosecco
- Runner discounts at London restaurants and attractions. Past discounts include: Tower Bridge, Wagamama, Doughnut 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 2024 participants said was the highlight of their London Landmarks experience:



## RACECHECK

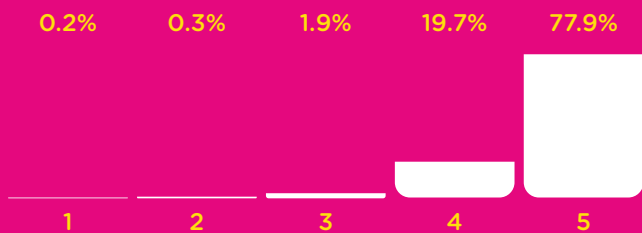
4.7



*"The support ALL the way around the course is my favourite part of LLHM. It's my absolute favourite half."*

*"Fabulous, well organised event with lots of support. Fantastic atmosphere, love the choir, band, church bells, singers - all were excellent xx"*

**Participant Survey** - How would you rate the event overall?



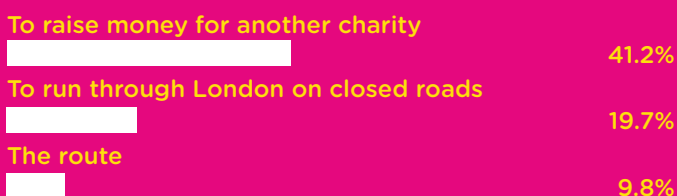
*"Everything was amazing! The organisation, the volunteers, the entertainment, the medal, the t-shirt, the goody bag, the baggage buses and most importantly the support from the crowds. Hearing total strangers shouting your name and willing you on really gives you a boost. It was our 1st Landmarks Half for me and my partner and though we were both slightly injured, we got round in great times and loved it. Thank you to everyone involved in putting this event together."*

*"This was my 8th half marathon but my first London Landmarks. I have to say hands down this was the best one yet. The atmosphere and entertainment all the way round was top notch and it was very well organised. Would absolutely do it again."*

*"First time doing this - fantastic event! So well-organised, lovely route fab t-shirt and medal. Loved it!"*

**Participant Survey** - What was your main motivation for entering the event?\*

\*Top 3 below



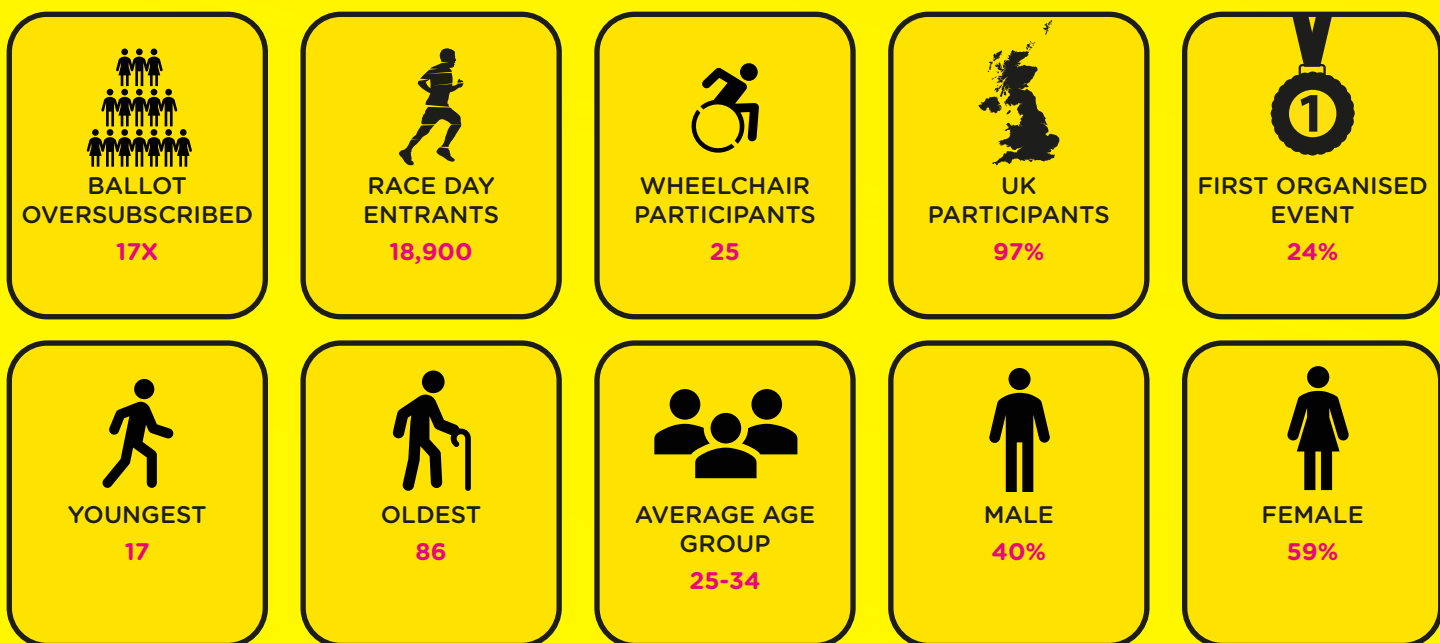
**Participant Survey** - How likely are you to recommend the London Landmarks Half Marathon to someone else?



