



THE  
ROYAL  
PARKS



# Half

ROYAL PARKS HALF MARATHON 2023  
CHARITY PARTNER APPLICATION PROCESS



## EVENT OVERVIEW

The Royal Parks Half Marathon takes place on Sunday 8 October.

It's a beautiful run that takes in historic landmarks such as Buckingham Palace, the Houses of Parliament, Trafalgar Square, Marble Arch and the Royal Albert Hall, as well as crossing four magnificent Royal Parks; Hyde Park, The Green Park, St James's Park and Kensington Gardens.

**We have raised  
almost £60 million  
for over 1,200 charities  
since it started in 2008.**

[royalparkshalf.com](http://royalparkshalf.com)



## STATS

**16,000 runners**

**almost £60 million**  
raised for over 1200 charities



**457 charities**

**over £750**  
raised by the average runner  
for charity in 2021

STATS

# 15th anniversary of the Royal Parks Half Marathon in 2022



**£3,079,430**

JustGiving fundraising total for 2022  
(as of 17th October)

## RUNNER BASE

**high female participation**  
with 50% female runners  
on the day

**£26,513**  
highest amount raised  
by a single runner

**almost 5x ROI**  
for charities investing  
in places

**£750**  
raised on average  
by each runner



# The greenest race in the UK

- One of the first half marathons in London to go plastic bottle free
- Eco friendly event t-shirt and race medal and all cutlery onsite is biodegradable
- Went fully plant-based for the first time in 2022 by introducing a plant-based food village



### Reduce

Runners will be given a finisher's t-shirt on the day rather than in the post, helping to reduce **87kg** of plastic.

