

2026 – 2029 TCS London Marathon New Charity Bond Scheme

Frequently Asked Questions

Back in 2021, following a full review of the London Marathon Bond scheme, we announced changes that would enable more charities to benefit from the world's biggest annual one-day fundraising event.

To give charities time to plan ahead, these changes take effect from the 2026 TCS London Marathon.

Information is provided in two sections below: firstly for current Bond holders and then for charities that don't currently hold Bonds for the TCS London Marathon.

Information for current Bond holders

How many Golden Bonds will my charity have in the future?

From the 2026 TCS London Marathon, charities that currently hold Golden Bonds will retain 80% of their charity entries (four out of the five entries in each Golden Bond) and each Golden Bond will have a term of four years rather than the current five years.

One Year Charity Bonds will be phased out after the 2025 event and existing One Year Charity Bonds will also be reduced to 80% of current levels and become Golden Bonds (on a four-year term). All charities that currently hold Golden and One Year Bonds have been contacted to confirm their allocation of entries from 2026 onwards.

When will the changes take place?

The changes will take effect from the 2026 TCS London Marathon onwards (allocations for the 2025 TCS London Marathon are not affected by these changes).

How much will a Golden Bond cost?

The cost of a 2026 charity entry (for both current and new Bond holders, and Charity Ballot entries in 2026) will be £400 + VAT (previous cost £370 + VAT per place). The cost was last increased in 2021.

Accordingly, the cost of one Golden Bond will be £1,600 + VAT for the four charity entries (£400 + VAT per place).

Will we still be able to roll over unused entries from 2025 into 2026?

Golden Bond charity entries will carry the right to a one (1) year rollover, after which the entry will expire with no refund. Unused entries from the 2025 event will roll over to the 2026 event only.

What is happening to the Silver Bond scheme?

As previously announced, the current Silver Bond scheme (one place every five years) will end after the 2025 event. All charities currently holding Silver Bonds but not Golden Bonds will be eligible to apply in the ballot for the New Charity Bond Scheme.

The new Silver Bond available to new charities includes two charity entries a year, on a four-year term.

What is happening to One Year Bonds?

There will be no One Year Charity Bonds from 2026 onwards as these will also be reduced to 80% of current levels and become Golden Bonds (on a four-year term). One Year Bond entries will be rounded-up if required, if 80% of these is not a divisible by four.

Will the new four-year Golden Bonds for existing customers continue to be automatically renewed?

There will be a further review of the Scheme after the 2029 London Marathon, with any changes then implemented from 2034.

Therefore existing Golden Bond holders have their entries guaranteed until 2033.

Can charities currently holding Golden Bonds enter the ballot for additional bonds in the New Charity Bond Scheme?

No. Only charities that do not currently hold a Golden Bond and/or a One Year Bond are eligible to apply.

If a charity that currently holds a One Year and/or Golden Bonds wishes to enter the ballot to try and secure a larger number of bonds in the new scheme, the charity will be required to first give up their current One Year and/or Golden Bond allocation. If the charity is then unsuccessful in the ballot, the charity will have lost the right to their original Bonds.

Information for charities that currently do not hold Bonds

What is the New Charity Bond Scheme?

The New Charity Bond Scheme will enable UK charities that have not previously held London Marathon Golden Bonds to enter a ballot to secure new Bonds on four-year terms, starting from the 2026 edition of the TCS London Marathon.

What are the Bond types and how many entries do they include?

The New Charity Bond Scheme has two Bond types.

The Golden Bond has four charity entries per bond, and the new Silver Bond has two charity entries per bond. Both bond types are on a four-year term.

This means we're able to offer new charity partners both an equivalent package to the current Golden Bond holders and an affordable option to support greater inclusion for smaller charities.

How many Bonds can we apply for?

Charities can apply for any **one** of the following four options:

- One Golden Bond (four charity entries per year for four years)
- Three Golden Bonds (twelve charity entries per year for four years)
- Five Golden Bonds (twenty charity entries per year for four years)
- One Silver Bond (two charity entries per year for four years)

A ballot will be drawn for each of the four options. A charity can only apply to be entered into **one** of the four ballots.

When can we apply for the New Charity Bond Scheme?

Applications for the New Charity Bond Scheme open on Monday 11 November and close at 23:59 on Tuesday 26 November 2024.

