

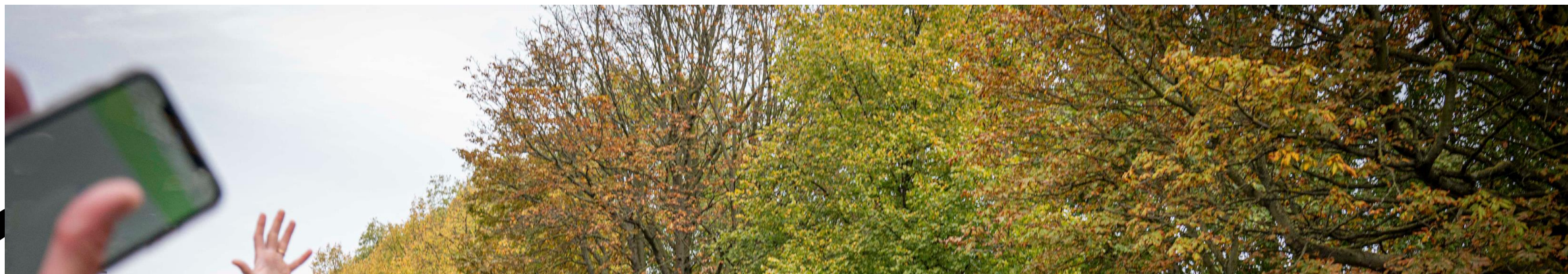


# ROYAL PARKS HALF

**2024 RACE RECAP & 2025 CHARITY APPLICATIONS**







# 2024 HIGHLIGHTS







## 2024 ON THE DAY HIGHLIGHTS

On the day numbers...

- 16,000 runners
- Approximately 48,000 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
- 520 charities involved
- High female participation with 53% female runners on the day
  - Four water points
- Over 15 activations out on route for runners (& spectators!) to enjoy





## FUNDRAISING MILESTONES AND CHARITY EXCITEMENT

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Over £6.7 million raised for charities in 2024 from our 100% not-for-profit event, a huge 21% increase from 2023.

Over £70 million raised for over 1200 vital causes since 2008

Average fundraising page on JustGiving for 2024 event raised £832

Sold out ballot and charity field - in 2024 we sold out of race places in May ahead of our September console closing date

Over £20,000 was the highest amount raised by a single runner for charity!





# SUSTAINABILITY SUCCESS



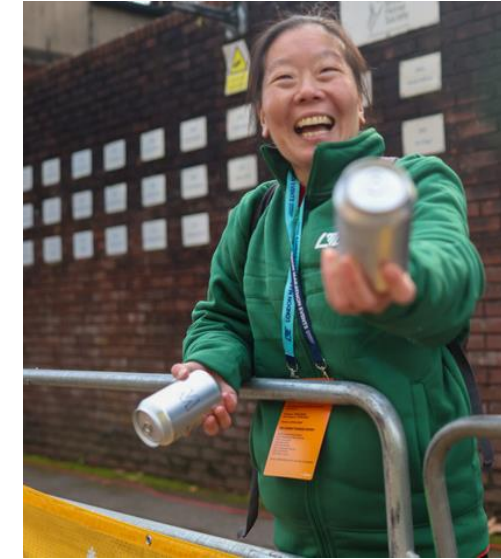




FSC wooden race medal which participants could opt out of



Eco friendly event t-shirt made from recycled materials



At our finish line we provided aluminum cans of water to refresh & hydrate our participants



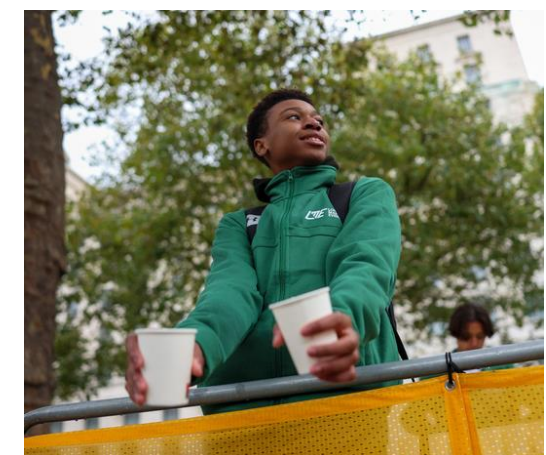
All Food Village vendors used local produce suppliers and made knowledgeable and responsible choices in relation to environmental sustainability, promoting the reduction, reuse and recycling of products at the half marathon



(Snow) Drop the top. 21% of participants opted out of receiving a race shirt and instead opted into planting snowdrop bulbs in St James's Park and The Green Park, along the half marathon route.