### Reuse

**891kg** of discarded clothing has been donated to Traid since 2008.

### Recycle

**88%** of all waste was recycled from the 2021 event.



## TESTIMONIAL

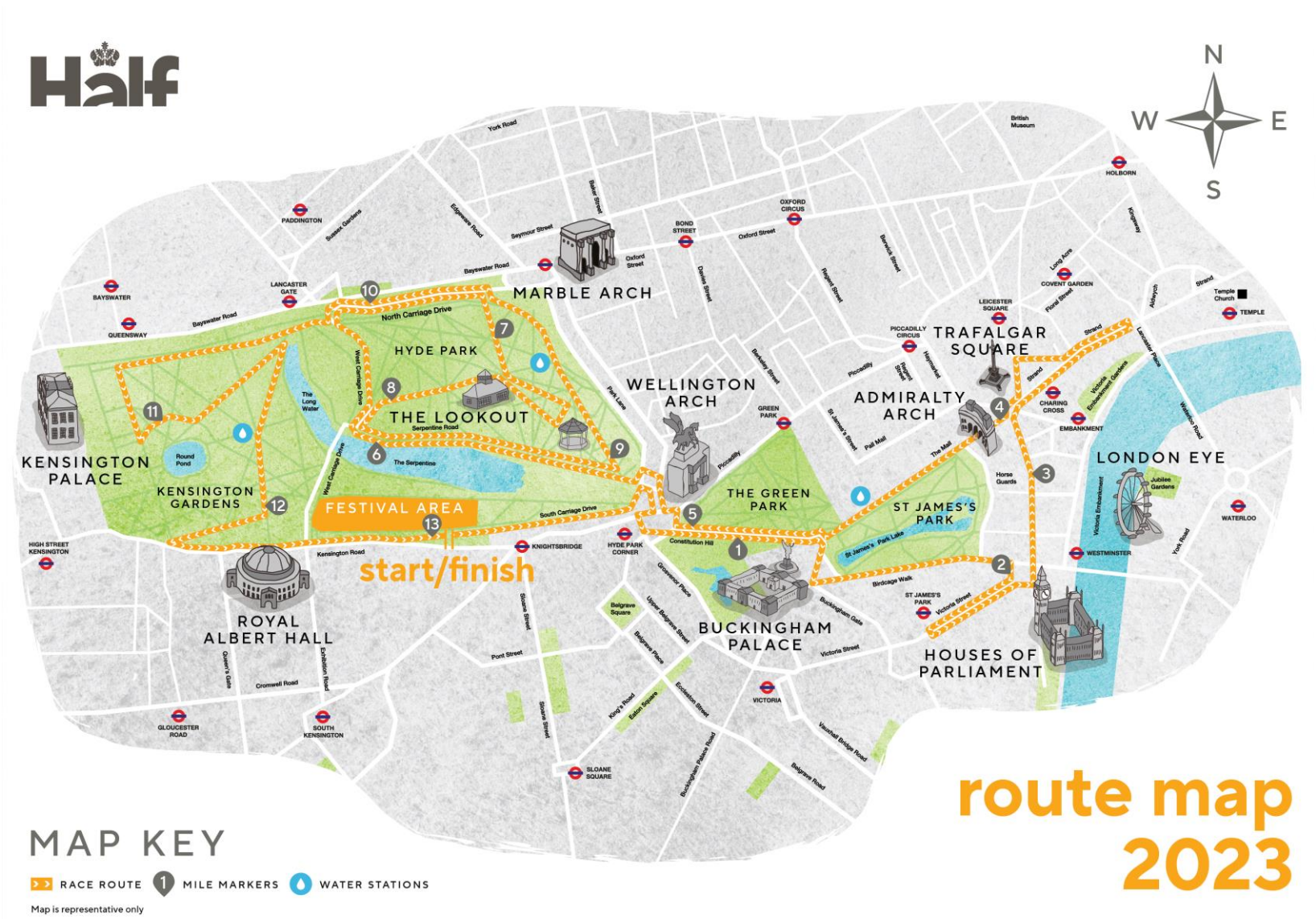


**‘The Royal Parks Half Marathon is one of [our charity’s] biggest events for fundraising in the calendar.’**

‘We love being a part of this incredible race day and are hoping to grow our team this year. Thank you for all the clear communications throughout the year – it is really helpful to see what the runners are sent as well as reminders of deadlines and competitions in the charity newsletter. When asked for similar feedback from other challenge events, I often use Royal Parks Half as an example of where communications between the event organisers and charities works really well. We had another brilliant race day, with so many happy runners who loved the course, support and race day goodies they were given. The wet weather really didn't dampen spirits! Overall, it was another fantastic race day. Congratulations, and thank you for all your help this year.’



