

Half



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Royal Bank
of Canada

ROYAL PARKS HALF MARATHON 2024 CHARITY PARTNER APPLICATION PROCESS





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2023 ON THE DAY HIGHLIGHTS

On the day numbers...

- 16,000 runners
- 50,000 footfall in the Event Village
- Over 600 volunteers at water points, baggage, marshalling, waste stations, medal & race shirt collection points and RBC Leo the Lion giveaways
- 567 charities involved
- High female participation with over **50% female runners** on the day
- Four water points (an additional water point from 2022)
- Over 12 activations out on route for runners (& spectators!) to enjoy



FUNDRAISING MILESTONES & CHARITY EXCITEMENT



Over **£5.5million** raised for charities in 2023 from our 100% not-for-profit event, a huge 52% increase from 2022

Nearly £65million raised for over 1200 vital causes since 2008

Average fundraising page on JustGiving for 2023 event raised **£863**

Sold out ballot and charity field - in 2023 we sold out of race places ahead of our September console closing date

Over £29,000 was the highest amount raised by a single runner for charity!





SUSTAINABILITY SUCCESS

- We have been plastic bottle free since 2019, removing over 200,000 plastic bottles
- Eco friendly event t-shirt made from recycled materials and FSC wooden race medal which participants can opt out of
- All cutlery onsite is biodegradable
- Our 2023 Event Food Village ensured all vendors used local produce suppliers and made knowledgeable and responsible choices in relation to environmental sustainability, promoting the reduction, reuse and recycling of products at the half marathon.
- In 2023 we had Jog-On in the Event Village, providing a place for running shoes to get a second chance and be saved from landfill.
- At our finish line we provided aluminium cans of water to refresh & hydrate our participants at the end of the event
- We encouraged runners to bring a reusable bottle or hydration vest to support their run and provided paper cup water points across the route.



Reduce

We teamed up with Trees not Tees in 2023 to give every runner the opportunity to plant a tree instead of taking home a race shirt; in 2023, **5,064** runners opted to do this- a new event record for Trees Not Tees with over 25% of runners opting out.



2023 MARKETING & COMMS RACE DAY UPDATES & TRIUMPHS

Social media

- Race week – each post shared during race week reached 10,000 accounts
- Start line video – 40,000 accounts reached on Instagram, half were non-followers meaning new audiences engaging with our content
- Increase of 1000 followers across our social channels since race week

Press and media coverage

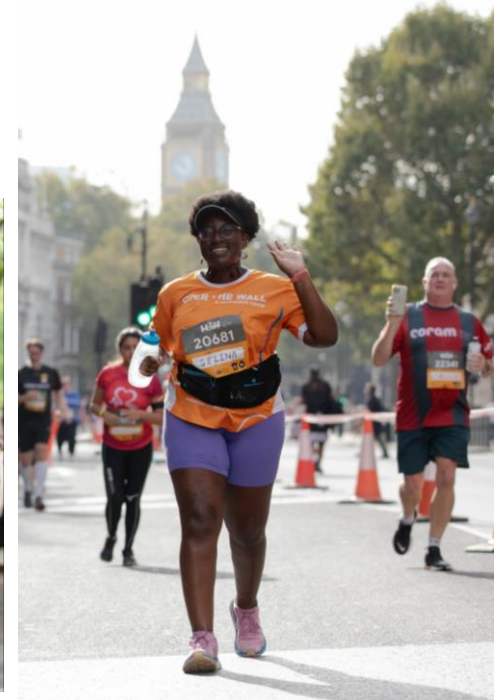
- Inspire campaign - **34** pieces of coverage with an estimated reach of over **66 million** unique monthly readers.
- Guinness World Record attempt on race day – fastest female to complete a half marathon in under 2 hours wearing wellington boots. Did it in 1:55. **30** pieces of coverage on the day including Evening Standard, Independent, and a Canadian online running magazine. All included RPHM name and images of the day as well as a link to the fundraising page for Cancer Research UK (she was a ballot runner)
- ITV News London – 18:45 on race day, 2-minute feature including clips of day, interviews with celeb and a TRP rep as well as inspire runner Mason, **Average Daily Viewers: 465,000**



