

LONDON LANDMARKS HALF MARATHON 2026

CHARITY PARTNERSHIP BROCHURE



Organised by

Tommy's

The pregnancy and baby charity

A MESSAGE FROM THE LLHM TEAM



“Thank you for your interest in the *London Landmarks Half Marathon* taking place on Sunday 12th April 2026.

Following the incredible success of our previous events, we’re so excited to invite your charity to be part of something truly special – an award-winning running event created for charities, by charities, with charity at the heart of everything we do.

LLHM offers your supporters the unique chance to run on closed roads through the City of London and Westminster, taking in some of the capital’s most iconic landmarks — all while uncovering quirky facts and hidden gems along the way. The route is packed with entertainment, from live music and dancers to family activities and show-stopping cheer stations, making LLHM a vibrant celebration of London and its communities.

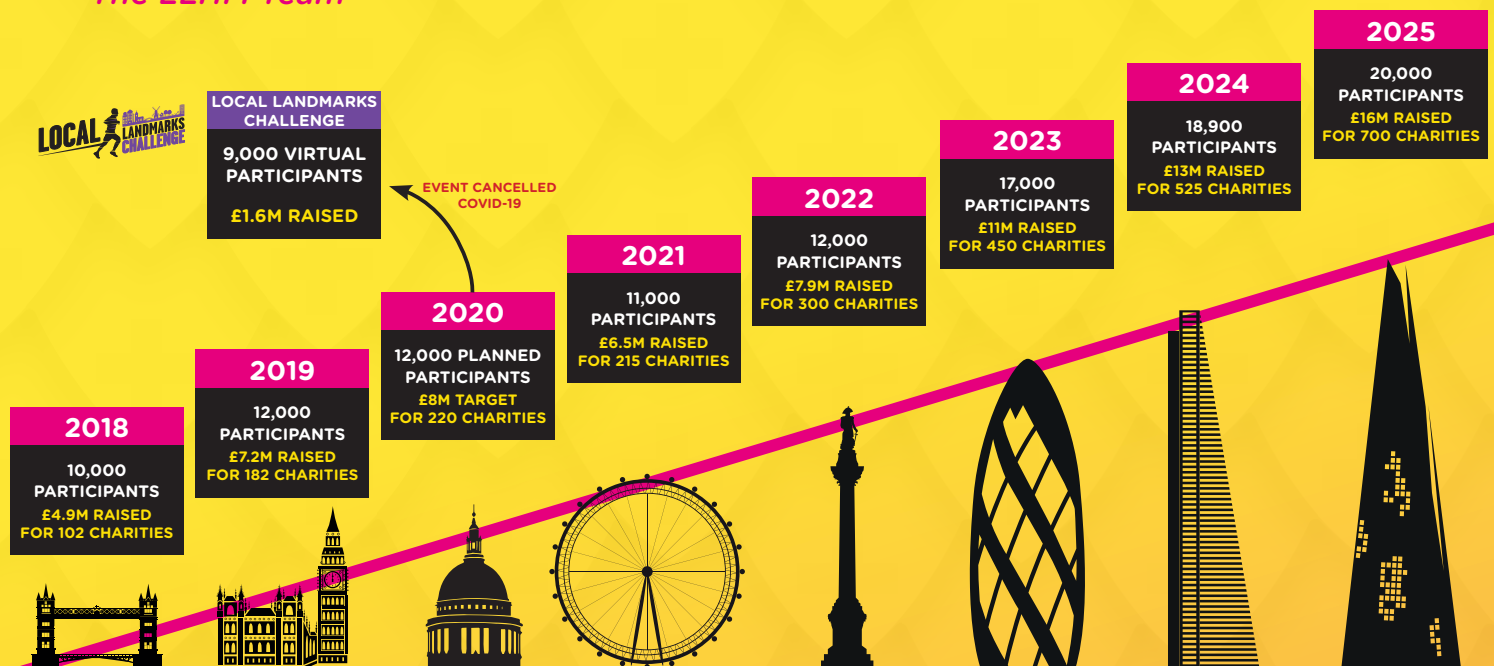
We’re incredibly proud to have worked with over 700 amazing charities in 2025, all supporting causes that change lives. Your passion, creativity, and commitment are what make this event so extraordinary — and we’re constantly inspired by the way you engage and support your runners. Whether it’s guidance to boost fundraising or simple ideas to strengthen supporter relationships, we’re here to help you make the most of your places.

