



CHARITY EXPERIENCE BROCHURE

2-3 OCTOBER 2027



OVERVIEW

The Cardiff Half is Wales’ largest mass participation and multi-charity fundraising event, welcoming thousands of runners from across Wales, the UK and beyond to experience its stunning route through the heart of the Welsh capital.

The event unites world-class athletes and first-time runners alike in a celebration of achievement, community and fundraising, with places offered through an annual ballot to manage the exceptional demand.



**ONE OF EUROPE'S
LARGEST HALF
MARATHONS**

**5 X DEMAND
VIA THE
BALLOT**



- The race is one of the UK's largest mass participation events with an international footprint that extends to 70+ countries worldwide. Part of the London Marathon Group of events, the Half attracts 29,000 sign-ups annually and **raises over £4m for charity**.

- Held in the iconic city of Cardiff, renowned for its warm Welsh hospitality, the Cardiff Half embodies this spirit on race day. **More than 100,000 spectators** line the streets, creating an electrifying atmosphere.

- Awarded an Elite Road Race Label by World Athletics, the global governing body has recognised it as **one of the world's leading road races**.

- As part of the **SuperHalves series**, Cardiff Half partners with other internationally renowned 'bucket list' half marathons across Europe including Lisbon, Prague, Berlin, Copenhagen and Valencia.

- The race has partnerships with over 120 charities and more than **33% of the field run for a good cause**.

- Popularity continues to grow at pace, with the 2026 **ballot seeing five times the demand** for the number of available spaces.

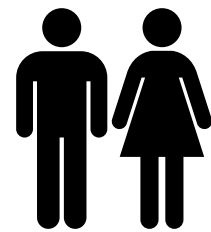
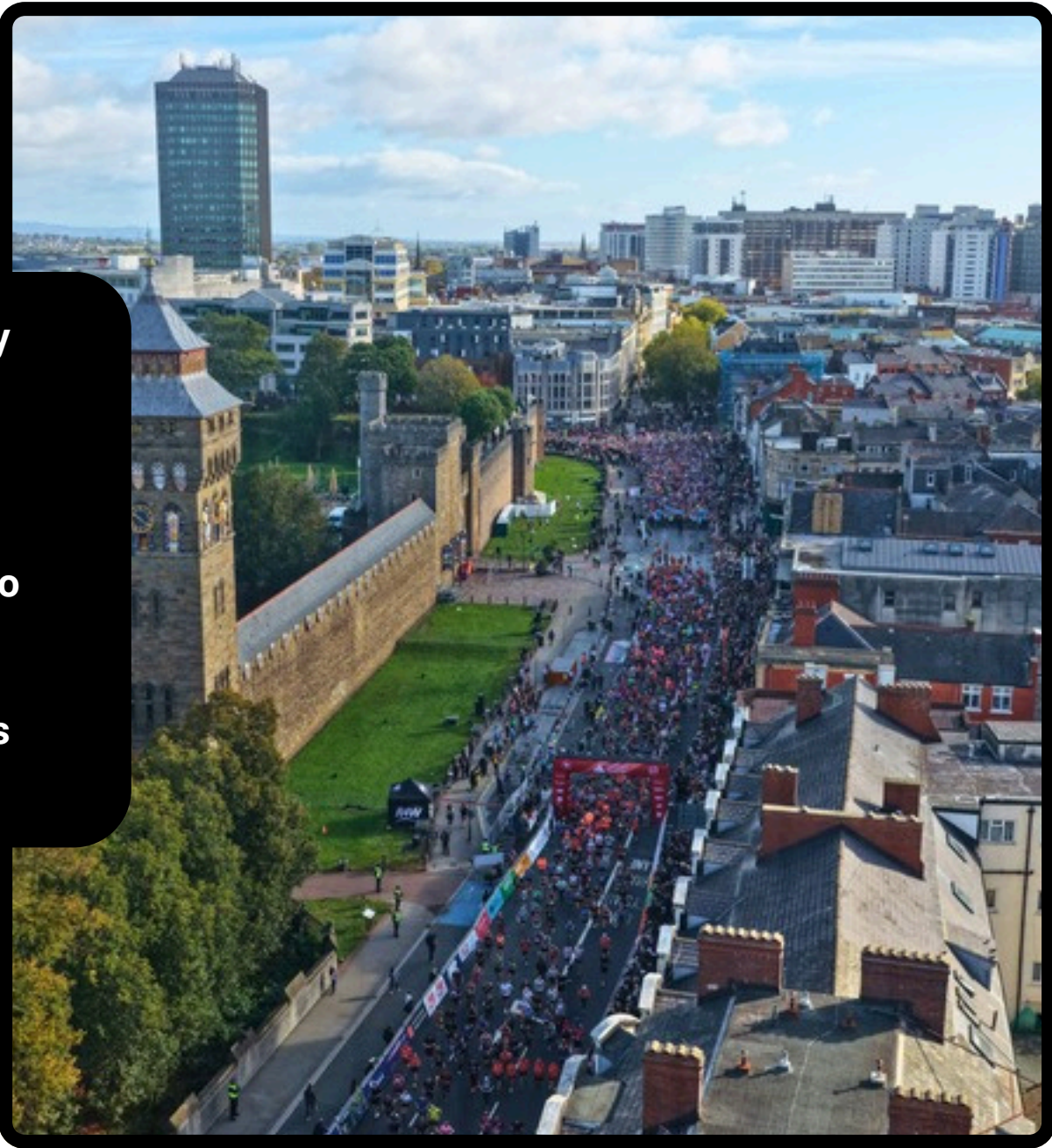
- Delivered by R4W (Run 4 Wales), a **not-for-profit social enterprise** that promotes, manages and delivers major sporting events.

