



THE
ROYAL
PARKS

#RoyalParksHalf



Half

**Royal Parks Half Marathon
Charity Partnership Opportunities**

Sunday 11 October 2026



About the Royal Parks Half

The Royal Parks Half was founded to raise funds for The Royal Parks, the charity that cares for the most famous collection of urban parks in the world. We provide free access to London’s beautiful, natural and historic green spaces, to help improve everyone’s quality of life and wellbeing.

Each year our event also provides hundreds of charities throughout the UK the opportunity to raise funds for the vital causes you support. Since our first event in 2008, The Royal Parks Half has raised over £80 million for over 1900 UK charities.

Our unique route on central London’s closed roads hosts 16,000 participants and boasts iconic landmarks plus four of the eight Royal Parks, Hyde Park, The Green Park, St. James’s Park and Kensington Gardens.

Charity, sustainability, inclusivity are at the heart of the Royal Parks Half, and we can’t wait to welcome your charity, participants and supporters to our 2026 event on 11 October.

Charity Fundraising

£80m+

The Royal Parks Half has raised over £80 million for over 1900 UK charities since 2008.

£8.5 million for 550 UK charities

The Royal Parks Half 2025 raised over £8.5 million for 550 UK charities. Raising £1.8 million more than 2024 achieving incredible year on year growth of 25% growth.

£842

Average fundraising total on JustGiving was £842 a 440% return on investment.

35% increase

Our 2025 ballot received a record-breaking number of entries, an increase of 35% compared with the previous record, set in 2024. This drives huge demand for charity places.

Sold out ballot and charity fields in 2025

Charity places sold out in eight days for our 2025 event so don’t delay when sales open for 2026.



Half

Our unique route passes world famous landmarks, including Buckingham Palace, Big Ben, Wellington Arch and Trafalgar Square and through four of London's eight stunning Royal Parks, Hyde Park, The Green Park, St. James's Park and Kensington Gardens.

In 2025 we introduced a spectacular new finish line between two iconic monuments, the Albert Memorial and the Royal Albert Hall.

Our participants enjoy 13.1 miles of phenomenal support, musical motivation and unforgettable scenery.



Route Map Key

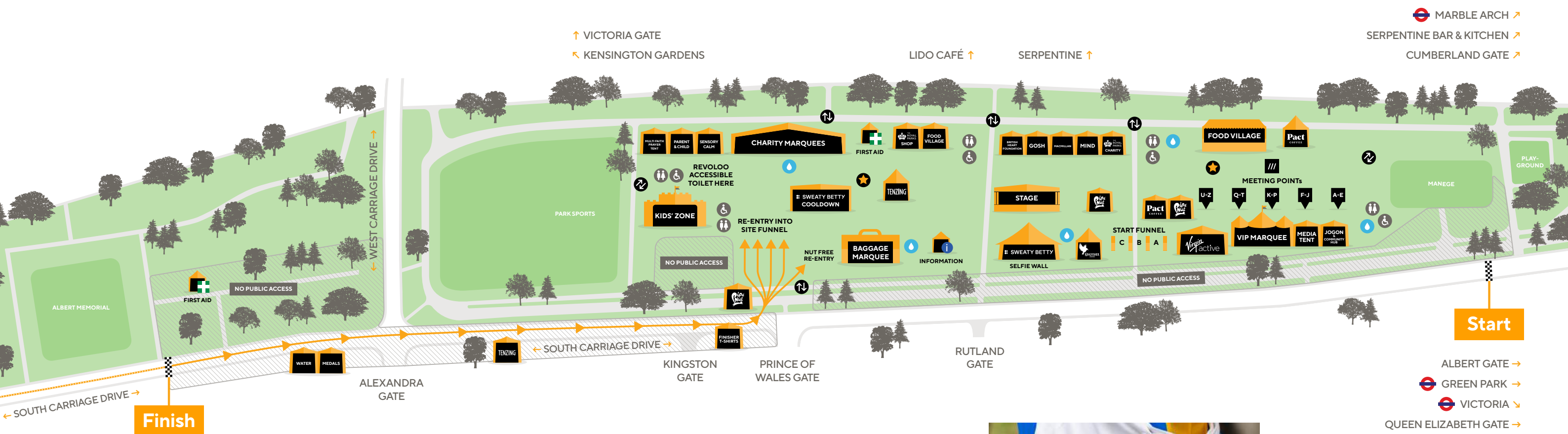
- RACE ROUTE
- 1 MILE MARKERS
- WATER STATIONS
- TOILETS
- ACCESSIBLE VIEWING AREA
- CHARITY ACTIVATIONS