Since our first event in 2018, LLHM has raised over £67 million for our charity partners, and we’re not stopping there. As we look to 2026, we’re focused on continuing to grow a more diverse and inclusive event, and we look forward to working with you to achieve that shared goal.

We hope you’ll join us for LLHM 2026 to raise vital funds, champion your cause, and be part of an unforgettable day that puts charity centre stage.

Your partnership is what makes LLHM so special and we can’t wait to work with you.

The LLHM Team



LLHM AT A GLANCE



DATE

Sunday 12 April 2026



PARTICIPANTS

20,000+



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
- 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



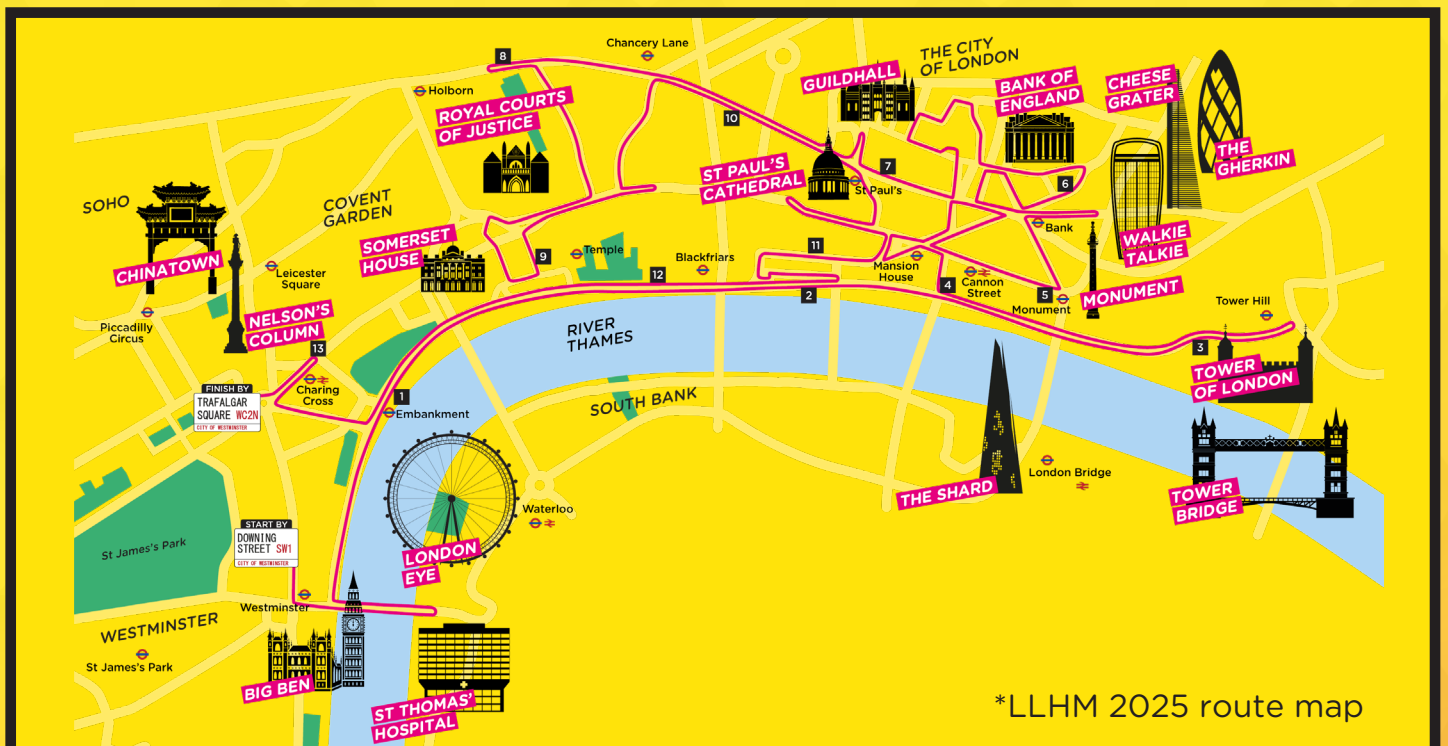
SHOWCASING LONDON'S RICH HISTORY

- 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



*LLHM 2025 route map



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.