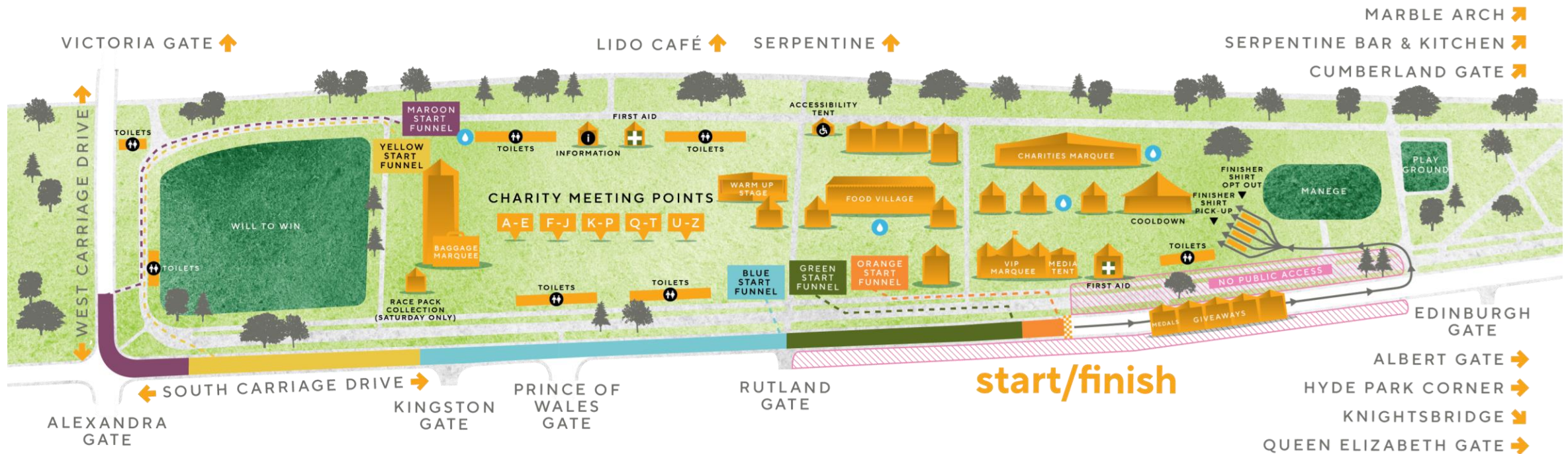
# ROUTE MAP





# EVENT SITE / FOOD AND FITNESS FESTIVAL MAP

## Half festival map 2023



# CHARITY TIERS

## Golden Oak

450+ places

- Profile in PR and Marketing campaign
- Charity logo included on event branding including banner roll
- Premium listing on the charity page of website
- Weblink from event website to a site of your choosing (e.g. charity homepage)
- Premium space (individual 12m x 20m marquee) for your runners and supporters on race day at additional fee
- Option for a branded water station or cheer point along with volunteering opportunities
- 30 seconds big screen advert (x3)

## Silver Birch

250-449 places

- Premium listing on the charity page of the website below Golden Oak charity partners
- Weblink from event website to a site of your choosing (e.g. charity homepage)
- Dedicated space (3m x 6m) in the Charity Exhibition Marquee for Silver Birch partners, for an additional fee



# CHARITY TIERS

## Copper Beech

100-249 places

- Tertiary listing on the charity page of the website
- Weblink from event website to a site of your choosing (e.g. charity homepage)
- Option of space (3m x 3m) in the charity exhibition marquee in the village area for an additional fee

## Elm

50-99 places

- Listing on the charity page of the website
- Weblink from event website to a site of your choosing (e.g. charity homepage)
- Option of space (3m x 3m) in Charity Exhibition Marquee in the village area for an additional fee

## Sapling

1-49 places

- Listing on the charity page of the website
- Weblink from the event website to a site of your choosing (e.g. charity homepage)





## CHARITY PLACES OVERVIEW

All charity places in the Royal Parks Half Marathon cost £145 each (VAT exempt).

All charity participants need to be registered on the Royal Parks Half Marathon database by Friday 25 August 2023.

As per the Charity Terms and Conditions, places purchased are non-refundable if unfilled and cannot be deferred to a future event.

Changes to your team can be made prior to the console closing on Friday 25 August 2023, after this date no transfers can be made.

If charities are unsuccessful at their requested tier, they will automatically be considered for the alternative tier.



## KEY DATES

**26 October 2022**

Applications open for Copper Beech, Silver Birch and Golden Oak charity partnerships.



**8 November 2022**

Applications for Copper Beech, Silver Birch and Golden Oak charity partnerships must be submitted by midday.



**9 November 2022**

Interview invites sent to Golden Oak applicants.



**6 December 2022**

Elm and Sapling charity places go on sale.



**23 November 2022**

Successful Copper Beech, Silver Birch and Golden Oak charities will be informed.



**14 – 15 November 2022**

Golden Oak interviews take place.

**1 March 2023**

Charity console opens once ballot results have been announced. After adding your runners, they will receive a link to complete their registration and secure their place.



**25 August 2023**

The console closes. All charities must have uploaded their runners, and each runner needs to complete their registration by this date to secure their place. No changes can be made to the console after this date.



**8 October 2023**

The Royal Parks Half Marathon Race Day!



# APPLICATION PROCESS

If you are interested in having over 100 places in the 2023 Royal Parks Half Marathon, please submit your application to Liz Tack [ltack@royalparks.org.uk](mailto:ltack@royalparks.org.uk) and Gemma Davies [gdavies@royalparks.org.uk](mailto:gdavies@royalparks.org.uk) by midday Tuesday 8 November 2022.

If you would like to purchase fewer than 100 places these will go on sale on Tuesday 6 December 2022.

This is your charity's opportunity to showcase how you make a difference and how your charity will benefit from being a partner of the Royal Parks Half Marathon. Packages will be allocated based on applications that best respond to the questions below.