The map is representative only and subject to change

Half

Our bustling event village in Hyde Park is the perfect place to meet participants and supporters before and after their run. Expect fabulous food, family entertainment, sponsor activations and a whole lot more.

With up to a 48,000 footfall it provides massive engagement opportunities for charities, your supporters and the public.



2025 event village map - subject to change in 2026



Sustainability

The Royal Parks Half aims to be one of the most sustainable major mass participation events in the UK. We have introduced steps to reduce the event's carbon footprint whilst giving our participants an unforgettable event experience.

In 2025 participants again had the option to forgo a finisher T-shirt. Those that opted out of the finisher t-shirt will contribute to the planting of snowdrops and native bulbs along the half marathon route.



(Snow)drop the top T-shirt opt-out



T-shirts made of 100% recycled polyester



Plastic bottle-free course & event village



All food traders use eco-friendly serve-ware and packaging



FSC Certified wooden medals



Digital only race comms



JogOn partnership – saving unwanted running shoes from landfill



Separate ballot for participants residing outside the UK to reduce air travel emissions



Participants encouraged to be self-sufficient with their hydration



4 water stations stocked with compostable cups & refill points



Discarded clothing donated to charity

Participant air travel is the largest contributor to the carbon footprint of the Royal Parks Half Marathon. In 2024 runners residing outside of the UK made up just 3.9% of runners on the day yet they were responsible for 89.7% of all participant-travel related carbon emissions, and 81% of total event carbon emissions.

Reducing the number of people travelling by air to take part will have a significant impact on reducing our carbon footprint as we move toward our goal of becoming one of the UK's most sustainable major half marathons.

In 2025 we stopped working with International Tour Operators (ITOs) who sell package tours including half marathon entries and introduced a separate ballot for entrants who live outside the UK to limit the number of entries for those travelling to the event by air.

We're asking charities for their help to further reduce the Royal Parks Half's carbon footprint by carefully considering the environmental impact of recruiting participants who reside outside the UK for the 2026 event and beyond.



Inclusivity

The Royal Parks Half aims to be an inclusive event to all participants and in 2025 introduced more accessible facilities to our route, event village and communications to improve the event experience for those with access needs.

- Accessibility guide detailing accessible routes to the event and information for participants and supporters on our route and in our event village
- Wheelchair accessible route
- Accessible viewing area on our route and at our finish area
- Event guide and accessibility guide were: screen readable / available in plain text / BSL translated
- BSL interpreters available on site and on stage and screens for key moments
- Accessible toilets including a RevoLooction in our event village

- Bib stickers for runners to raise awareness
- Sensory calm, multi-faith prayer, parent and child areas
- No elite field means we are a welcoming and accessible event for first time participants.

Our 2025 event continued with a female participant majority at 54%.



Digital reach



Instagram
31K followers



Facebook
44K followers



197K email
subscribers



41K app downloads
in 2025



Over 30K downloads
of our event guide in
2025



Online media
476 total pieces
of online media
coverage in 2025

11.5 million online
coverage views
in 2025

38 pieces of
national media
coverage in 2025



Inspire campaign

Our annual search for five outstanding charity fundraisers.

The campaign provides five charities the opportunity to benefit from Royal Parks Half Marathon's PR support to raise awareness of their causes and helps the Inspire winners with a welcome fundraising boost.



Over 300 pieces of media
coverage across national
and regional media,
including three pieces of
broadcast coverage.