- Surpluses generated by the race are invested into the **R4W Charitable Foundation**, which awards funding to grassroots sport and other community projects.

THE MASS RACE

Participants opt to run for a whole variety of reasons, but more than ever are choosing to run for a good cause.

In 2026, tens of thousands of runners missed out on a ballot place and turned to official charities for their chance to take part, seeking to support causes that matter most to them. Demand for 2027 is set to be even greater.



49% FEMALE
51% MALE



33% RUNNING FOR A
GOOD CAUSE



70+ NATIONALITIES
REPRESENTED



30% ENTER SIX+
EVENTS PER YEAR

36

AVERAGE AGE



79% FROM
OUTSIDE CARDIFF



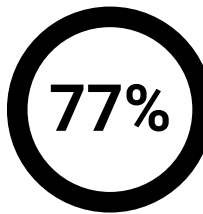
30% ARE NEW
RUNNERS



46% ARE NEW TO
CARDIFF HALF



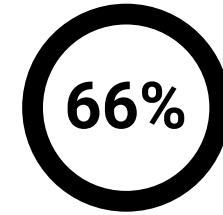
16% ATHLETICS
CLUB MEMBERS



CONSIDER RUNNING
THEIR PRIMARY SPORT



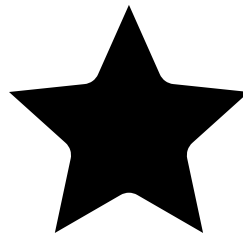
84% USE TECH TO
AID TRAINING



SPEND £100+ PER YEAR
ON TRAINING GEAR

RUNNER EXPERIENCE

The fantastic event experience on offer is what makes the race so loved by the running community and reflects well on the charities associated:



96%

GIVE A POSITIVE
RATING OF OVERALL
EXPERIENCE



97%

LOVE THE HALF
MARATHON COURSE
AND LANDMARKS



94%

RATE COURSE
ENTERTAINMENT AS
GOOD OR EXCELLENT



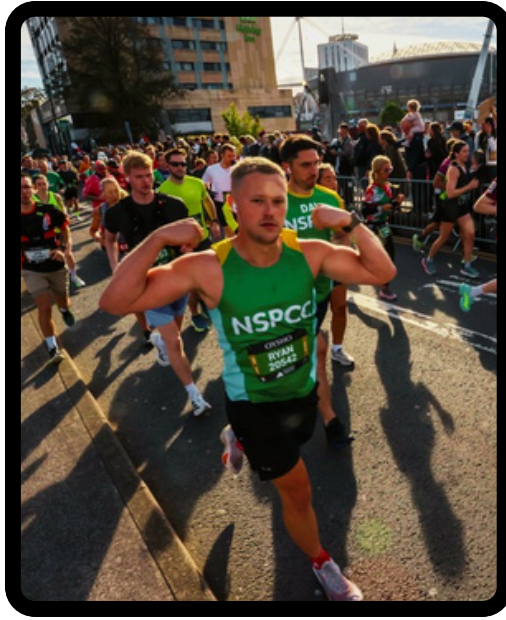
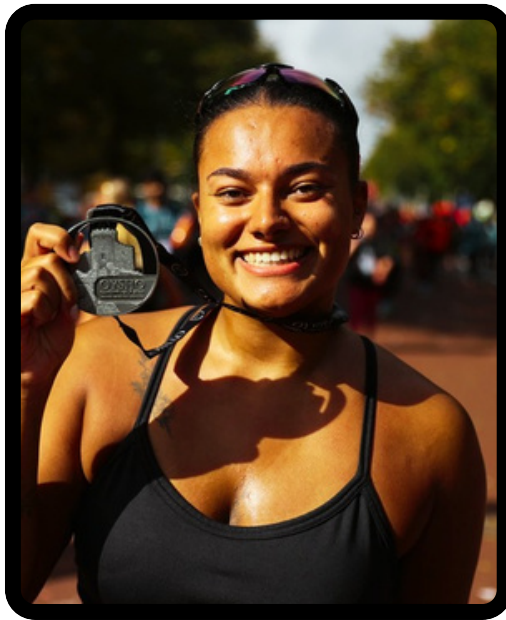
96%

THANK THE RACE
ENTRY FEE IS GOOD
VALUE FOR MONEY



94%

RATE THE FINISHERS
MEDALS & TEES AS
GOOD OR EXCELLENT



THE FUNDRAISING OPPORTUNITY

- One of Britain's biggest and best running events - with over 29,000+ entrants.
- Wales' largest mass participation and multi-charity fundraising event - with a growing pool of potential fundraisers aiming to complete a 'bucket list' event.
- Entries offered via Ballot, with demand for spaces far exceeding supply - creating a lucrative charity-exclusive entry option with huge demand for fundraising spaces.
- Ranks within the top 10 biggest UK sports fundraising events outside London.
- The 2026 Ballot attracted 5x applications vs the number of spaces, meaning **tens of thousands of unsuccessful applicants** were looking for a route to entry.
- Huge demand means charities can rely on an industry-leading 'sell-on rate' nearing 100%, be selective when recruiting their team and maximise fundraising.
- Opportunity to customise your experience and selection of marketing benefits, to tailor your fundraiser recruitment journey.



CREATE YOUR OWN CHM FUNDRAISING EXPERIENCE!

The race will return for 2027 on Sunday 3 October, with unprecedented hype building ahead of launch.

Entries will once again be offered via Ballot, to help manage the exceptional demand for spaces. Ballot results day in October will generate huge demand for charity spaces, with tens of thousands of applicants looking for an alternative way to secure an entry. This generates a fantastic opportunity for charities to maximise fundraising.

We offer powerful tools to help elevate your fundraiser offer to over 500,000 annual website visitors and our Let's Do This registration portal makes administration simple - allowing you to view your latest sign-ups, own place fundraiser opt-ins and collect contact information.

An exclusive partnership with Enthuse brings sector-leading visibility via a fundraising interface.