We had Jog-On in the Event Village, providing a place for running shoes to get a second chance and be saved from landfill



Encouraged runners to bring a reusable bottle or hydration vest to support their run and provided paper cup water points across the route.





This year we worked with a Diversity Inclusion Advisory Group to continue to grow our inclusivity in participants, event activations, show elements and even our staff.



All single use cutlery and serveware onsite is biodegradable



Discarded clothing was donated to The Salvation Army.



Working with B Corp businesses



Carbon Footprint Data collection from all suppliers



Sustainability focused activations



# 2024 MARKETING & COMMS RACE DAY UPDATES & TRIUMPHS

## Press and media coverage

- **Inspire campaign** – an incredible **584** pieces of media coverage across National & Regional media with an estimated reach of over **1.2 billion** unique monthly readers.
- **ITV News London** – 19:45 on race day, 2-minute feature including clips of day, interviews with celebrity and charity runners. **Average Daily Viewers: 465,000**
- **Good Morning Britain** – 06.23 on Monday 14 October 30 second feature with Dermot O’Leary interview. **Average Weekly Viewers 5.4 million**

## Social media

- Amazing engagement from our followers and celebrities with Dermot O’Leary, Jenni Falconer, Kimberly Hart-Simpson, Andi Osho, Kai Fagan, Zachariah Noble & Shanice Beckford-Norton all posting to their Instagram grids
- First finisher video – over **75,000 accounts** reached on Instagram – 85% of which are non-followers
- In the 10 days since race weekend our Instagram account reached **225,000 accounts**
- Increase in followers on Meta, now up to **26.4K on Instagram & 42K on Facebook**





## Charity survey results (as of 21/10)

- **94%** 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, **96%** 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.
- **94%** said that their runners had given them positive feedback.
- **100%** of responders are likely or very likely to be involved with a future Royal Parks Half.





# LOOKING TO THE FUTURE

The Royal Parks Half Marathon takes place on Sunday 12 October 2025.

It's a beautiful run that takes in historic landmarks such as Buckingham Palace, the Houses of Parliament, Trafalgar Square, Wellington 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!







## APPLICATION PROCESS

If you are interested in having over 100 places in the 2025 Royal Parks Half Marathon, please submit your application via the link below by midday Monday 4<sup>th</sup> November 2024.

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 Late November/early December 2024.

[Submit your application](#)



