

# LONDON LANDMARKS HALF MARATHON 2027

EDITION X

## CHARITY PARTNERSHIP BROCHURE A DECADE OF RUNNING FOR CHARITY



SUNDAY  
**04**  
APRIL 2027

Organised by

**Tommy's**  
The pregnancy and baby charity

# WELCOME TO THE 10TH EDITION OF THE LLHM



**“Thank you for your interest in the London Landmarks Half Marathon, returning on Sunday 4 April 2027 for our 10th edition.**

Since launching in 2018, LLHM has grown into one of the UK’s most successful charity-focused half marathons, raising over **£85 million** for charitable causes and welcoming hundreds of charity partners each year.

Built by charity, for charities, LLHM puts fundraising and supporter experience at the heart of everything we do.

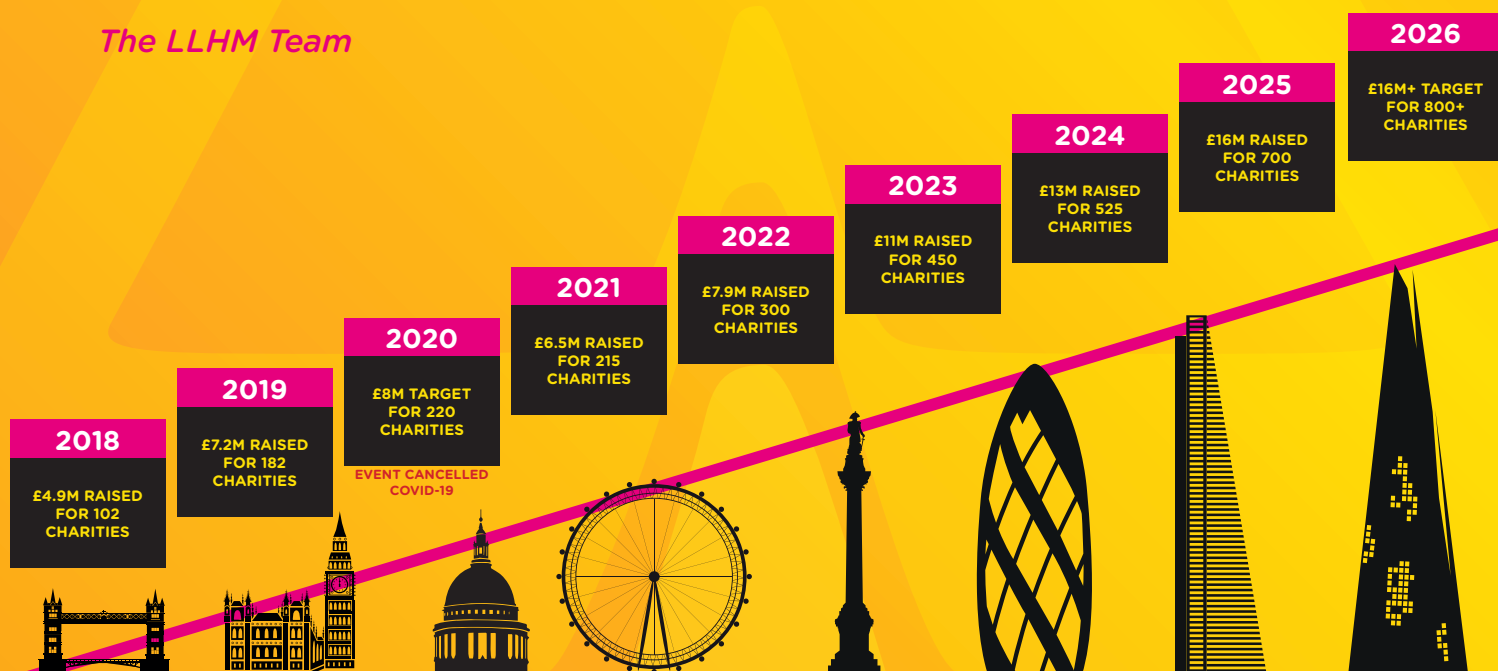
LLHM gives your supporters the opportunity to run through the heart of London on closed roads, passing many of the capital’s most iconic landmarks. With lively entertainment, cheer stations and charity support along the route, the event creates an unforgettable experience that inspires strong fundraising and supporter engagement.