2023 MARKETING & COMMS RACE DAY UPDATES & TRIUMPHS CONT.

Charity survey results (as of 25/10)

- 90% strongly agree or agree that their runners received all the information needed easily to take part in the Royal Parks Half Marathon.
- Of those who attended the charity webinars, 88% strongly agree or agree that they were provided with key information surrounding the event.
- 100% of those who were able to hire a marquee strongly agree or agree that it added to the experience on the day for them as a charity, their runners, and supporters on the day.
- 95% said that their runners had given them positive feedback.
- 100% of responders are likely to be involved with a future Royal Parks Half.



LOOKING FORWARD TO THE FUTURE. BRING ON 2024



The Royal Parks Half Marathon takes place on **Sunday 13 October 2024**.

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.

Eco friendly event t-shirt made from recycled materials and FSC wooden race medal which participants can opt out of.

Start and Finish in the same place for ease, next to the Event Village

Event Village including baggage marquee, meeting points, on-stage entertainment, have-a-go activities, food vendors and MORE!





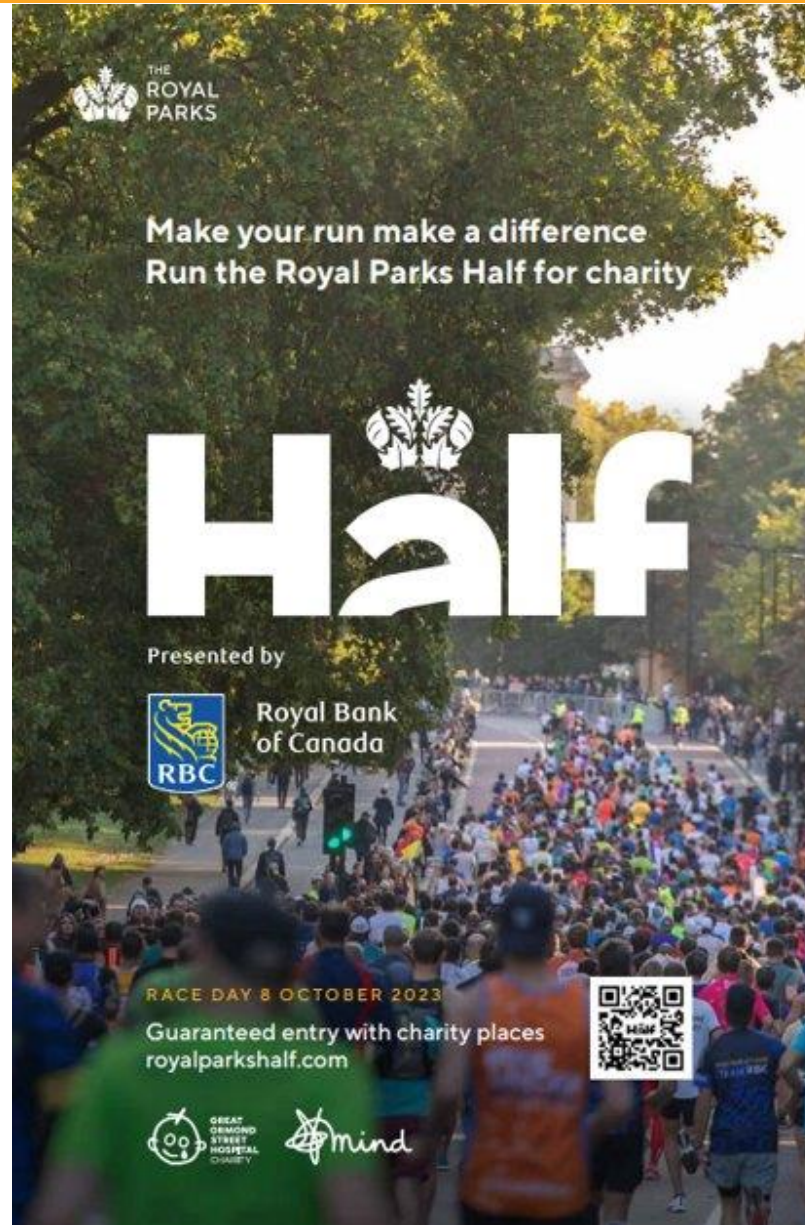
WHAT CHARITIES CAN EXPECT IN 2024

- Meeting points for pre/post-race welcomes, to runners & supporters
- Option for marquee space to host runners & supporters
- Opportunity for on-route activations
- Ideal cheer point spots across the route
- Option to host a branded water point
- Opportunity to take part in one of the top half marathon fundraising events
- An inclusive event offering spots for guide runners and wheelchair participants and options to support other disabilities/impairments