Lions of London

This year, Royal Bank of Canada brought a 'roarsome' twist to the LLHM 2025 route, with a brand-new activation – Lions of London which celebrated both Royal Bank of Canada's official mascot, Leo the Lion, as well as the 10,000 lion statues found in London!



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!



Advocacy Avenue

A new activation for LLHM 2025 located by The Houses of Parliament we celebrated the impact and power advocacy has had on the lives of Londoners.



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 past 8 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

THE
CLERMONT
CHARING CROSS



SHAKE  SHACK®

Mildreds



CENTO
ALLA TORRE

hotpod yoga

48 HOURS IN LONDON



CITY SELFIE CHALLENGE

And LLHM supporters are in for a treat too! In 2025 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.



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: Buns & Buns, Mildreds, Hotpod Yoga, Shake Shack, The Clermont Charing Cross, The Golden Hinde, Adamo Spa
- 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 2025 participants said was the highlight of their London Landmarks experience:

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

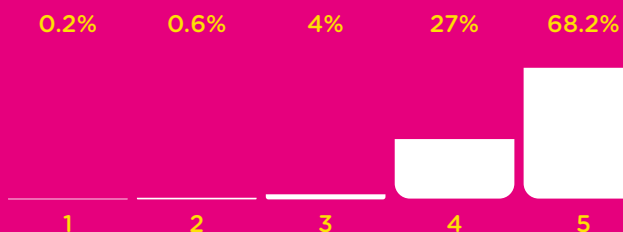
"A totally amazing experience. An unforgettable day from start to finish."

"London Landmarks is always the most incredible experience, the organisation and the support are just exceptional. We have nothing but thanks and admiration for all of the Landmarks team that make it happen. It is always really moving to see how many charities are supported through this race."

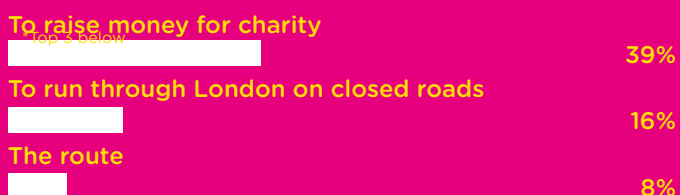
"My first half marathon and I'm so pleased I picked this one, the atmosphere, the crowds, the support from complete strangers. What an absolute pleasure and I've already signed up for next year and so has my son. Thank you LLHM, it is a day I will never forget."

"Very impressed with how well organised everything was from initial registration right up to the finish line."

Participant Survey - How would you rate the event overall?