In 2026, more than 800 charities partnered with LLHM, making it one of the largest charity partnership programmes in UK mass participation events. From national organisations to smaller community charities, partners consistently tell us the event delivers strong fundraising, supporter engagement and unforgettable experiences for their runners.

As we enter our 10th edition, we remain committed to delivering an inclusive event that supports charities to maximise their fundraising and deepen relationships with supporters.

We hope your charity will join us for this milestone 10th edition as we continue to raise vital funds, inspire supporters and celebrate charities coming together in the heart of London.

## The LLHM Team



# WHY PARTNER WITH THE LLHM

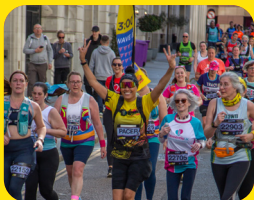
Organised by

**Tommy's**

The pregnancy and baby charity

## BUILT BY CHARITIES, FOR CHARITIES

Created by baby charity Tommy's, LLHM is designed with fundraising at its heart, ensuring charities receive the support, visibility and runner experience needed to maximise their impact.



## £85M+ RAISED FOR CHARITIES SINCE 2018

Since its launch, the LLHM has raised over £85 million for charitable causes, helping organisations of all sizes reach new supporters and fund vital work.



## AN UNFORGETTABLE LONDON EXPERIENCE

Runners take on a spectacular route through the City of London and Westminster, passing many of the capital's most iconic landmarks while enjoying entertainment and charity cheer stations along the way.

This unique event experience inspires participants to take on the challenge and raise vital funds for their chosen charities.



## DEDICATED CHARITY PARTNERSHIPS TEAM

Since its launch, the LLHM has raised over £85 million for charitable causes, helping organisations of all sizes reach new supporters and fund vital work.



## HIGH DEMAND EVENT

Charity places are highly sought after, with demand exceeding supply each year.

# AT A GLANCE

## CELEBRATING 10 YEARS OF THE LLHM IN 2027



### DATE

Sunday 4 April 2027



### PARTICIPANTS

20,000+



### ROUTE

- The only half marathon to run through both the City of London and Westminster
- Fully closed-road route passing iconic London landmarks
- Prestigious start and finish locations



### RUNNER EXPERIENCE

- Premium technical event t-shirt
- Award-winning finisher's medal
- First Aid on route
- Water stations along the route
- Live entertainment across the route



### BY CHARITY, FOR CHARITY

£85m+ raised for charities since launch



### 100% NOT FOR PROFIT

- Organised by Tommy's for the charity sector
- All profits go to charity



### FAMILY DAY OUT

- Free family-friendly treasure trails
- Guided story tours exploring London's past