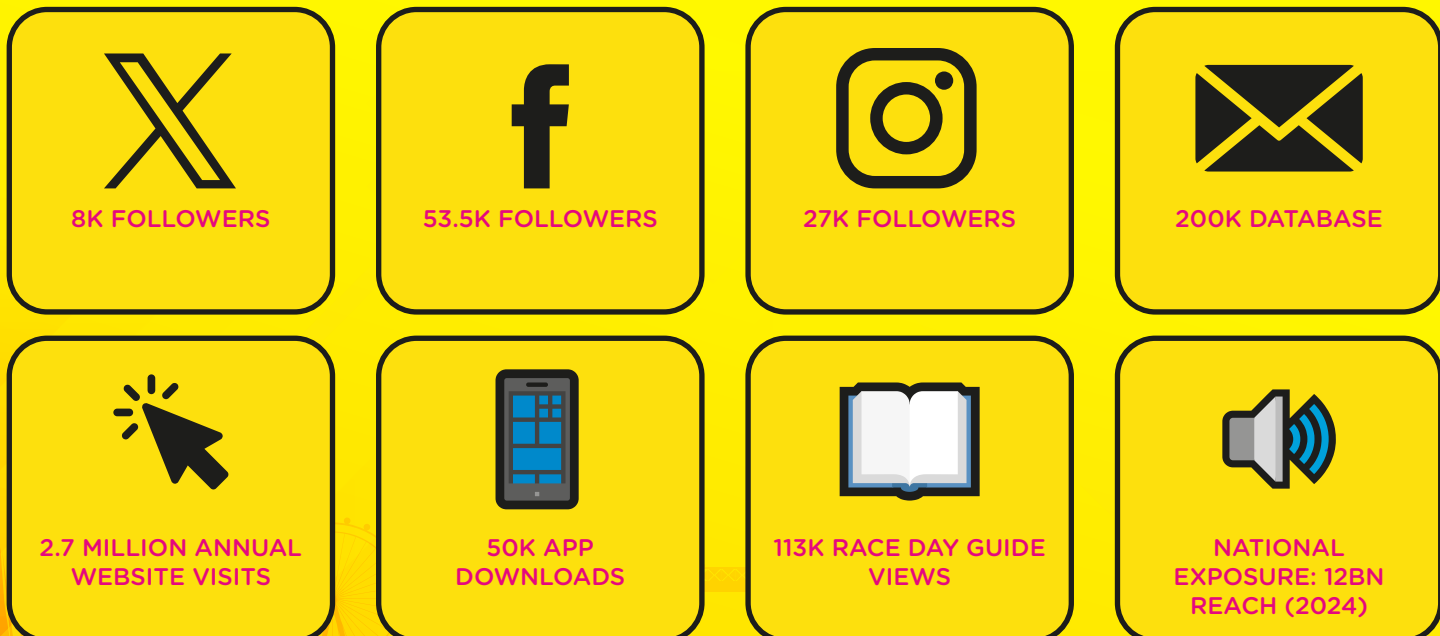


# WHO MAKES UP THE LLHM?

## Runner Breakdown



## Digital Reach





# OUR COMMITMENT TO OUR CHARITY PARTNERS

The LLHM is a unique event, organised for charities, by Tommy's.

