



THE VITALITY BIG HALF 2021 FACT SHEET

OUR COMMITMENT TO YOU...

At London Marathon Events we are committed to doing everything we can to help charities during these very challenging times. As part of this commitment, we're delighted to offer you this toolkit of assets to help you market your The Vitality Big Half Charity places and maximise the return on your investment in the event.

The assets are focused on encouraging as many people as possible to join your team for The Vitality Big Half and have been designed so you can tailor them to your own messaging. We hope you find them useful and wish you the very best of luck in your The Vitality Big Half campaign.

ABOUT THE VITALITY BIG HALF 2021

EVENT BACKGROUND

The Vitality Big Half is a community running event for everyone, regardless of age, background or ability. Although this world-class half marathon features top international athletes, we also support and encourage first-time runners, and particularly those from the communities that the route passes through, to take part.

On 1 March 2020, a record 16,222 runners crossed the Finish Line in the third edition of The Vitality Big Half, with charity runners raising more than £540,000 on Virgin Money Giving.

And the good news is that the event will be back on the streets of London for 2021 – in what will be our first physical mass participation event since this year's The Vitality Big Half back in March.

OPPORTUNITY FOR CHARITIES

This means The Vitality Big Half 2021 offers you a great chance to engage people who are eager to once again enjoy the camaraderie of a mass participation run and raise funds for charity – after a year that has seen so many fundraising events cancelled due to Covid-19.

We know 2020 has been hard on charities for this very reason, which is why the assets in this toolkit focus on helping you encourage as many people as possible to take part in The Vitality Big Half for your charity.

It's also worth bearing in mind that, on average, each The Vitality Big Half fundraiser raises more than £500 on Virgin Money Giving, which could represent a big boost for your charity at the start of the new financial year.

VIRGIN MONEY GIVING

Virgin Money Giving is our exclusive online fundraising platform partner for The Vitality Big Half. Charities with entries for the event should make all reasonable efforts to encourage their participants to raise money through Virgin Money Giving – it's 100 per cent not for profit so if your supporters use it, more of the money they raise will go towards supporting your cause. Virgin Money Giving's website also includes lots of tips and advice for fundraisers to help them maximise the amounts they raise for you. ►

OUR PLANS FOR THE VITALITY BIG HALF 2021

Next year's edition of The Vitality Big Half will take place on Sunday 22 August 2021 – eight weeks later than usual – to give you the best chance of maximising the number of your supporters who take part.

It's also the weekend when the 2021 Virgin Money London Marathon would have been held. This means it's the closest many runners will get to experiencing the iconic course for quite some time – and it will be a taste of the exciting things we have planned for the rescheduled 2021 Virgin Money London Marathon in October.

SAFE AND SECURE

We understand some people may be feeling apprehensive about taking part in a mass participation event after everything that the Covid-19 pandemic has thrown at us, so we're planning carefully to ensure appropriate safety measures will be in place, which may include:

- **reducing dwell time**
- **implementing new start procedures**
- **introducing a runner code of conduct**
- **reducing touchpoints**
- **providing hand sanitiser stations, temperature checks, Covid declarations, one-way systems and face coverings**

Our experiences of organising the biosecure 2020 Virgin Money London Marathon elite races means we have confidence in our ability to hold Covid-secure events. To allow us to ensure The Vitality Big Half is safe for all participants, we may have to modify the route slightly for 2021. However, participants can still look forward to running, walking or jogging on a stunning closed-road course starting near Tower Bridge and finishing in Greenwich.

MONEY-BACK GUARANTEE

We are also reassuring participants that if the event does have to be cancelled or postponed again for any reason, they will be refunded 100 per cent of the entry fee they paid, and of course this also applies to charity entries.

WE RUN AS ONE CAMPAIGN

As part of our wider ambition of inspiring activity, we are developing a campaign for The Vitality Big Half 2021, based around #WeRunAsOne. Our aim is to highlight the need to engage under-represented communities and individuals and bring people together to experience the mental and physical health benefits of running.

We want everyone to feel equal, included and free to be themselves and believe passionately that our events should represent the ethnic and cultural diversity of all our communities – and this is something we have tried to reflect in the assets in this toolkit.

Ultimately, it's about encouraging people to unite and raise funds for causes that need them now more than ever. Running as one to help save the UK's charities.

We wish you the very best success with your fundraising efforts. We cannot wait to bring mass participation events back to the streets of London!

The Vitality Big Half Team

Using this toolkit: Please note that all assets in this toolkit are owned by London Marathon Events and can be used by all charities that hold places in the 2021 event and agree to adhere to the rules below:

- When referring to the The Vitality Big Half you must always use the full name of the event: The Vitality Big Half
- The logo must be used within the restrictions of the brand guidelines included in the toolkit
- All imagery cannot be edited, but can be cropped depending on usage
- Any use of the imagery/logo in printed merchandise, T-shirts or physical goods must be approved by London Marathon Events by emailing charities@londonmarathonevents.co.uk