### TECHNOLOGY

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



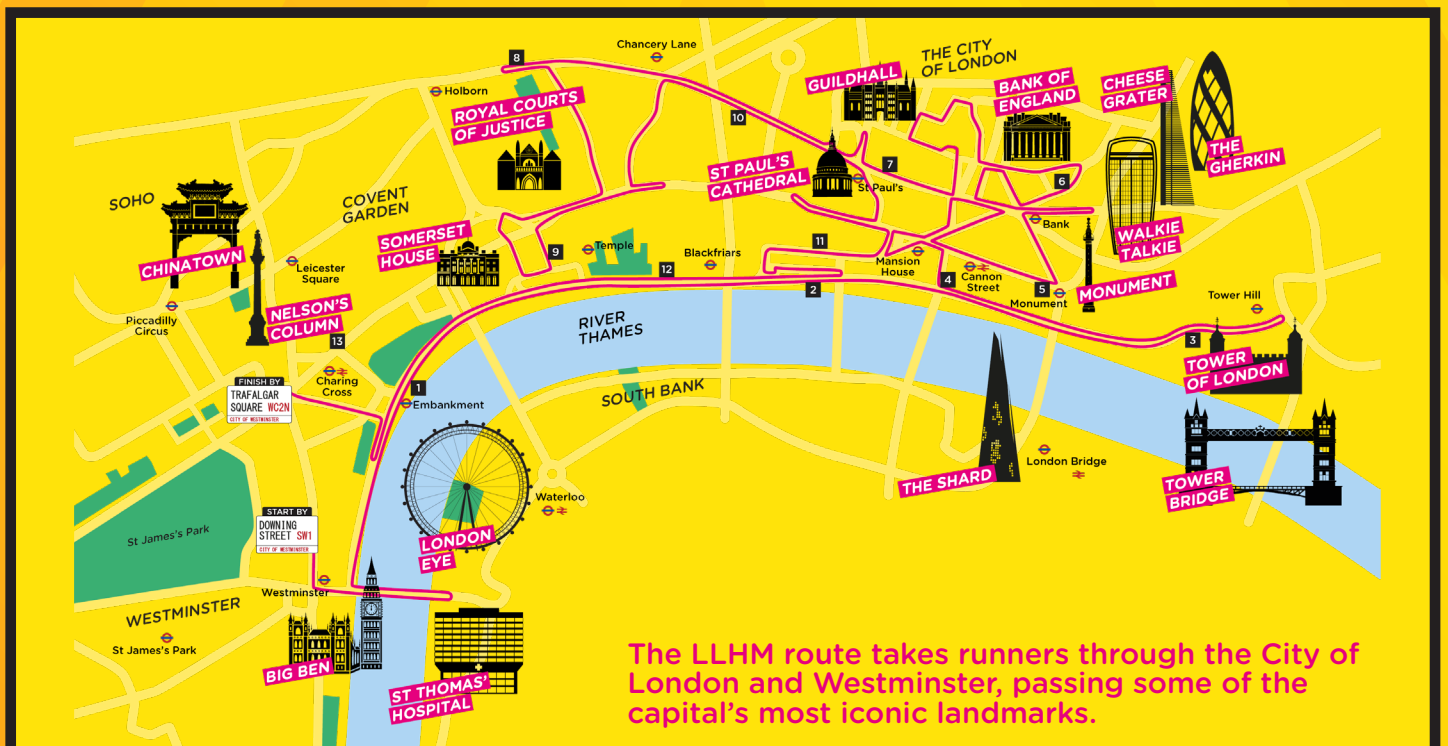
### SHOWCASING LONDON'S RICH HISTORY

- 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

- Bands performing everything from samba to pop
- Spectacular dance and carnival performances
- VIP medal distributors including the Chelsea Pensioners and the Pearly Kings & Queens





# 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. 2026's activities included:



## She Moves: Celebrating Women in Sport

Brand new for 2026, we shone a spotlight on women in sport! From female athletes who have broken barriers and records to those who are inspiring generations of women and girls to take their place on the pitch, dance floor or start line.



## All Aboard

Celebrating all things London Transport, and supported by our friends at Run For Charity.



## Bowler Hat Send Off

Celebrating the birthplace of the bowler hat, runners were waved off by our bowler-hatted Londoners, including The Welcome People.



## It's Showtime

Joined by the London Show Choir, we celebrated the best of the West End!



## Pride Party

We partied and celebrated the LGBTQIA+ community's vital contribution to London's culture and history.



## Lions of London

Royal Bank of Canada brought a 'roarsome' twist to the route. Lions of London 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 brought London's exciting royal history to life with kings and queens and a huge brass band, all in the backdrop of the iconic Tower of London.



## Bow Bells

The Bow Bells, of nursery rhyme fame, rang an incredible half-peal to celebrate the event at St Mary-Le-Bow Church.



## Roman Reception

Gladiator fighting, centurion drilling and plenty of fun was had celebrating Londinium life in Roman times was had at our Roman Reception!



## Advocacy Avenue

Located by The Houses of Parliament we celebrated the impact and power advocacy has had on the lives of Londoners.

## 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. Our musical line-up in 2026 included the London Gay Men's Chorus, Singing Striders, Genesis Carnival Arts and Rhythm Generation, who treated runners and spectators to an invigorating West African drumming performance!