When we say charity is at the heart of the London Landmarks Half Marathon, it really is!

It's important for us to show you that we are committed to delivering the best possible event for you, your charity and your runners, whilst also helping you raise amazing amounts of money for your cause.

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.



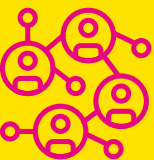
## FUNDRAISING

- A fabulous fundraising opportunity
- £50+ million raised to date since 2018 for over 520 charities
- £761 - Average raised by LLHM 2024 runners on JustGiving (2 weeks after the event)



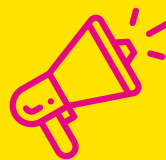
## DEMAND

- Oversubscribed public place ballot. After which places can only be gained through charity partners.
- Sold out LLHM 2024 charity partnership places in July.
- Many charities report selling out of 2024 charity places 4 months before the event.



## AWARENESS

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



## PUBLICITY

- Partnership with a PR agency who raise awareness of your organisation both locally and nationally
- LLHM 2024 secured coverage with a variety of sources on behalf of charities

# LLHM CHARITY PARTNER FEEDBACK

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

*"Prostate Cancer UK have been a charity partner since the first event in 2018 and have raised over £1.2M throughout this time. LLHM is a brilliant event to partner with, right at the top of our Third Party Event performances, and superbly organised, both from the perspective of runners and charity partners alike. And it gets better and better every single year."*

**Hayley at Prostate Cancer UK**  
Big Ben (400+ places)

*"We are so thrilled to work with LLHM year on year on such a fantastic event. The event has raised such a huge amount for so many charities and we're so grateful to be one of them, providing help and hope for people affected by dementia. We're looking forward to next year already!"*

**Sophia at Alzheimer's Society**  
St Paul's (300-399 places)

*"The LLHM provides us with a wonderful opportunity for our supporters to engage in an iconic half marathon in London with spectacular views, entertainment and cheer stations along the way - our most successful event to date!"*

**Paula at UK Sepsis Trust**  
Gherkin (50-99 places)

*"This event has quickly become one of the top performing in our portfolio. It's one that is sought after by participants and one that makes my colleagues think about entering the ballot each year. Fantastic event on the day, but brilliant support from the LLHM Team."*

**Danniella at The Brain Tumour Charity**  
Tower of London (200-299 places)

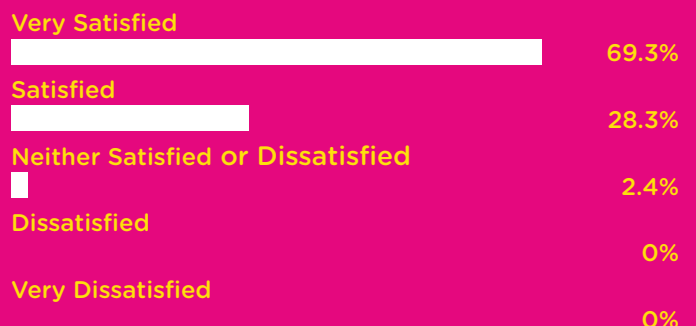
*"The LLHM is such a special event and really advocates for runners supporting charities. The team and friendly and helpful, always ready to help where needed."*

**Becky at Anthony Nolan**  
Nelson's Column (100-199 places)

*"Fantastic well organised race through central London, ideal as an entry event for small charities who are just getting started with challenge events."*

**Laura at Baby Umbrella**  
Cheese Grater (5-49)

**Charity Partner Survey** - Overall were you satisfied or dissatisfied with your LLHM charity partner experience?



**Charity Partner Survey** - How likely would you be to recommend the LLHM to another charity?





# 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
- Sharing ideas with us on how to make the event more accessible.










