



marathon  
WEEKEND



MILTON KEYNES MARATHON

# BACK TO THE STADIUM

2024 EDITION

EVENT WEEKEND: 5 6 MAY 2024

# CHARITY PROGRAM 2024

[www.mkmarathon.com](http://www.mkmarathon.com)



# WELCOME TO THE MILTON KEYNES MARATHON

The organisers of the Milton Keynes Marathon are thrilled to announce that the iconic event will be returning in 2024 to its rightful home, Stadium:MK, after a brief stint at Campbell Park earlier this year. The marathon, which has grown in stature since its inception in 2012, will again be held at the renowned Stadium:MK, home to the MK Dons Football Club, for the next five years. This move marks a significant milestone for the event, promising participants, and spectators an unforgettable experience with unparalleled facilities and an electric atmosphere.

Our multi-award-winning marathon event is consistently ranked in the top 10 UK marathons, an AIMS-certified race, with BARR Gold accreditation for outstanding race management. A London and Boston marathon qualifying event, an Abbott World Marathon Majors Wanda Age Group World Championships qualifier, and an EA Masters qualifier!

The Milton Keynes Marathon has gained immense popularity as an ideal alternative to the London Marathon. The event's central location, its prestigious venue, varied route, enthusiastic crowd support, excellent rewards, and unforgettable stadium finish, set it apart from other marathons in the UK. The picturesque course takes runners along wide, tree lined boulevards, through traditional villages, beautiful parks, and lakes of Milton Keynes, showcasing the city's beauty. The unwavering support from the cheering crowds adds an extra boost of motivation to the participants, making their journey all the more memorable.

We hope that you will consider using our event to raise funds for your charity in 2024.

Andy Hully

*Race Director*

*MK Marathon*

MARATHON | HALF MARATHON | MARATHON RELAY | ROCKET 5K | SUPERHERO FUN RUN





# MK MARATHON WEEKEND EVENT IN NUMBERS

Our goal is to create an amazing event experience, where everyone has a great time and wants to come back.

# 9,896

AVE. ENTRIES PER YEAR

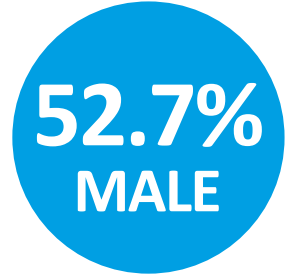
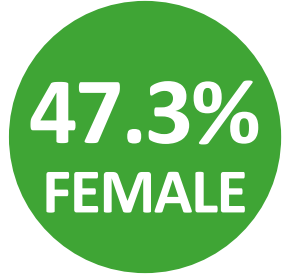
### AVERAGE FUNDRAISING LEVELS (JustGiving)

