

## Introduction

**London Marathon Events (LME), organiser of the London Marathon, is looking to appoint a Charity of the Year (COTY) partner for the 2023 event, which will comprise the traditional mass participation event on the streets of London and a virtual event.**

LME organises some of the world's leading mass participation events in running, cycling and swimming including Vitality London 10,000, The Vitality Big Half, RideLondon and Children with Cancer UK Swim Serpentine.

The London Marathon is the world's most successful one day annual fundraising event and the total raised for thousands of charities since 1981 is now more than £1 billion. Charities and their runners play a central role in making it the world's greatest marathon.

### **Who should apply?**

LME is looking to appoint a charity, or partnership of charities, that is looking to fund an innovative project (or projects) that will create a lasting impact for its beneficiaries. We're interested in projects that will be financially sustainable and deliver long-term benefits to the organisation.

Any UK-registered charity of any size is welcome to apply; however we do ask that you consider the work required to maximise this opportunity for your organisation before applying. Charities that develop a compelling but simple communications campaign alongside a robust fundraising and recruitment plan are most likely to succeed in delivering on the potential of the opportunity.

The chosen charity will receive help to maximise its impact from the LME team and its partners to deliver its campaign.

### **About London Marathon Events**

LME's vision is Inspiring Activity with a mission to deliver excellence in mass participation sporting events, inspiring participation in sport across all demographics and abilities.

LME has led the world in showing the power of mass participation sport as a force for good. We are very proud of the hugely positive impacts our events have had on millions of people since the first London Marathon in 1981: inspiring activity, improving health (physical and mental), bringing communities together, raising huge sums of money for charities and supporting local businesses.

Our nine pillars guide everything that we do. These are:

- To have fun and provide some happiness and a sense of achievement in a troubled world
- To show humanity that, on occasions, society can be united
- To inspire more people to take up sport
- To maximise revenue for charities
- To improve the overall standard and status of British distance running
- To raise money for the provision of recreational facilities in London, the areas where we organise events and across the UK
- To help London tourism
- To show when it comes to organising events, "Britain is best"
- To inspire and deliver innovation in mass participation event sustainability

### **What we'll offer you**

The London Marathon COTY is a unique opportunity for a charity to reach new audiences and raise millions for its cause. As COTY for 2023, the charity will receive:

- 250 guaranteed places in 2023 London Marathon, plus 50 in 2024, 25 in 2025 and 10 in 2026 (all at ballot price)
- 250 guaranteed places in the virtual 2023 London Marathon (at standard entry price)
- exclusive use of the title 'Official Charity' in the period between the 2022 and 2023 marathon
- other benefits including opportunities to feature in participants' communications, dedicated social media posts, invitations to media functions, introductions to other event sponsors.
- a dedicated page on the London Marathon website
- a dropdown listing on the entry system for the physical event ballot to access data of individuals who are interested in supporting the charity
- regular planning meetings with the LME team

### **What is the process?**

UK-registered charities are invited to apply using the application form over the following pages.

Your responses to the questions in the form will be assessed by the LME COTY panel and used to select the shortlist. A minimum of five charities will be shortlisted and invited to present to the LME COTY panel. These presentations will be scheduled for the week beginning 17 May 2021.

Following the shortlist pitches, two charities will be asked to give a final presentation in the week beginning 7 June.

**The closing date for applications is 17:00 on Friday 16 April 2021. No applications will be accepted after the deadline.**

If you wish to review the questions in the survey in advance of completion, you may complete the survey using dummy data and then submit another application once finalised. We look forward to hearing from you.

Official charities of the London Marathon since 2010:

2010:CLIC Sargent

2011:Oxfam

2012:Team PB (Prostate Cancer Charity and Breast Cancer Care)

2013:YouthNet and Age UK

2014:Anthony Nolan

2015:Cancer Research UK

2016:NSPCC

2017:The Royal Foundation'sHeads Together Campaign

2018:Teenage Cancer Trust

2019:The Dementia Revolution (Alzheimer's Society & Alzheimer's Research UK)

2020: Mencap

2021: Macmillan

**Contact information**

1. Please provide the necessary contact information for your charity:

Contact name

Charity name

Registered address

Address line 2

City/Town

Postcode

Registered charity  
number

Contact email address

Contact phone number

**About your charity**

\* 2. Please tell us in no more than 100 words what your charity does:

\* 3. If selected, how much do you hope to raise from the 2023 London Marathon?

\* 4. Please tell us in no more than 250 words how your organisation would invest the money raised and the impact it would have:

\* 5. The London Marathon offers a unique opportunity for a charity to build a platform for further brand and campaigning work. Please tell us in no more than 250 words how your organisation would use this opportunity:

\* 6. We are keen to work with projects that have a long-term future and will not rely on grant funding. How do you propose to ensure the financial sustainability of your project?

**Fundraising history and experience**

7. As the London Marathon is the largest single day annual fundraising event in the world, it is important that your organisation has experience of recruiting and stewarding large teams of fundraisers. Please outline below the number of runners you had in the last three London Marathons:

2018: Number of own place runners recruited

2018: Number of charity place runners

2018: Total amount raised: £

2019: Number of own place runners recruited

2019: Number of charity place runners

2019: Total amount raised: £

2020: Number of own place runners recruited

2020: Number of charity place runners

2020: Total amount raised/forecast: £

\* 8. How do you plan to steward your runners to ensure they make the most of the opportunity to run for your charity? (max 150 words)

**Further information**

9. We are committed to sustainability and announced a number of initiatives in April 2019 – [click here to find out more](#). Please provide details of any environmental, social or financial sustainability initiatives currently undertaken by your charity; for example, this may include initiatives around your supply chain, fleet and travel (max 250 words). Please include links to any sustainability or environmental policies.

10. Finally, if you would like to provide any documents to support your application, please supply a link to the document(s) in a web-hosted folder eg OneDrive, Dropbox, WeTransfer etc.

Please make sure the link you supply is accessible to people outside of your organisation.

The file format should be LM2023–[charity name]–[document name]

**Thank you for your application**

**Please note: you should not attempt to contact either the Directors or staff of London Marathon Events or the Trustees of The London Marathon Charitable Trust. Any such action will result in automatic rejection of your application.**

**All charities that apply will be notified if their application is successful or unsuccessful. Unfortunately, due to the volume of applications we receive we cannot provide feedback on individual applications.**