The London Landmarks Half Marathon showcases an incredible line-up of dance acts, including Shimmy Café, Rhythm Club, Kings College London Dance Team, Impact Dance and Step Change Studios.

### Quirky and Hidden Signage

Ever wondered where London's oldest shop is, or wanted to discover the city's Roman remains? Our route signage highlights London's fascinating history, helping runners uncover its quirky and hidden secrets along the way.





FREE GUIDED HISTORY TOURS



CITY SELFIE CHALLENGE

48 HOURS IN LONDON

## And LLHM supporters are in for a treat too! In 2026 we offered:

### Guided Tours

We are always delighted to work with the amazing City Guides and Westminster Guides to provide.

For 2026, our expert guides at City Guides and Westminster Guides offered fantastic free tours to our spectators on race day: a perfect way for them to find out more about London, whilst cheering on a loved one.

### 48 Hours in London

Each year, we team up with fantastic London businesses to bring LLHM runners and their supporters a range of great deals and discounts, along with inspiration for free things to do across the city.



GUINNESS WORLD RECORDS AND FANCY DRESS



GOLDEN TICKETS



FINISHER GOODY BAG



TOP FUNDRAISER BIBS

# EXTRA SPECIAL TOUCHES



Your runners mean so much to us, and we're committed to making their half marathon experience as memorable as possible.

To make their day even more special and inspire their fundraising efforts, here are some of the extra touches we provided in 2026:

- Award Winning Medal
- Golden Tickets - Surprise prizes hidden inside 30 medals for runners!
- Runner discounts at London restaurants and attractions: Hard Rock Café, Shack Shack and View From The Shard to name just a few.
- 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.
- Finisher's goody bag with drinks and treats.

# WHAT OUR RUNNERS SAY

Each year thousands of runners take part in the London Landmarks Half Marathon, raising funds for charity while enjoying one of London's most unique race experiences. Creating an exceptional runner experience is at the heart of the LLHM and our feedback reflects that.

Here's what some of our 2026 participants had to say about their LLHM experience:

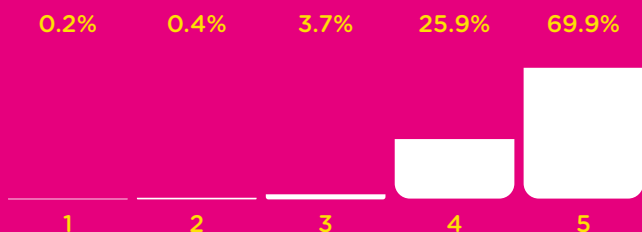
*"Adored this event! The route is amazing, the supporters and entertainment were incredible and it felt like a wonderful celebration of the city. Pre-race communications were great, everything was clear on the day, bag drop worked great and could see the efforts they'd made to be more sustainable. Love my medal and t-shirt as well!"*

*"My first ever race and it couldn't have been better. The atmosphere was fantastic and the whole event was super organised. The crowds were great and very supportive, the buzz and energy all the way around help keep me going. Outstanding and definitely 5 star!"*

*"Fantastic event. Biggest race I've done. So enjoyable with all the entertainment all the way round. Having my name on my number was great when random people in the crowd cheered me on. The training t-shirt & buff were nice quality. The bag, t-shirt & medal are cool. I was lucky to get ballot place. Thank you xx"*

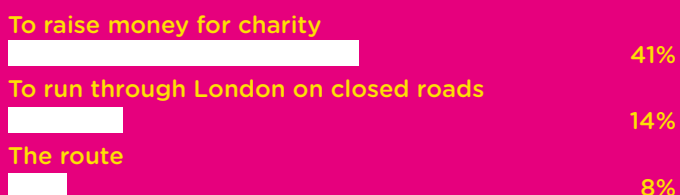
*"My first half marathon and I loved it. The inclines really tested you and the wind was an eye opener but to smash the time expected was great. The crowd were unreal along the whole route."*