Charities can create their own bespoke fundraising package:

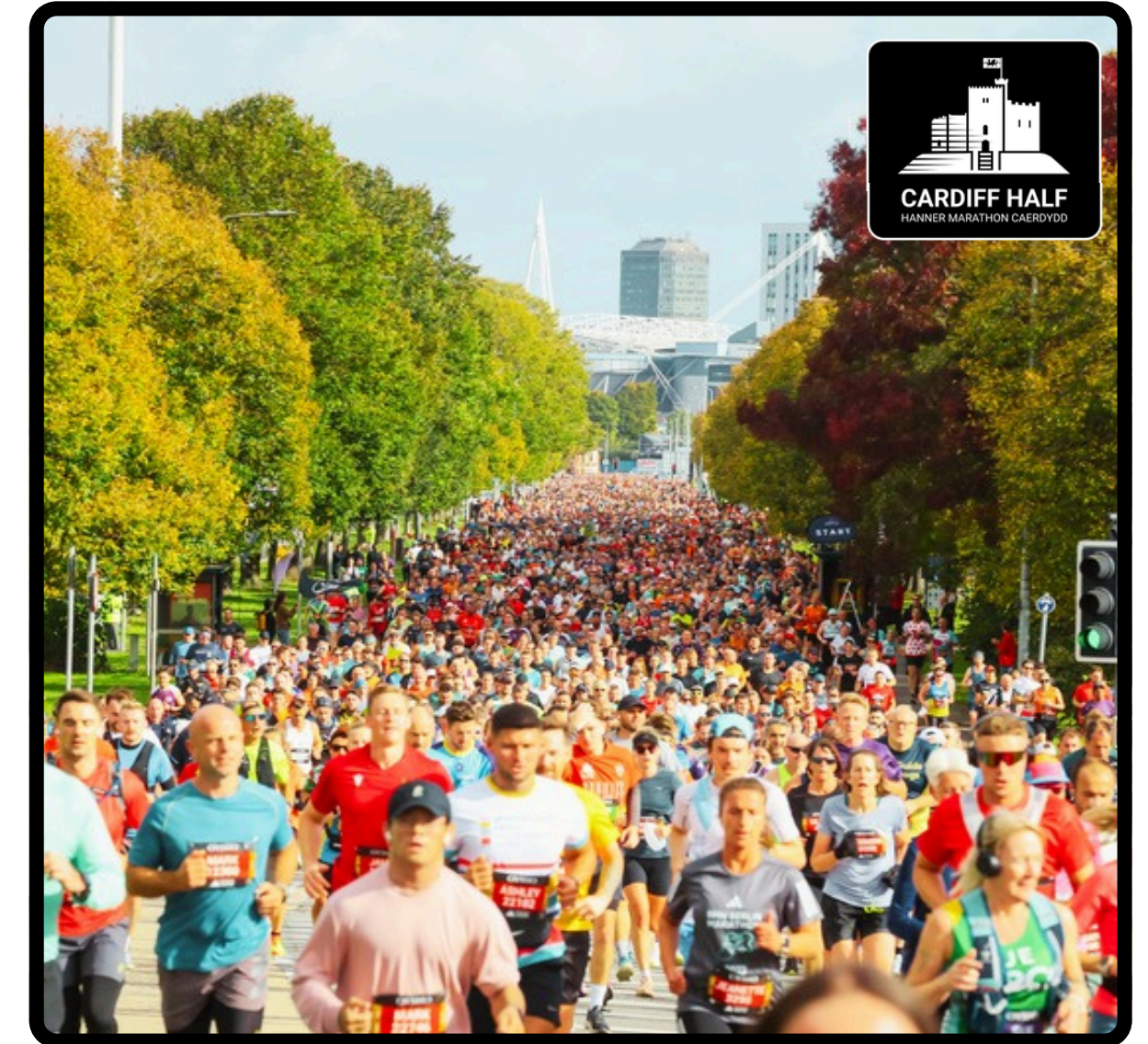
- Choose the number of fundraising spaces you want (minimum 5, maximum 100 & includes your logo listing on our charity page)
- Upgrade to a standard or premium marketing bundle (optional)
- Select up to four additional activity bundles that best enhance your fundraiser pathway

THE 2027 BALLOT

The 2027 Ballot will launch in the lead-up to the 2026 event weekend and will remain open for just over two weeks.

