

Vitality London
10,000

2022 Vitality London 10,000 Charity Assets Guidelines

#CELEBRATEYOU



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 2022 Vitality London 10,000 places and maximise the return on your investment.

Celebrate You

You'll find that the assets in this toolkit all feature the Celebrate You hashtag, as this year, more than ever, we want to promote and celebrate the mental health benefits of being active – and give you the chance to celebrate the amazing achievements of your participants, whoever they are and wherever they live.

We hope you find the toolkit useful and wish you the very best of luck in your Vitality London 10,000 campaign.

Using this toolkit

All assets are owned by London Marathon Events and can be used by all charities that hold places in the Vitality London 10,000 and agree to adhere to the following rules:

- When referring to the Vitality London 10,000 you must always use the full name of the event: the Vitality London 10,000.
- The assets must be used within the restrictions of these guidelines.
- The logo for the Vitality London 10,000 appears on the assets in this toolkit. The logo must not be removed from the assets and used in isolation on any other marketing materials or brand collateral.
- The assets in this toolkit must not be edited, added to or digitally manipulated to include any other brand logos, colours, images or text. However, they can be cropped depending on usage.
- Any use of the imagery or assets in printed merchandise, T-shirts or physical goods must be approved by London Marathon Events by emailing london10k@londonmarathonevents.co.uk

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These logos are for reference only and cannot be used on any other individual promotional content.



Images

We have provided a selection of images to use in your comms. Please credit London Marathon Events when using them and do not use images in isolation. The images should not be altered or added to in any way.

Vitality London 10,000 fact sheet

ABOUT THE VITALITY LONDON 10,000

Background
 The Vitality London 10,000 is the capital's most inspiring 10K. In 2019, the Vitality London 10,000 sold out for the first time in its 11-year history, with more than 19,000 people starting on The Mall and finishing in front of Buckingham Palace.

However, in 2020, the pandemic meant we couldn't stage the event in its usual format, so we instead created the first virtual Vitality London 10,000, which saw nearly 11,000 participants run 10K at the place that worked for them. This virtual event was such a success that we held it again in 2021 alongside the in-person Vitality London 10,000 at Hatfield Park in Hertfordshire, which replaced the central London course for one year only.

For 2022, we're delighted that the Vitality London 10,000 will return to its central London home. We're also offering another virtual edition of the event, once again giving participants two ways to run.

Central London event
 Taking place on Bank Holiday Monday 2 May, the 2022 Vitality London 10,000 will guide runners through many of the capital's most famous landmarks, including St Paul's Cathedral and the Houses of Parliament, so there's plenty to keep them occupied along the way.

Entry for the central London event costs £39 (with a £2 reduction for members of UKA-affiliated running clubs), which includes a Vitality London 10,000 finisher's medal and souvenir New Balance technical T-shirt (RRP £35).

If the event doesn't take place for any reason, we guarantee that we'll offer participants a full refund of the entry fee they've paid.

Virtual event
 Ideal for people who can't make it to London, the virtual Vitality London 10,000 will give participants the chance to take on 10K anywhere, at a time that suits them, between Saturday 30 April and Sunday 8 May 2022.

Virtual participants will receive their bib number in advance of the virtual event, so they can look and feel the part when they run – plus, they'll be rewarded for their efforts with the same finisher's medal and New Balance technical T-shirt that the mass event participants receive.

Celebrate You campaign
 Originally launched in 2019 as a way of encouraging women to celebrate body positivity, the Celebrate You campaign has since shifted its focus towards celebrating and promoting the physical and mental health benefits of being active.

Celebrate You gives participants the chance to run for their heads and their hearts no matter who or where they are. While the campaign encompasses both the central London and virtual events, those who enter the London event can opt to run with friends and family in our Celebrate You wave. The last wave of the day, it's all about enjoying being active with others, so there's no pressure on Celebrate You participants to achieve a fast time!

Run Happy & Healthy Plan
 We've always provided participants, especially first-time or novice runners, with plenty of advice and encouragement to help them achieve their Vitality London 10,000 goals – and our step-by-step Run Happy & Healthy Plan is at the very heart of this.

Each week of the plan has simple suggestions on how to boost self-motivation, beat boredom and mark successes big and small, helping those training for the Vitality London 10,000 to feel better both in body and in mind.

We've updated the plan for 2022 with even more ideas and inspiration – and you can download it [here](#).

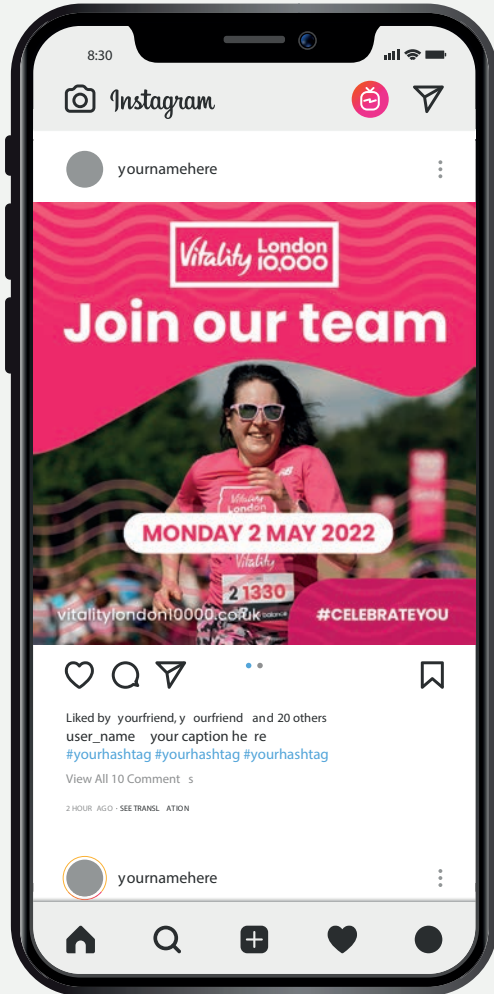
Spread the word
 We'll be encouraging participants to use the Vitality London 10,000 as an opportunity to raise much-needed funds for charity.

If you have any participants who are doing something fun or extraordinary for the event, please do contact us at charities@londonmarathonevents.co.uk, as we'd love to shout about their efforts.

Don't forget to use #London10000 and #CelebrateYou when posting about the Vitality London 10,000 on social channels, too!

There is a fact sheet included in the toolkit that tells you everything you need to know about the event and the Celebrate You campaign.

There are also email templates that you can use to publicise the event.



Instagram grid

A selection of posts to encourage runners to sign up for your charity. Please do not alter or add to these posts in any way when sharing online.





Instagram stories

A selection of posts to encourage runners to sign up for your charity. Please do not alter or add to these posts in any way when sharing online.

Facebook headers



Twitter headers



Channel headers

A selection of assets to use on Facebook and Twitter to encourage runners to sign up for your charity. Please do not alter or add to these posts in any way when sharing online.



Digital banners

Static banner variations for HTML websites. Please do not alter or add to these posts in any way when sharing online.



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10,000

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Vitality


new balance

NATURAL MINERAL WATER
BUXTON

LME LONDON
MARATHON
EVENTS INSPIRING
ACTIVITY