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



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

\*Top 3 below



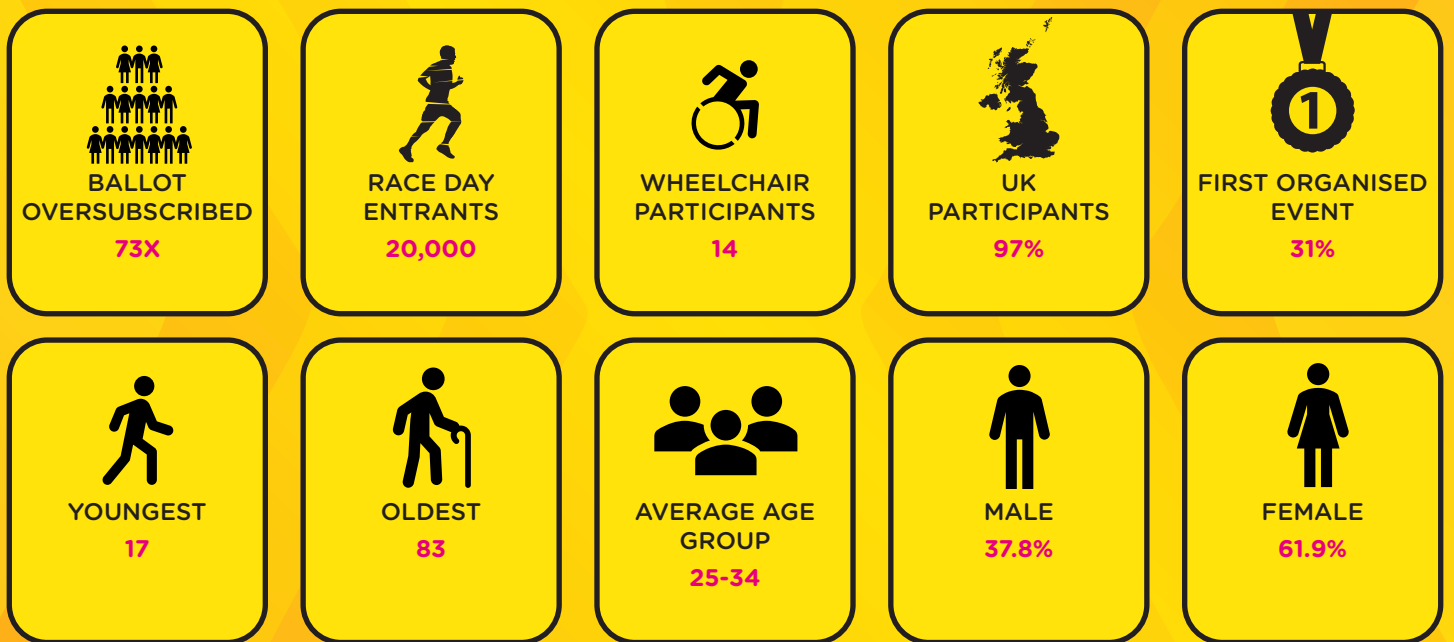
**Participant Survey** - How likely are you to recommend the London Landmarks Half Marathon to someone else?