# WHAT CHARITIES CAN EXPECT IN 2025







**MEETING POINTS FOR  
PRE/POST RACE WELCOMES**



**OPTION FOR MARQUEE  
SPACE TO HOST RUNNERS &  
SUPPORTERS**



**OPPORTUNITY FOR ON-ROUTE  
ACTIVATIONS**





**CHEER POINT SPOTS ACROSS  
THE ROUTE**



**OPTION TO HOST A BRANDED  
WATER POINT**

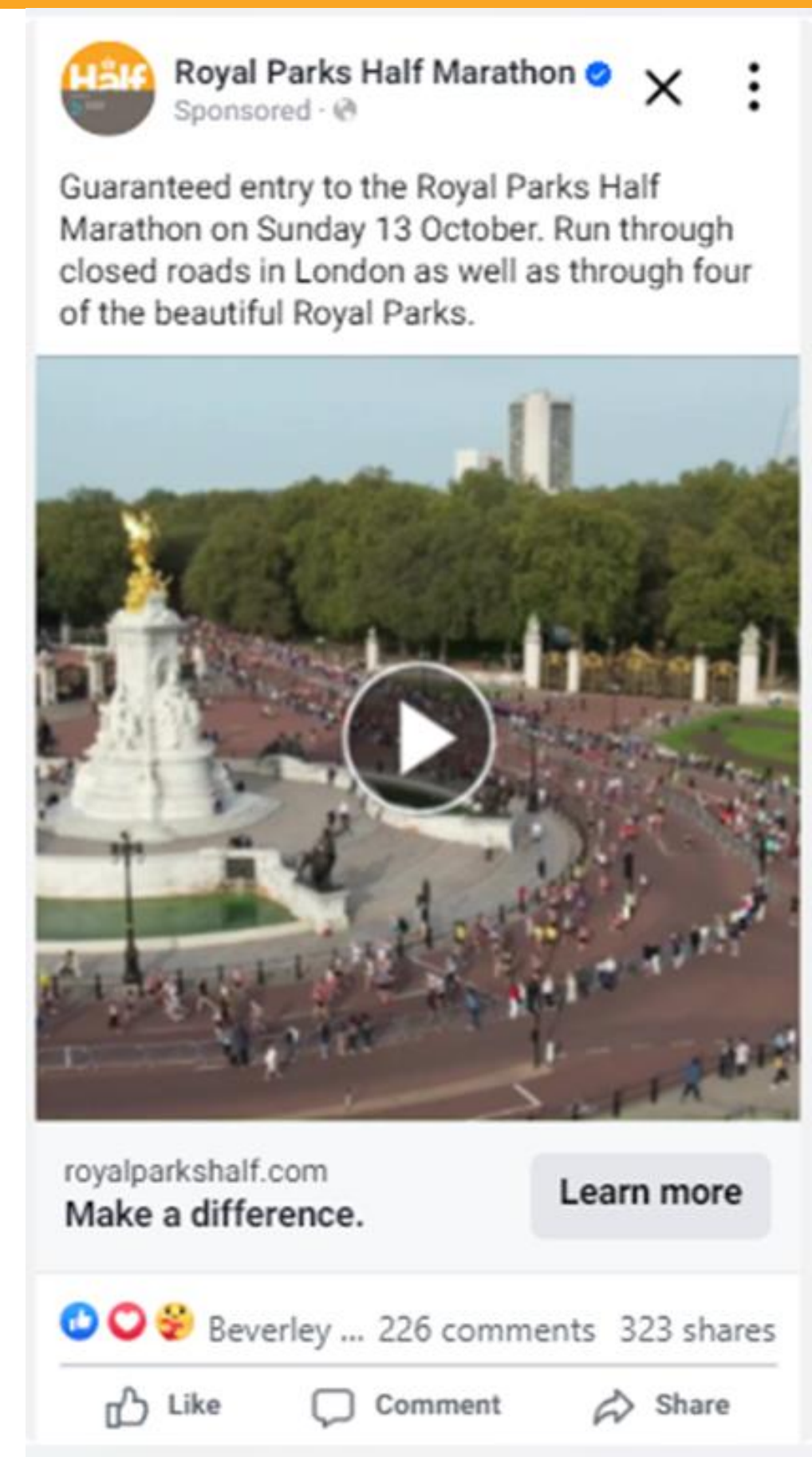


**LARGE FOOTFALL EVENT,  
APPROXIMATELY 48K  
VISITORS TO THE EVENT  
VILLAGE**



# DEDICATED CHARITY MARKETING CAMPAIGNS

- As of 23 October 2024, over 17,000 runners have already registered their interest for our 2025 event – promises to be another strong ballot
- 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