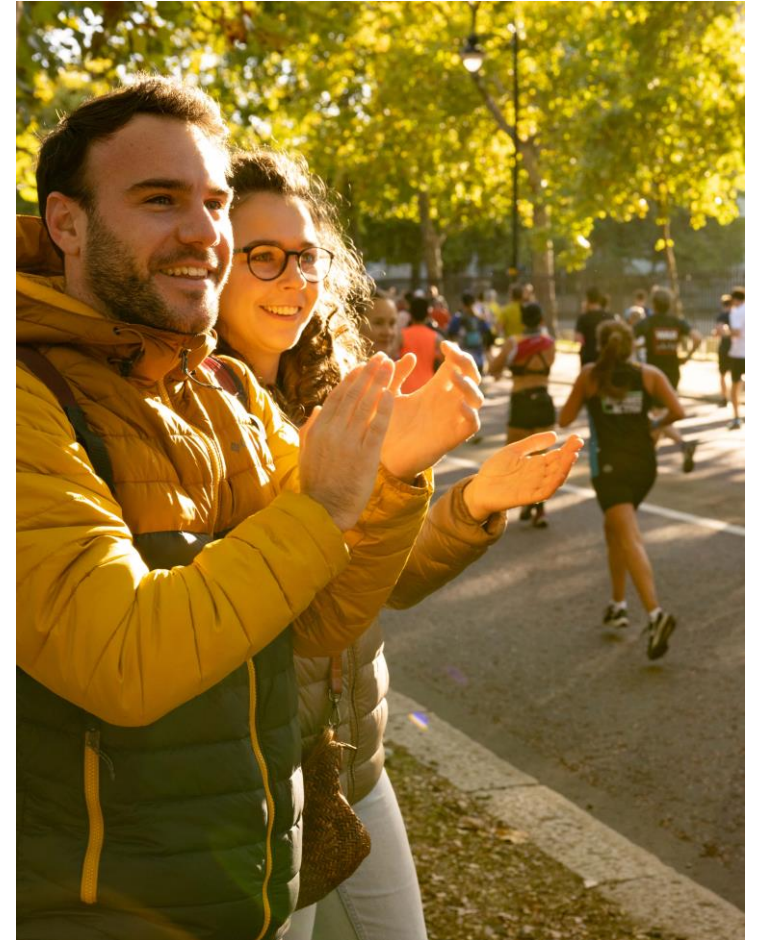
**Within your application response please remember to highlight which Charity Tier you are applying for and how many Charity Places you are hoping to request!**





## SUPPORT FOR CHARITIES

- ✓ **Marketing support**  
for charities throughout the process
- ✓ **Charity webinars and workshops**  
to help you make the most of your race places
- ✓ **Opportunity to purchase a slot in charity dropdown**  
to reach runners who were unsuccessful in the ballot
- ✓ **Opportunity to purchase a marquee in the event village**  
to engage with runners and visitors
- ✓ **Cheer points available**  
to maximise visibility across the race



# APPLICATION

Please complete a short presentation e.g. PowerPoint / Keynote / short video (no more than 10 slides / 5-minute video) incorporating the areas and questions below:

1. Give a topline overview of your charity and why you would like to partner with the Royal Parks?
2. Provide us with an overview of your runner recruitment strategy and how you plan to fill your charity places for 2023?
3. What experiential race day activations would you introduce for the 2023 Royal Parks Half Marathon? These should enhance the race day experience for all participants.
4. Do you see your charity having any synergies with the Royal Parks, e.g. Links to green space, health and well-being, etc?
5. What is the social impact of your charity and how are you looking to become more sustainable?
6. Do you have a process in place whereby own place runner applications are approved to ensure they have a ballot place?
7. **Golden Oak applicants only:**  
How will your charity add value to the Royal Parks Half Marathon by becoming a Golden Oak charity partner?

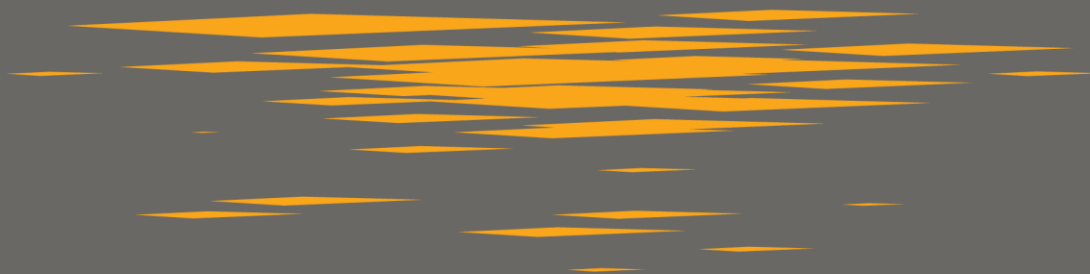




THE  
ROYAL  
PARKS



# Half



2023