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

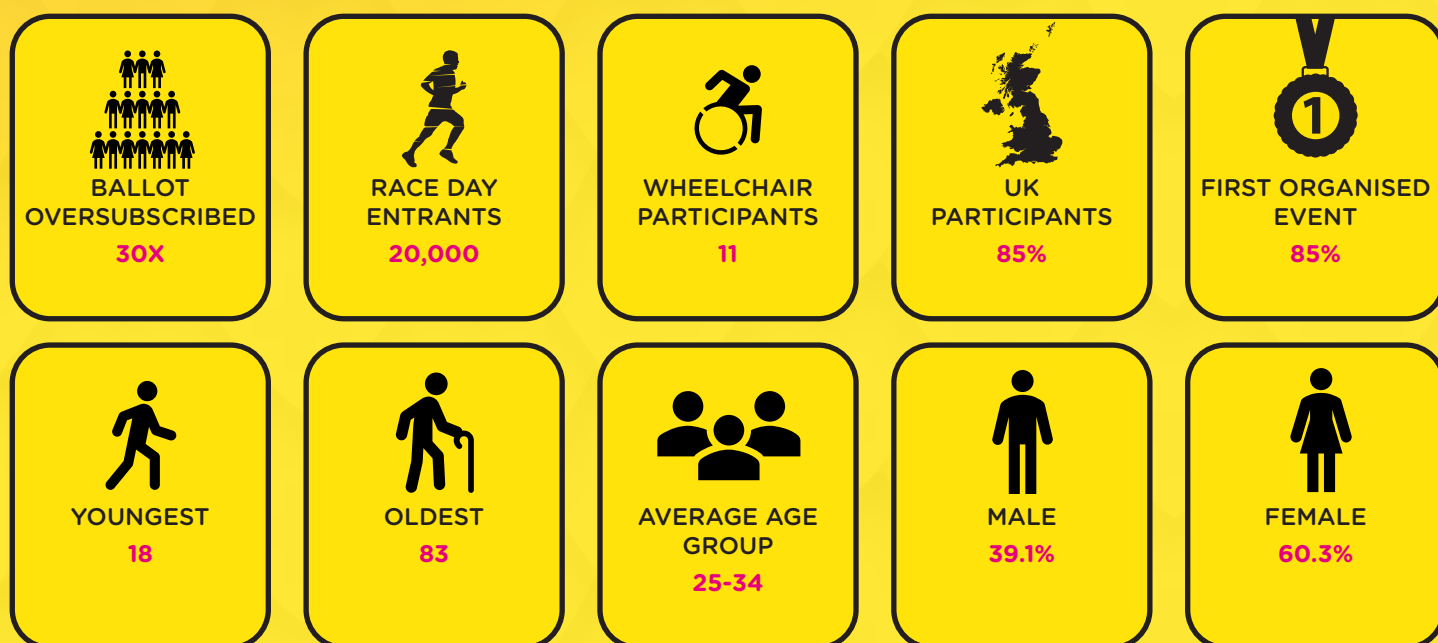


Participant Survey - How likely are you to recommend the London Landmarks Half Marathon to someone else?

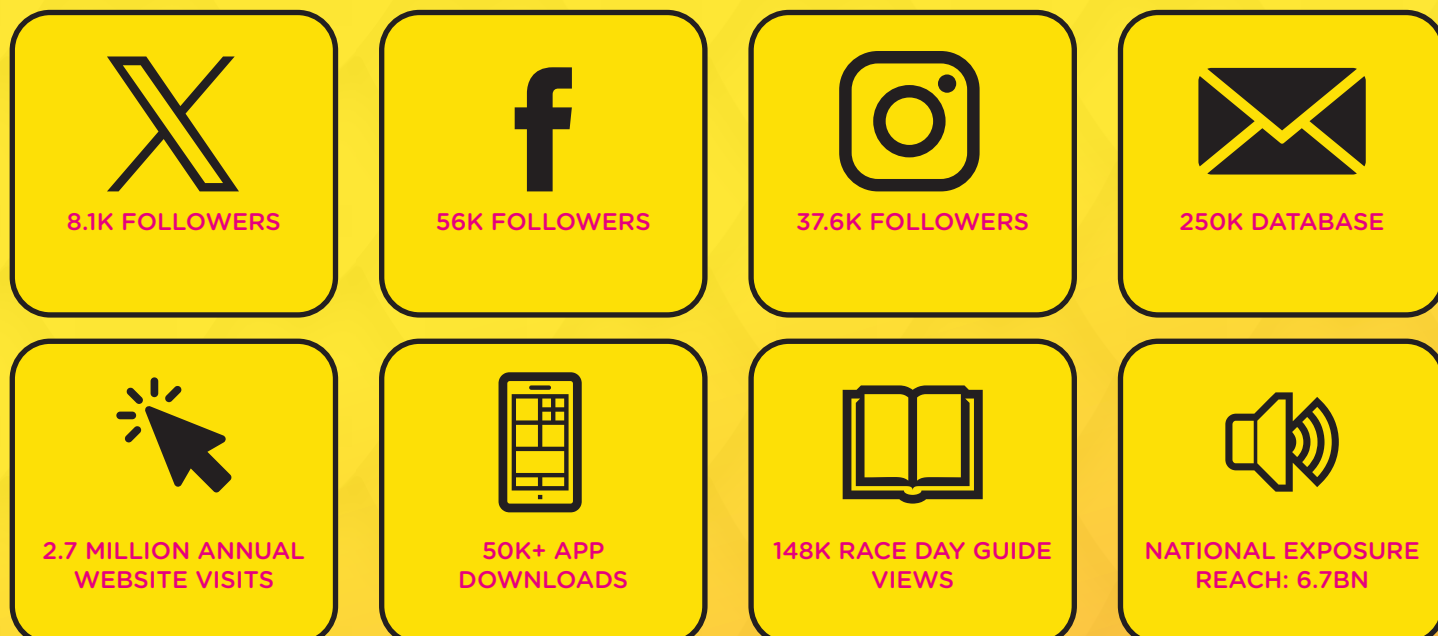




Runner Breakdown



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 LLHM, we really mean it. We're committed to delivering the best possible experience for you, your charity, and your runners, while helping you raise incredible funds for the causes that matter most.