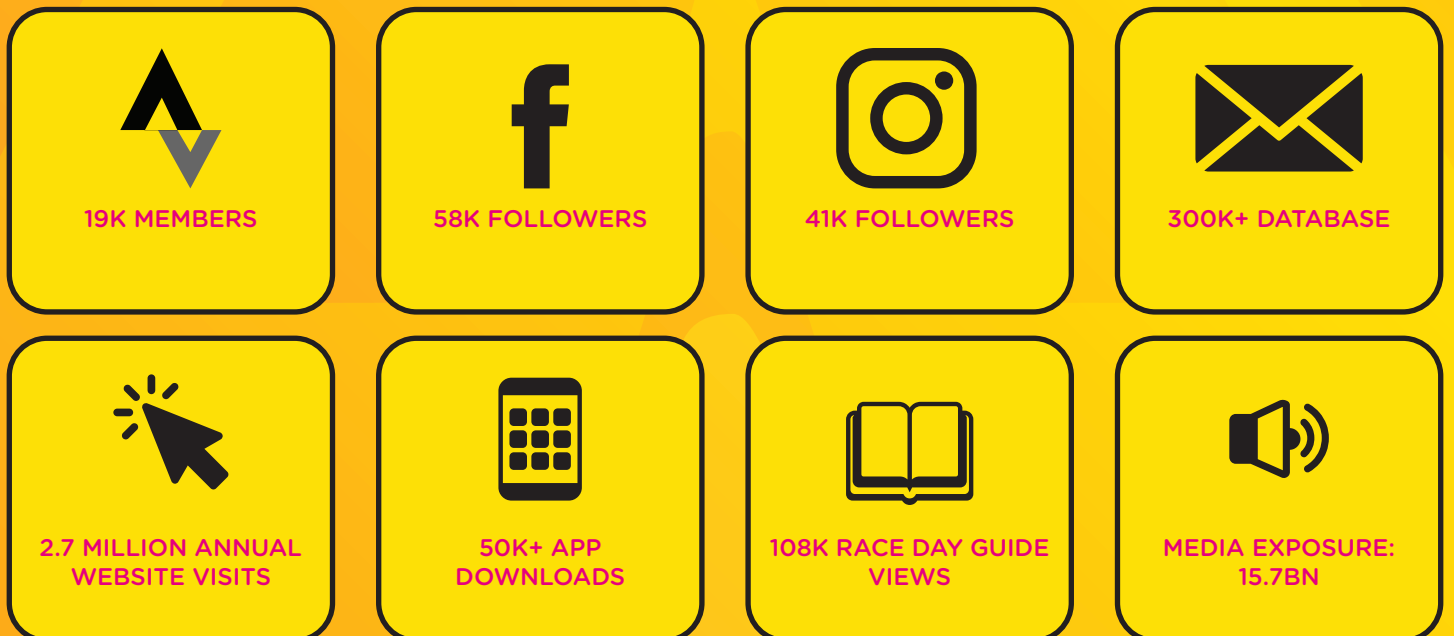


# WHO MAKES UP THE LLHM?

## Runner Breakdown



## Digital Reach





# OUR COMMITMENT TO OUR CHARITY PARTNERS

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

The London Landmarks Half Marathon is a unique event, created by the charity Tommy's and designed to maximise fundraising for charities.

Charity is at the heart of everything we do. Our team is committed to delivering the best possible experience for you, your charity and your runners, while helping you maximise your fundraising impact.

- **Support that's just a phone call away** - Our Charity Partnerships team is on hand to support you with any question, big or small.
- **Clear, regular communication** - Including monthly partner updates and key event information throughout the year.
- **Celebration of your achievements** - from recognising top fundraisers to opportunities such as the Charity Mascot Dash.
- **Enhanced runner experience** - Exclusive partner and sponsor perks designed to support your runners from sign-up to race day and beyond.

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



**FUNDRAISING**

- Proven fundraising opportunities
- Over 800 charity partners in 2026
- Average of £775 raised per runner via JustGiving



**DEMAND**

- Oversubscribed public ballot each year
- Charity places provide one of the only ways to secure entry
- Many charities sell out allocations months before race day



**AWARENESS**

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



**PUBLICITY**

- PR support helping raise awareness of participating charities
- National and regional media coverage
- Opportunity to position your charity within a high-profile London event

# LLHM CHARITY PARTNER FEEDBACK

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

*"I felt this year we have had a lovely journey with the LLHM team, regular monthly emails felt very informative, the team were very responsive, site visit for our cheer point was also very welcomed after we had a few issues in 2025. I feel like all our concerns were addressed. We look forward to 2027!"*

**Sinead at Target Ovarian Cancer  
Gherkin (50-99)**

*"It's not always easy being a charity working with a third-party event, but LLHM really appreciate what charities need and what an asset they can be to the on the day experience. You always know exactly what is going on with logistics and event day plans, meaning you can prepare your runners well in advance and ensure everyone has a great day. It's one of the highlights of our year!"*