Who is eligible to apply?

Only UK charities that do not currently hold a One Year Bond and/or a Golden Bond are eligible to apply. Additionally, the charity must be registered in England and Wales with the Charity Commission, in Scotland with the OSCR, or in Northern Ireland with The Charity Commission for Northern Ireland. Applications will be accepted from charities from the Crown dependencies if they are registered with their regulator or government

equivalent. Charities will be required to provide their registered charity number in the application.

How do new charities apply for the new four-year Bonds?

From Monday 11 November to 23:59 on Tuesday 26 November, the application form will be accessible on the website here: [Opportunities for charities - TCS London Marathon](#).

The application form provides links to both the Golden Bond and Silver Bond terms and conditions, which the charity representative making the application must agree to when completing the application.

When will charities hear the results of the New Charity Bond Scheme ballot?

Charities will be notified by email during the week commencing 2 December to confirm if they have been successful or unsuccessful in their chosen ballot. Charities will receive an email to the email address given in their application.

For successful charities, the email will confirm what bond allocation they have secured and will give them the opportunity to update their charity invoicing details and give a purchase order number, if required.

We will draw a small number of charities from each of the four ballots to form a waiting list should any successfully selected charity forfeit their allocation for any reason. Charities who make the waiting list will be notified.

How much will the new Bonds cost?

The cost of a 2026 charity entry (for both current and new Bond holders, and Charity Ballot entries in 2026) will be £400 + VAT.

Accordingly, the cost of one Golden Bond will be £1,600 + VAT for the four entries (£400 + VAT per place), and £800 + VAT for one Silver Bond.

When will the successful charities be invoiced for their Bond/s?

Charities will be invoiced in January 2025 for the first year of their four-year term. Charities will be invoiced annually for one year of each four-year term.

Charities that don't pay the invoice may forfeit the opportunity to secure the Bond/s.

Do charities have to reapply every four years?

In line with the guidance for current bond holders, there will be a further review of the Scheme at the end of 2029, with any changes then implemented from 2034. Therefore, all 2026 Golden Bond holders have their entries guaranteed until 2033.

Can charities currently holding Golden Bonds enter the ballot for additional bonds in the New Charity Bond Scheme?

No. Only charities that do not currently hold Golden Bonds are eligible to apply.

If a charity that currently holds Golden Bonds wishes to enter the ballot to try and secure a larger number of bonds in the new scheme, the charity will be required to first give up their current Golden Bond allocation. If the charity is then unsuccessful in the ballot, the charity will have lost the right to their original Bonds.

How will you ensure charities of all sizes will be able to access the new scheme?

The new four-year bonds will be allocated via a ballot, to give all charities an equal chance. Only charities that do not currently hold Golden Bonds will be eligible to apply. The new addition of a Silver Bond, which offers two entries per year for four years, offers a very affordable option for smaller charities to benefit from the world's biggest annual one-day fundraising event.

Why are the existing Bond holders being allowed to keep 80% of their Golden Bonds?

We had to balance our responsibilities towards charities which have worked with us for decades with opening up the London Marathon to other charities for the first time in more than 20 years. We believe that our new scheme does that and gives certainty on entries up to 2033 to our existing charity partners.

Will we be able to roll over unused entries?

Yes, Golden Bond and Silver Bond entries can be rolled over for one (1) year. If entries are not used the following year, the entries will expire with no refund.

What support will be in place for new charities with Bonds?

We support charities with charity entries to maximise the fundraising from every participant, including working with our online fundraising platform, Enthuse, to make fundraising as seamless and effective as possible.

New charities will be invited to join an onboarding webinar (date to be confirmed) in early 2025 to meet staff from Enthuse, from the team at Let's Do This, our registration platform, and the London Marathon Events Charities Team, to learn more and ask questions.

What is happening to the annual Charity Ballot?

For charities unsuccessful in the New Charity Bond Scheme there is a further chance to secure one charity entry in the 2026 TCS London Marathon.

The Charity Ballot is held annually and offers one place each to 500 charities that don't hold any existing Bond entries. Applications for the 2026 Charity Ballot will open on Monday 2 December and close at 23:59 on Friday 13 December. Charities will be notified of the results by Friday 20 December.

For further help and guidance, please contact:

charities@londonmarathonevents.co.uk