We're proud to go above and beyond what you might expect from a typical event partnership. Here's what you can expect from the LLHM team:

- **Support that's just a phone call away** - we're here when you need us.
- **Clear, regular communication** - including monthly partner update emails as a minimum.
- **Celebration of your achievements** - we're always looking for ways to add value to your partnership and help you make the most of it, whether through special number bibs for Top Fundraisers or fun initiatives like the Charity Mascot Dash.
- **Enhanced runner experience** - through exclusive partner and sponsor perks designed to benefit your supporters from sign-up to race day and beyond.

We value every single one of our charity partners, your dedication and impact are what make LLHM so special, and we're honoured to support you every step of the way.



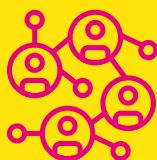
FUNDRAISING

- A fabulous fundraising opportunity
- Over 700 charity partners for 2025
- £920 - Average raised by LLHM 2025 runners on JustGiving for charities with less than 250 places



DEMAND

- Oversubscribed public place ballot. After which places can only be gained through charity partners.
- Sold out LLHM 2025 charity partnership places in July.
- Many charities report selling out of 2025 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 2025 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**:

"A fantastic partnership team who really focus on giving charities the best experience throughout the event journey, understanding event day and supporter experience are equally important to maximising a charities fundraising potential!"

Joe at Cancer Research UK
Big Ben (400+ places)

"Out of all the different event organisers that I've worked with in recent years, LLHM is the most organised and informative. You take away a lot of the additional stress that comes with trying to juggle recruitment with event logistics with stewardship, and you helped us to deliver a highly rated supporter experience. The support is incredible, you're always so helpful and quick to respond."

Helen at Samaritans
Nelson's Column (100-199 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)

"Thank you so very much for another brilliant event. Our runners had an incredible day, and the atmosphere was just fab. They were so well supported and motivated by the activations etc, and the ease of being able to support on the sidelines properly is always the best of the runs I think - thank you! They have now raised over £12,000 plus GA which is awesome and a bit more is due to come in, thank you!"

Rebecca at Echo
Cheese Grater (5-49)

"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)

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

Charity Partner Commitments

Working together, we can make your runners' **LLHM** experience truly unforgettable. As part of our partnership, we ask you to support the event in the following ways:

Host A Themed Cheer Station

Celebrate The Grand, The Quirky, and The Hidden history of London by creating a vibrant cheer station along the route. Your support means the world to your runners and cheering right to the last one makes a huge difference.

Share your Fundraising Total

After the event, we'll ask you to share how much your charity raised. This helps us demonstrate the value of LLHM to stakeholders and secure its future.

Provide Feedback

We're always looking to improve. A short post-event survey helps us make your experience as a charity partner smoother, simpler, and more impactful.



EQUALITY, DIVERSITY, AND INCLUSION



We're committed to making LLHM as diverse, inclusive, and welcoming as possible and we know this is a priority we proudly share with our charity partners.

Some highlights from LLHM 2025:

- We trialled priority spectator seating at the start and finish line for those with accessibility needs, with 20 seats and space for up to 5 wheelchairs at each location.
- Our female-friendly event policies earned us SheRaces accreditation.
- We introduced a Family Hub near the finish line, offering breastfeeding and pumping facilities for parents.
- We welcomed our largest field yet of wheelchair and visually impaired participants.
- We continued our partnerships with community-based running groups across London, who not only took part but also supported the event as volunteers. We're incredibly proud to champion their work in making running more inclusive and accessible.

But we're not stopping there

As we look ahead to LLHM 2026, we're focusing on building even more representative fundraising and engagement and we want you to be part of the journey.