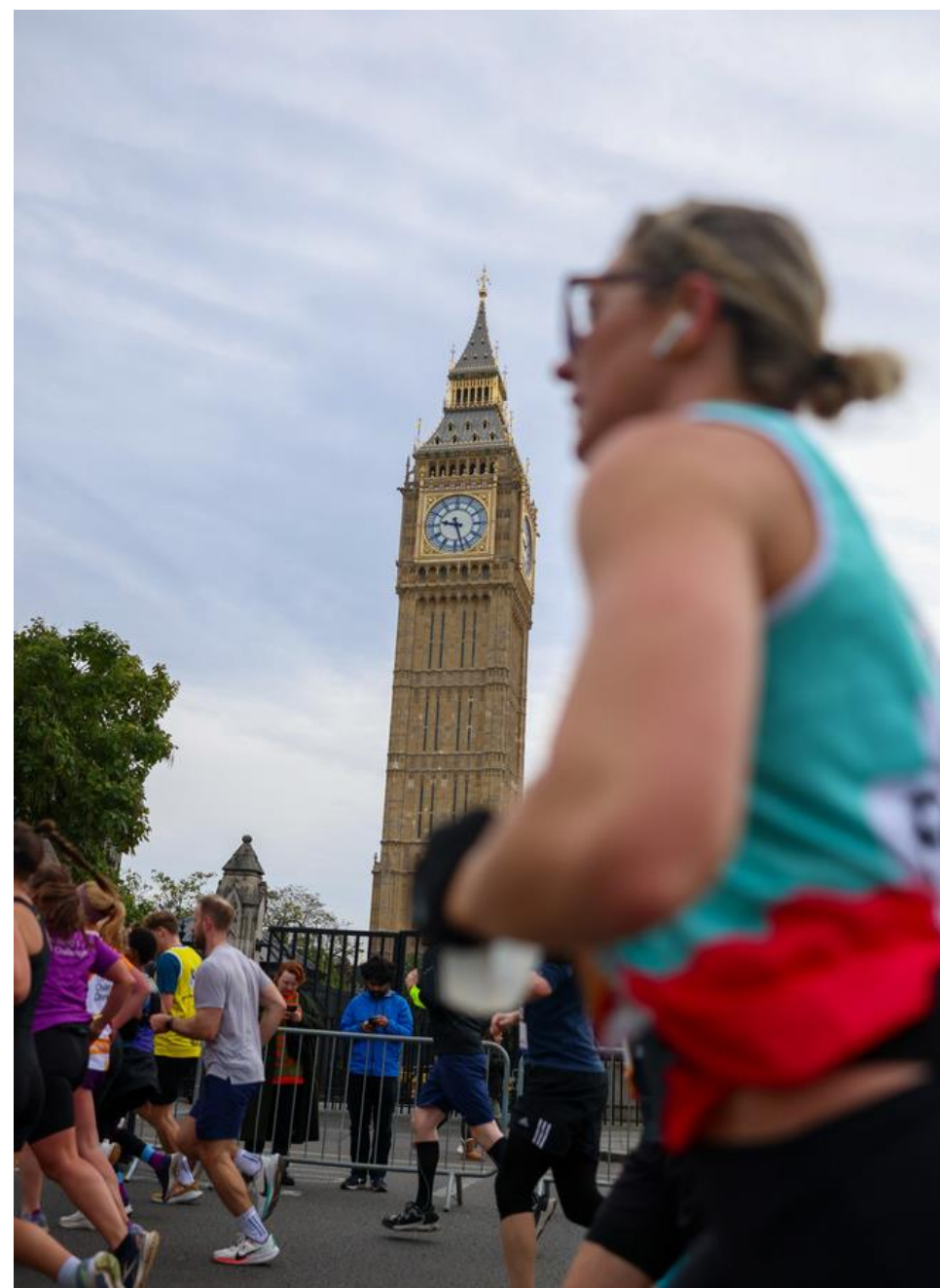
# WHAT RUNNERS CAN EXPECT IN 2025







**SUPPORT LIKE NO OTHER**  
cheer stations, activations



**GREENSPACES &  
LONDON LANDMARKS**



**START & FINISH IN HYDE PARK**  
Simple baggage drop + pick-up, an event  
village for post-run cool downs





**ENDLESS HIGH FIVES**



**MUSIC EN-ROUTE**



**EVENT VILLAGE FUN!**





# CHARITY PLACE OVERVIEW

All charity places in the Royal Parks Half Marathon cost £151 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 1st September 2025.**

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

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.





# 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 2025
- 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 (approx. 48,000 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 (48,000 footfall on event day)

\*Marquee size may vary in 2025





# 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 2025

# 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 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 2025





# 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)



# CHARITY TIERS- 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)







# TOP TIER CHARITY APPLICATION

Please answer the questions below in the [link provided](#).  
Any additional information or supporting documents can be sent to:  
[royalparkshalf@royalparks.org.uk](mailto:royalparkshalf@royalparks.org.uk)  
These submissions will be reviewed and charities awarded tiers from these applications.  
Applications for top tier charities close on Monday 4 November 2024

1. Give a top-line overview of your charity and why you would like to partner with The Royal Parks? (if there are any particular campaigns, initiatives or milestones that RPHM would be supporting)
2. Provide us with an overview of your runner recruitment strategy and how you plan to fill your charity places for 2025?
3. What race day activations would you introduce for the 2025 Royal Parks Half Marathon? These should enhance the race day experience for all participants and could include volunteering initiatives or engagement with runners/spectators and can be in the event village or out on route.
4. What is the social impact of your charity and how will you showcase sustainability at Royal Parks Half Marathon 2025?
5. **Golden Oak applicants only:**  
How will your charity add value to the Royal Parks Half Marathon by becoming a Golden Oak charity partner?



# KEY DATES

23 October 2024

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



04 November 2024

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



05 November 2024

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



01 September 2025

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 his date.



06 March 2025

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.



Late November/Early December 2024

Elm and Sapling charity places go on sale.

12 October 2025

The Royal Parks Half Marathon Race Day!







**SEE YOU IN 2025**