- Multiple webinars to support charities throughout the year with stewarding, fundraising, recruiting, race day and event info
- Large footfall – over 50K visitors to the event village throughout the day during the 2023 event



DEDICATED CHARITY MARKETING CAMPAIGNS

- London wide run for charity tube campaign to support charity recruitment during key April/May runner recruitment window
- Paid social media campaign ran alongside the tube campaign carrying run for charity messaging
- This dual approach will drive huge traffic to our Run for charity webpage to help charities fill race places
- Golden Oak Charity Tier inclusion

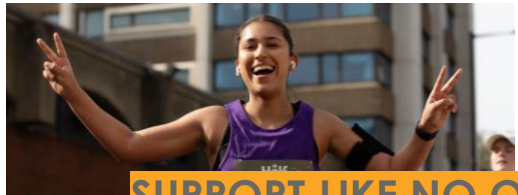


WHAT RUNNERS CAN EXPECT IN 2024

An event like no other! The only half marathon to close Hyde Park Corner and give runners access to four of the Royal Parks for the day. Over 50% of the course is in the parks, showcasing how green London can be as well as giving runners the opportunity to run past London landmarks; Wellington Arch, Buckingham Palace, The Mall, Constitution Hill, Whitehall, Downing St, Admiralty Arch, Trafalgar Square, Nelson's Column, views of Big Ben, Speakers' Corner, Kensington Palace, Physical Energy Statue, The Royal Albert Hall & The Albert Memorial.



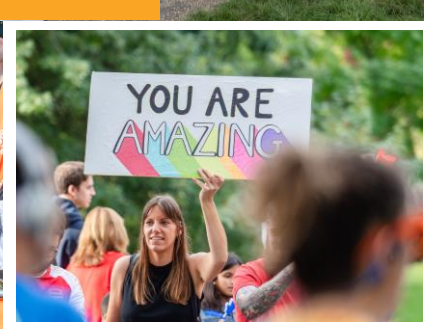
ENDLESS CLAPS



SUPPORT LIKE NO OTHER!



CHEER STATIONS



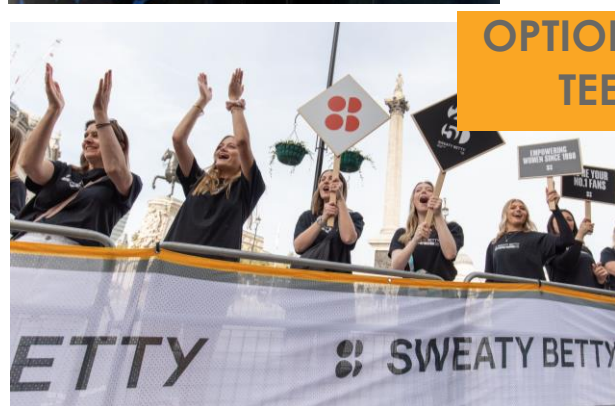
WHAT RUNNERS CAN EXPECT IN 2024



MUSIC TO GET THEM MOVING



WARM UP & COOL DOWN SESSIONS



OPTION FOR AN ECO FINISHER TEE & WOODEN MEDAL



SUPPORT ALL THE WAY ROUND

BECOME A CHARITY PARTNER

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 supporters
- ✓ **Cheer points available**
to maximise visibility across the race



TESTIMONIAL

‘The atmosphere on Race Day was the **best we’ve experienced** in our many years at this wonderful event...’