2025 Charity survey results

95% of charities

strongly agree or agree that their runners received all the information needed easily to take part in the Royal Parks Half.

94%

of those who attended the charity webinars, strongly agree or agree that they were provided with key information surrounding the event.

98% of charities

said that their runners had given them positive feedback.

98%

of responders are likely or very likely to be involved with a future Royal Parks Half.

2025 Participant survey results

95%

of participants rated the Royal Parks Half overall as good or excellent.

91%

of participants rated our route as good or excellent.

95%

of participants rated our race experience as good or excellent.

96%

of participants rated our pre-event communication as good or excellent.



Dedicated Charity marketing campaigns

Each year we invest in dedicated marketing campaigns to help charities fill your race places.

Plans for 2026 include:

- London-wide out of home campaign during key runner recruitment window
- Paid social media campaign driving to our run for charity webpage
- Unsuccessful ballot entrants targeted e-comms
- Regular subscriber database e-comms promoting charity places
- Organic social media promoting charity places
- #CharityTuesday social media spots (balloted due to demand)



Charity places

We welcome charities of all sizes to participate in the Royal Parks Half. We have five charity tiers based on the number of places charities initially buy.



- Places cost £154 each (VAT exempt and excluding the £4.95 admin fee). The admin fee can be paid by the charity or passed on to the participant.
- All charity participants need to be registered on the Royal Parks Half Marathon database by Tuesday 1 September 2026.
- As per the Charity Terms and Conditions, places purchased are non-refundable if unfilled and cannot be deferred to a future event.

Charity tiers

We welcome charities of all sizes to participate in the Royal Parks Half. To ensure our event benefits as many charities as possible, we have a limited number of Golden Oak, Silver Birch and Copper Beech partnerships available.

If charities are unsuccessful at their requested tier, they will be considered for an 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.

If you plan to apply for Golden Oak, Silver Birch or Copper Beech partnership, please fill out our application form [here](#).