*Half Marathon per place*

£510 exc Gift Aid / £602 inc Gift Aid

*Full Marathon per place*

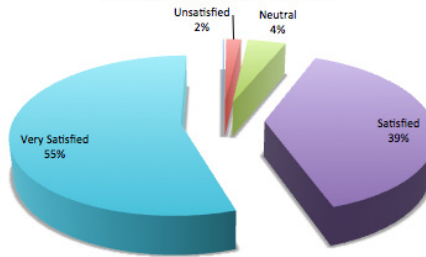
£580 exc Gift Aid / £679 inc Gift Aid



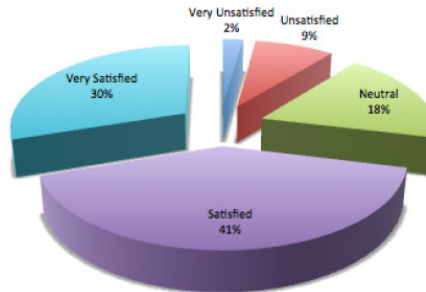
# 44,612

SUBSCRIBED TO  
MAILING LIST

### Satisfied with the Event?



### Satisfied with the route?



# 5

EVENTS  
OVER

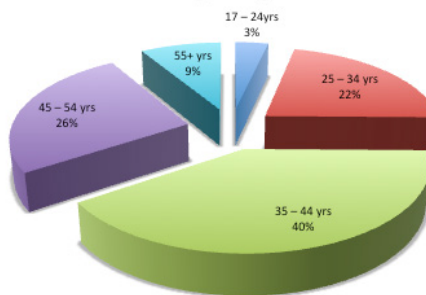
# 2

DAYS

# 2012

OUR FIRST EVENT

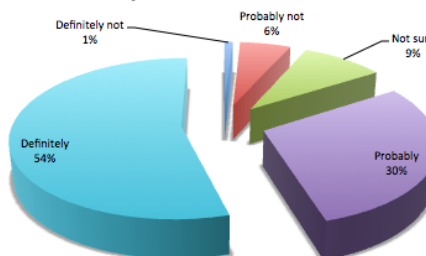
### Age Range



# £5.6M

RAISED FOR CHARITY

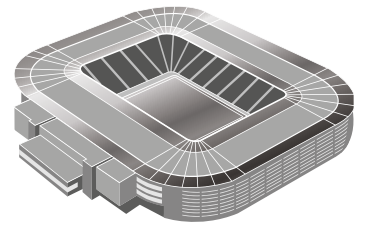
### Would you recommend the event?



# 1:08:38

FASTEST HALF  
FINISHER





1. When you become a charity partner we will promote your charity to our entrants via email and social media
2. We will list your charity on the 'Run For Charity' page of the event website with a link to your landing page
3. We will provide a registration link so that your runners can only register for your charity. We will also give you access to reporting so that you can see who has registered.
4. We will supply logos, images and event description copy for you to adapt and use on your website and in adverts.

## RUNNER FEEDBACK



I was expecting to be running 26.2 miles surrounded by concrete and, as many people joked, roundabouts.

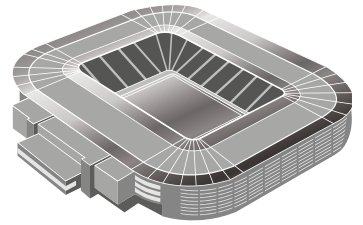
In the main, that couldn't be further from the truth. The Milton Keynes marathon is a lovely course through country parks, around lakes, through woodlands and more.

The main thing to mention though is the support, which is absolutely tremendous around the whole course. Milton Keynes supporters are terrific and cover almost the whole course. It really does provide such a boost. Highly recommend!

Danny Williams

[racecheck.com](http://racecheck.com) feedback





## Headline Charity Partner (only one)

- Drop down within the online entry system to attract own place runners
- Digital tiered charity listing on MK website to help fill places
- Comms: Monthly communication to socials and MK database
- Activation: Charity Village and set charity cheering point along the course
- Places: 50 guaranteed places to be used in 2024 events (full, half or 5K)

**£5,000.00**  
+ vat

## Official Gold Charity Partner

- Drop down within the online entry system to attract own place runners
- Digital tiered charity listing on MK website to help fill places
- Comms: Monthly communication to socials and MK database
- Activation: Charity Village and set charity cheering point along the course
- Places: 30 guaranteed places to be used in 2024 events (full, half or 5K)

**£3,500.00**  
+ vat

## Official Silver Charity Partner

- Digital: Tiered charity listing on MK website to help fill places
- Comms: Quarterly communication regarding charities to MK database
- Activation: Set charity cheering point along the course
- Places: 20 guaranteed places to be used in 2024 events (full, half or 5K)

**£1,250.00**  
+ vat

## Official Bronze Charity Partner

- Digital: Tiered charity listing on MK website to help fill places
- Event Activation: set charity cheering point along the course
- Places: 10 guaranteed places to be used in 2024 events (full, half or 5K)

**£500.00**  
+ vat

## Water Station Charity Partner

- Manage a water station on the course (subject to availability)
- Expect to provide 16-20 volunteers
- Activation: Use flags and banners to brand your water station
- Places: 5 guaranteed places to be used in 2024 only events (full, half or 5K)

**FREE**

### Terms & Conditions

1. Unused places can not be rolled over to the following year
2. Places can't be cancelled after 31st March under any circumstances as the personalised runner numbers will be printed and packed. These places can't be deferred even if the runner doesn't turn up on race day.
3. You cannot resell a place that has been registered to another runner. If the runner is no longer able to take part, then you must email us to cancel the place on or before 31st March so that you can offer it to another runner.
4. We don't offer charity places in the Superhero Fun Run or Marathon Relay. We do not offer transfers for these events so please do not buy any to sell on.
5. Any charities found reselling places will not be invited back as a charity partner.



## CONTACT

To discuss becoming a charity partner then please get in touch.

Scarlett Chambers

Event Co-ordinator

MK Marathon Weekend

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www.mkmarathon.com

**Twitter:** @mk\_marathon

**Facebook:** MiltonKeynesMarathon