# BECOME A 2024 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 and St Paul's partners.

- **LLHM places cost £147.50 each and cannot be rolled over.**
- **Charities can apply for a minimum of 5 places directly through the LLHM.**

Partnership Level	Number of Places	Max Number of Partners	Details
Big Ben	400-500	6	 <ul style="list-style-type: none"> <li>• Primary home page feature</li> <li>• Primary listing on Charity Place webpage</li> <li>• Content in two LLHM e-newsletters</li> <li>• Promotion in two LLHM Facebook posts</li> <li>• Promotion in two LLHM Twitter/Instagram Story posts</li> <li>• Official cheer station in a prime location</li> <li>• Quarterly partner meetings</li> <li>• JustGiving impact boards</li> </ul>
St Paul's	300-399	6	 <ul style="list-style-type: none"> <li>• Secondary home page feature</li> <li>• Secondary listing on Charity Place webpage</li> <li>• Content in one LLHM e-newsletter</li> <li>• Promotion in one LLHM Facebook post</li> <li>• Promotion in two LLHM Twitter/Instagram Story posts</li> <li>• Official cheer station in a prime location</li> <li>• JustGiving impact boards</li> </ul>
Tower of London	200-299		 <ul style="list-style-type: none"> <li>• Listing on Charity Place webpage</li> <li>• JustGiving impact boards</li> </ul>
Nelson's Column	100-199		 <ul style="list-style-type: none"> <li>• Listing on Charity Place webpage</li> <li>• JustGiving impact boards</li> </ul>
Gherkin	50-99		 <ul style="list-style-type: none"> <li>• Listing on Charity Place webpage</li> <li>• JustGiving impact boards</li> </ul>
Cheese Grater	5-49		 <ul style="list-style-type: none"> <li>• Listing on Charity Place webpage</li> <li>• JustGiving impact boards</li> </ul>

## 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.

## Other Partnership Options

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 a small number of places in the LLHM and have access to this fundraising opportunity.

Please note that if you are purchasing places with us directly, you will not be able to partner with Run For Charity and purchase additional places through them.

### Run for Charity



Building on the success of previous years, we have partnered with Run For Charity for smaller charities to purchase smaller numbers of places in the event, one at a time. This is specifically for charities who aren't able to commit to 5+ places. These places are purchased directly through Run for Charity rather than the LLHM directly.

Find out more:

[llhm.co.uk/buying-places-run-charity](https://llhm.co.uk/buying-places-run-charity)

### International Charities

Is your charity's head office based outside of the UK? If so, we are working on a new opportunity to support all our interested international charities.

Please complete our webform to register your interest:

[llhm.co.uk/form/llhm-2025-international-charity-](https://llhm.co.uk/form/llhm-2025-international-charity-)



# CHARITY PARTNER APPLICATION PROCESS

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

Apply online at: [llhm.co.uk/charity-partner](http://llhm.co.uk/charity-partner)

We have a two-part application process, please ensure you complete both steps to confirm your charity places in the LLHM 2025:

## STEP 1: Apply for Charity Places

Complete our online charity application form and request your total number of desired places in the LLHM 2025.

*Please Note: If applying for the Big Ben Partnership, the Big Ben Interviews will be held between 14th May-15th May. As soon as you apply, you will be allocated an interview time.*



## STEP 2: Confirm Your Charity Places

Once Charity Applications Close, the LLHM team review all charity applications and offer charity places in the event. You will need to: **accept the offered places, provide invoice details and a logo for our website.**

You will have 7 days following our offer to confirm your places.

**Please Note: Your charity does not have places in the LLHM 2025 until you complete this second step.**

## Key Dates:

Date	Details
25 April 2024	Charity Launch Webinar & Charity Applications Open
9 May 2024	Charity Applications Close After this date we will open a waiting list to charities interested in purchasing places in LLHM 2025 and may open a second round of applications in June. However, we recommend applying ASAP to avoid disappointment and ensure you are listed on our website in time for the LLHM 2025 ballot which is a key recruitment time for recruiting charity runners.
14-15 May 2024	Big Ben Partner Interviews
28 May 2024	Charity Partners Offered Places REMINDER: you will have 7 days to accept
29 May 2024	Charity Advertising on Sale
4 June 2024	Invoices for Charity Places sent The payment window is 30 days
June/July 2024	LLHM 2024 Ballot <sup>*provisional</sup>
June/July 2024	LLHM 2024 Ballot Results <sup>*provisional</sup>

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