**Zoe at Diabetes UK  
Nelson's Column (100-199 places)**

*"We've loved our first year as a Big Ben partner, bringing Samba dancers to our cheer point and holding a post-race reception for the first time. The LLHM has an incredible atmosphere and the team go above and beyond to provide the very best experience for their runners and charity partners."*

**Megan at Breast Cancer Now  
Big Ben (400-500)**

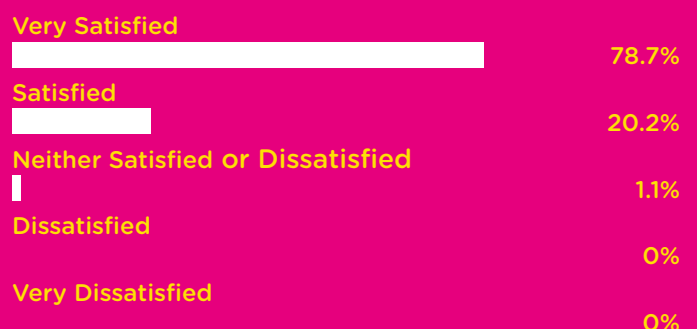
*"Thank you for having us be apart of such an incredible event. A very sought after race, it's one everybody wants a piece of. The atmosphere as always was electric, and made even more exciting, having been selected for the mascot dash. From start to finish the support from the LLHM team has been superb, and we look forward to taking part again next year. A huge thank you to the team from all of us at Sport in Mind!"*

**Aysha at Sport in Mind  
Cheese Grater (5-49)**

*"Yet again another incredible event! We are proud partners of the London landmarks and it's one of the key events of the year that we would NEVER MISS! The energy is just exceptional and is one of the best races in London!"*

**Millie at Skye High Foundation  
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

## Working Together as Charity Partners

Charity partners play a vital role in bringing the London Landmarks Half Marathon to life. From vibrant cheer stations to inspiring fundraising stories, your involvement helps create the unforgettable atmosphere that makes LLHM so special. As part of our partnership, we need 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 runners and cheering them on right to the final finisher makes a huge difference to the atmosphere on race day.

### Share your Fundraising Total

After the event, we ask charities to share how much they raised through LLHM. This helps us demonstrate the collective impact of the event and continue growing the programme for future partners.

### Provide Feedback

We're always looking for ways to improve. A short post-event survey helps us understand your experience as a charity partner and continue making LLHM even better for future events.



# EQUITY, 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 share with our charity partners.

## Highlights for 2026:

- Our family hub returned and due to increased comms around it we had greater take up from participants.
- Renewed our SheRaces accreditation.
- Increased priority seating at the start and finish area for those with accessibility needs.
- Largest field of VI runners to date.
- Strengthened our community partner programme working with 15 groups from across London.
- Introduced our She Moves activation celebrating women in sport.

## Looking ahead

As we look ahead to LLHM 2027, we're focused on building even more inclusive and representative fundraising and engagement and we want to work with our charity partners to achieve this. We will also be:

- Reviewing our support and guide runner registration process.
- Reviewing areas of the course where we can introduce quieter and more accessible zones.

## Working Together

We want to work collaboratively with our partners to:

- Build diverse and representative running and fundraising teams.
- Share and test new ideas to improve inclusivity across the event.
- Create an open and supportive environment where feedback helps shape the future of LLHM.

We know EEDI looks different for every organisation, so we encourage our partners to consider:

- What are you already doing to improve diversity and inclusion within your organisation?
- How could this align with your LLHM plans?
- What new approaches could we explore together?

We're committed to making LLHM more inclusive for all and we look forward to working with you as part of that journey.

# BECOME A 2027 CHARITY PARTNER

Whether you're a large national charity or a small local cause, we welcome you to be part of LLHM 2027. Our tiered partnership model offers a range of place allocations, giving charities of all sizes the opportunity to get involved.

- Places cost £157.50 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

Charity places are limited and highly competitive, with allocations reviewed annually to ensure a balanced and fair programme across our charity partners. **Please note:** applications for our highest-tier partnerships (Big Ben and St Paul's) have now closed for 2027.