Our Charity Partnership journey this year [2023] has been extremely positive throughout the whole process. The Royal Parks Half team being more accessible than ever, an easy to use console where our runner’s details needed to be upload and important information coming through to charities in a timely fashion made it really enjoyable.

The atmosphere on Race Day was the best we’ve experienced in our many years at this wonderful event, perhaps helped by the very warm sunshine and blue sky with made a rare appearance. We were able to support our dedicated team of runners from our branded Future Dreams Breast Cancer Charity Cheer Station, as well as cheer on the thousands of other committed folk who were running for other worthwhile charities, chasing times or simply running for the memories.

We loved being part of such a positive and uplifting event and are already looking forward to building our Future Dreams team to take part next autumn! - Claire



CHARITY TIERS

Golden Oak

450+ places

- Profile in PR and Marketing campaign
 - Logo inclusion in all e-marketing comms footers
 - Logo inclusion on Royal Parks Half website
 - 2 x tube advertising campaigns logo inclusion in winter/spring 2024
 - Charity logo included on event branding including banner roll and on start/finish gantry
 - Event Stage Branding inclusion, logos on each side of the stage
 - MC shout-outs on event day in the event village and start/finish line
 - Premium listing on the charity page of website
- Weblink from event website to a site of your choosing (e.g. charity homepage)
 - Option to be included in the Charity Drop Down during ballot
 - Opportunity to purchase a charity marquee in a premium space (individual 12m x 20m marquee*) for your runners and supporters on race day (50,000 footfall in event village)
 - Volunteering opportunities along race route
 - Opportunity for prime branded cheer points along race route
 - 30 seconds big screen advert (x3) played in the Event Village (50,000 footfall on event day)

*Marquee size may vary in 2024



CHARITY TIERS



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)
- Option for a dedicated space (3m x 6m*) in the Charity Exhibition Marquee for Silver Birch partners
- Volunteering opportunities along race route
- Option for Charity Drop Down during ballot *Marquee size may vary in 2024

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 for Charity Drop Down during ballot
- Opportunity for a marquee space (3m x 3m*) in the charity exhibition marquee in the village area
- Volunteering opportunities along race route

*Marquee space may vary in 2024



CHARITY TIERS

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)
- Opportunity for marquee space (3m x 3m*) in Charity Exhibition Marquee in the village area if available

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)

Please note due to space restrictions on site only those charity partners who purchase 50 or more places will have the opportunity to purchase a marquee space



CHARITY PLACES OVERVIEW

All charity places in the Royal Parks Half Marathon cost £148 each (VAT exempt and excluding the £4.95 admin fee).

All charity participants need to be registered on the Royal Parks Half Marathon database by Monday 2nd September 2024.

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 Monday 2nd September 2024, 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. Please note that tiers are based on your initial purchase, this means if you request additional race places throughout the year you do not move up a charity tier.



KEY DATES



30 October 2023

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



10 November 2023

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



14 November 2023

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



02 September 2024

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.



4 March 2024

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.



Early December 2023

Elm and Sapling charity places go on sale.



13 October 2024

The Royal Parks Half Marathon Race Day!



APPLICATION PROCESS

If you are interested in having over 100 places in the 2024 Royal Parks Half Marathon, please submit your application via the link below by midday Friday 10 November 2023.

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.

If you would like to purchase fewer than 100 places these will go on sale in early December 2023.

[Submit your application](#)



TOP TIER CHARITY APPLICATION PROCESS

Please answer the questions below in the [link provided](#).

Any additional information or supporting documents can be sent to:
royalparkshalf@royalparksof.org.uk

These submissions will be reviewed and charities awarded tiers from these applications.

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 2024?
3. What experiential race day activations would you introduce for the 2024 Royal Parks Half Marathon? These should enhance the race day experience for all participants and could include a water point, *if submitting for Golden Oak Tier.
4. What is the social impact of your charity and how are you looking to become more sustainable?
5. Golden Oak applicants only:
How will your charity add value to the Royal Parks Half Marathon by becoming a Golden Oak charity partner?



THANK YOU AND HOPE TO SEE YOU IN 2024