Join us in this journey

We want to work collaboratively with our partners to:

- Build diverse running and fundraising teams that better reflect the communities we serve.
- Share and trial new ideas and approaches – we're excited to explore what's possible when we're open to learning and innovation.
- Create an open space where feedback and collaboration shape the future of the event.

We know EDI looks different for every organisation. So we're asking:

- What are you already doing around EDI internally?
- How might this link to your LLHM plans?
- What new approaches can we explore together?


We're on a journey to make LLHM more inclusive for all. We'd love for you to come alongside us.

BECOME A 2026 CHARITY PARTNER

Whether you're a large national charity or a small local cause, we welcome you to be part of LLHM 2026. We offer six partnership levels, based on the number of places you apply for, so charities of all sizes can get involved.

To ensure the event benefits as many organisations as possible, we have a limited number of Big Ben and St Paul's partnerships available.

- Places cost **£152.50 each**
- A minimum of **5 places** can be applied for directly through LLHM
- Places are non-transferable and cannot be rolled over to future years

Partnership Level	Number of Places	Max Number of Partners	Details
Big Ben	400-500	6	      <ul style="list-style-type: none"> • Featured on the LLHM home page • Top listing on the Charity Place webpage • Included in two LLHM social media posts • Featured in one LLHM e-newsletter • Prime cheer station location along the route • Invite to quarterly partner meetings • Charity-branded JustGiving Impact Board
St Paul's	300-399	6	      <ul style="list-style-type: none"> • Featured on the secondary section of the LLHM home page • Secondary listing on the Charity Place webpage • Included in one LLHM social media post • Featured in one LLHM e-newsletter • Prime cheer station location along the route • Charity-branded JustGiving Impact Board
Tower of London	200-299		 <ul style="list-style-type: none"> • Listing on Charity Place webpage • Charity-branded JustGiving Impact Board
Nelson's Column	100-199		 <ul style="list-style-type: none"> • Listing on Charity Place webpage • Charity-branded JustGiving Impact Board
Gherkin	50-99		 <ul style="list-style-type: none"> • Listing on Charity Place webpage • Charity-branded JustGiving Impact Board
Cheese Grater	5-49		 <ul style="list-style-type: none"> • Listing on Charity Place webpage • Charity-branded JustGiving Impact Board



1-5

Run For Charity provides an ideal route for smaller charities to take part in LLHM by purchasing individual places. This option is specifically for charities unable to commit to 5 or more places. Places are purchased directly through Run For Charity, not via LLHM. Please note: If you are purchasing places directly through LLHM, you cannot also purchase additional places via Run For Charity.

Find out more:

llhm.co.uk/buying-places-run-charity



International Charities

Is your charity's head office based outside the UK? If so, we'd love to speak with you we are actively working to support more international charities and can advise on how to get involved.

Find out more:

lhm.co.uk/form/lhm-2026-international-charity

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

Ready to Join Us as a Charity Partner?

That's great news — we'd love to have you on board!

APPLY NOW!

llhm.co.uk/charity-partner

We have a two-part application process. To secure your charity places for LLHM 2026, make sure you complete both steps in full.

STEP 1: Apply for Charity Places

Complete our online charity application form and request your total number of desired places in the LLHM 2026.



STEP 2: Confirm Your Charity Places

After applications close, the LLHM team will review all submissions and allocate places. To confirm your place, you'll need to:

- Accept the number of places offered
- Provide your invoice details

You'll have 7 days to confirm once you receive your offer.

Please note: Your charity's places are not secured until this step is completed in full.

Key Dates:

Date	Details
1 May 2025	Charity Launch Webinar & Charity Applications Open
8 May 2025 Midnight	Charity Applications Close We anticipate a very high volume of applications this year, so we strongly encourage you to apply before the deadline to avoid disappointment and secure your place
Before 16 May 2025	Charity Partners Offered Places Charity confirmation deadline is 23rd May
28 May 2025	Charity Advertising on Sale
June/July 2025	LLHM 2026 Ballot
June/July 2025	LLHM 2026 Ballot Results

We hope this brochure has given you a clear and comprehensive overview of the LLHM Charity Partnerships Programme.

If you have any further questions, please don't hesitate to get in touch:

charities@llhm.co.uk
0207 398 3422