Partnership Level	Number of Places	Max Number of Partners	Details
<p><b>Big Ben</b></p> <p>Our highest-tier partnership, offering maximum visibility and engagement opportunities.</p>	400-500	6	<ul style="list-style-type: none"> <li> Prominent feature on the LLHM homepage</li> <li> Priority listing on the Charity Place webpage</li> <li> Inclusion across LLHM social media and email channels</li> <li> Prime cheer station location on the route</li> <li> Access to quarterly partner meetings</li> <li>Charity-branded JustGiving Impact Board</li> </ul>
<p><b>St Paul's</b></p> <p>A high-impact partnership with strong visibility and engagement opportunities.</p>	300-399	6	<ul style="list-style-type: none"> <li> Featured on the secondary section of the LLHM homepage</li> <li> Secondary listing on the Charity Place webpage</li> <li> Included across LLHM social media and email channels</li> <li> Prime cheer station location on the route</li> <li> Charity-branded JustGiving Impact Board</li> </ul>
<p><b>Tower of London</b></p> <p>A mid-level partnership typically suited to charities with established LLHM programmes.</p>	200-299		<ul style="list-style-type: none"> <li> Listing on Charity Place webpage</li> <li>Charity-branded JustGiving Impact Board</li> </ul>
<p><b>Nelson's Column</b></p> <p>A mid-level partnership offering a moderate allocation of places.</p>	100-199		<ul style="list-style-type: none"> <li> Listing on Charity Place webpage</li> <li>Charity-branded JustGiving Impact Board</li> </ul>
<p><b>Gherkin</b></p> <p>A core tier within the LLHM charity partnership programme.</p>	50-99		<ul style="list-style-type: none"> <li> Listing on Charity Place webpage</li> <li>Charity-branded JustGiving Impact Board</li> </ul>
<p><b>Cheese Grater</b></p> <p>Our most accessible allocation tier, offering a consistent and valuable level of participation for many of our charity partners year on year.</p>	5-49		<ul style="list-style-type: none"> <li> Listing on Charity Place webpage</li> <li>Charity-branded JustGiving Impact Board</li> </ul>

# Alternative partnership opportunities



## 1-10 Places

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



## International Charities

If your charity is based outside the UK, we'd love to support you in getting involved in the London Landmarks Half Marathon.

We are actively working to grow our international charity programme and can guide you through the process of taking part.

Find out more:

[llhm.co.uk/form/llhm-2027-international-charity](https://llhm.co.uk/form/llhm-2027-international-charity)

## Additional Marketing Options

We also offer a range of optional advertising packages to help you promote your charity and maximise your presence at LLHM.

These are separate from charity place allocations, giving you flexibility to choose what works best for your organisation. Further details will be shared once places are confirmed.



# CHARITY 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](http://llhm.co.uk/charity-partner)

The application process has two stages. To secure your charity places for LLHM 2027, please ensure both steps are completed in full.

**Please note:** applications for Big Ben and St Paul's partnerships are now closed for LLHM 2027. These tiers require a separate application and interview process and open earlier in the year.

## STEP 1: Apply for Charity Places

Complete our online charity application form and request your total number of desired places in the LLHM 2027. Charities can request places but may not receive full allocation.



## 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
7 May 2026	Charity Launch Webinar & Charity Applications Open
14 May 2026 (3pm)	Charity Applications Close All applications received by the deadline will be reviewed as part of the allocation process. Please note that once applications close on 14 May 2026, we're unable to accept further applications for LLHM 2027.
Before 26 May 2026	Charity Partners Offered Places Charity confirmation deadline is 2 June 2026 <b>Places not confirmed by this date will be released</b>
2 June 2026	Charity Advertising on Sale
June/July 2026	LLHM 2027 Ballot
June/July 2026	LLHM 2027 Ballot Results

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

We'd love to work with you as part of LLHM 2027 and look forward to welcoming our next cohort of charity partners.

If you have any questions, our team would be happy to help:

[charities@llhm.co.uk](mailto:charities@llhm.co.uk)  
0207 398 3422