Golden Oak

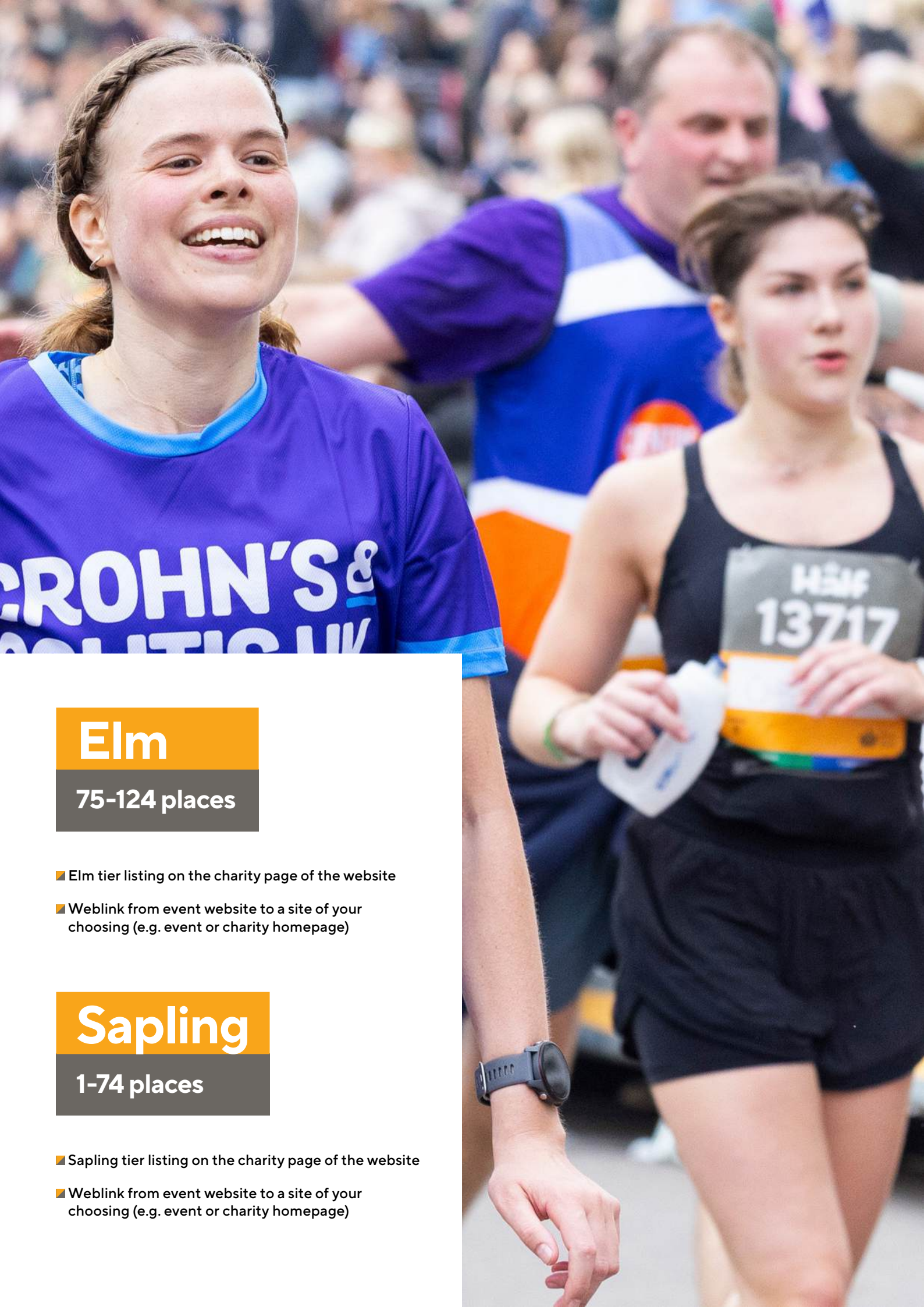
450-600 places

Limited to 4 charities

- Profile in marketing campaign
- Logo inclusion in all e-comms footers
- Logo inclusion on Royal Parks Half website
- 2 x outdoor advertising campaigns logo inclusion in winter/spring 2026
- 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. event or charity homepage)
- Option to be included in the Charity Drop Down during ballot
- Opportunity to buy a charity marquee in a premium space (individual 12m x 20m marquee*) in the event village area
- Volunteering opportunities along race route
- Opportunity for prime branded cheer points along race route
- 30 second big screen advert (x3) played in the event village

*Marquee size may vary in 2026





Silver Birch

250-449 places

Limited to 8 charities

- 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. event or charity homepage)
- Opportunity to buy a marquee space (3m x 6m*) in the event village area
- Volunteering opportunities along race route
- Option for Charity Drop Down during ballot

*Marquee size may vary in 2026

Copper Beech

125-249 places

Limited to 16 charities

- Tertiary listing on the charity page of the website
- Weblink from event website to a site of your choosing (e.g. event or charity home page)
- Option for Charity Drop Down during ballot
- Opportunity to buy a marquee space (3m x 3m*) in the event village area. Copper Beech marquees are subject to availability and not guaranteed. Priority will be given to charities with higher numbers of places.
- Volunteering opportunities along race route

*Marquee space may vary in 2026

Elm

75-124 places

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

Sapling

1-74 places

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

Key Dates

11 November 2025

Golden Oak, Silver Birch & Copper Beech applications open

19 November 2025

Golden Oak, Silver Birch & Copper Beech applications close at 12 noon

25 November 2025

Golden Oak, Silver Birch & Copper Beech award decisions confirmed with charities

02 December 2025

Elm & Sapling sales open

March 2026

Charity team registration console opens

01 September 2026

Registration console closes - All charities must have uploaded their participants, and each participant must complete their registration by this date to secure their place. No changes can be made to the console after this date.

11 October 2026

Royal Parks Half Marathon event day



We'd love to welcome your charity and your runners to our 2026 event.

To buy Elm and Sapling places from 02 December, please visit:
royalparkshalf.com/charity-partners

If you need any further information please email:
charities@royalparkshalf.com