- A **dedicated campaign will drive awareness and encourage as many applications as possible**. During this period, charities are also encouraged to run their own 'Register Your Interest' campaigns and capture supporter data ahead of the Ballot results.
- The Ballot operates on a pre-authorisation basis, with applicants completing their registration and securely submitting payment details when they enter. Successful applicants will then be automatically confirmed into the event.
- This simple and seamless process creates **an engaged audience of high-intent participants** who are committed to taking part and are therefore more likely to explore alternative entry options should they be unsuccessful in the Ballot.
- Ballot results are **due to be announced on Thursday 22 October**, while enthusiasm and excitement following the 2026 event weekend remains at its peak.
- Charities who have secured and paid for their guaranteed entries* will be **featured on the official event website and will be ideally placed to promote their places** to unsuccessful Ballot applicants on Results Day - a moment when tens of thousands of aspiring participants will be actively searching for alternative ways to secure their place on the start line.

**order and payment deadlines apply*



STEP 1: FUNDRAISING SPACES

The average Cardiff Half fundraiser raises close to £500, so firstly, choose how many fundraising spaces you want for 2027:

- Individual fundraising spaces priced at £125 each
- Purchase anywhere between 5-100 spaces for the 2027 event

A limited number of fundraiser spaces are available on a first-come, first-serve basis, so we recommend securing as soon as possible.

By purchasing spaces from us directly you become an Official Charity at the event, get your logo listed on the event website and have your own access to our Let's Do This registration platform to manage your entries directly and access live own place data.

Please note the value of race spaces are VAT exempt.

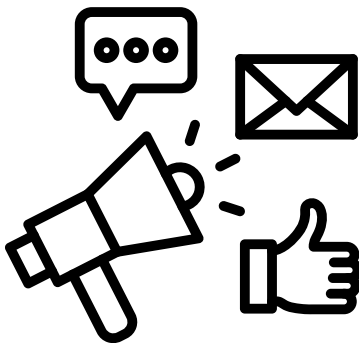


STEP 2: CHOOSE THE BUNDLE OF BENEFITS WHICH BEST SUITS YOUR NEEDS

Every charity purchasing spaces will receive a number of complimentary benefits, with the option to upgrade to a standard or premium marketing bundle.

WEBSITE LISTING & CHARITY STATUS	PREMIUM	STANDARD	COMPLIMENTARY
Official Charity status	Y	Y	Y
Full-length bio & case study link on CHM charity page	Y		
Short bio & website link on CHM charity page		Y	
Link to charity website on CHM charity page	Y	Y	
Charity logo on CHM charity page	Y	Y	Y

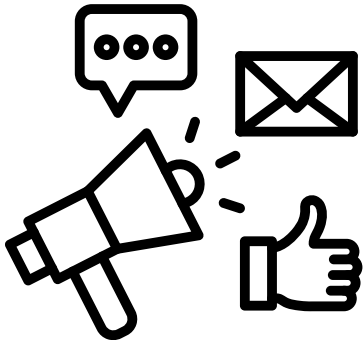
Bundle prices + VAT where applicable



**Benefits overview
continued overleaf**

STEP 2: CHOOSE THE BUNDLE OF BENEFITS WHICH BEST SUITS YOUR NEEDS

SOCIAL MEDIA, ADVERTISING & PHOTOGRAPHY	PREMIUM	STANDARD	COMPLIMENTARY
Official CHM social media campaign post	Y x 4	Y x 2	
Adverts in ‘Run for Charity’ e-newsletter	Y x 2		
Access to event photography for use in recruitment materials	Y	Y	Y



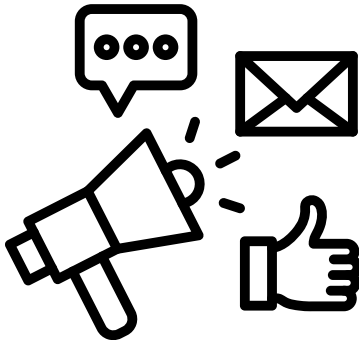
Bundle prices + VAT where applicable

**Benefits overview
continued overleaf**

STEP 2: CHOOSE THE BUNDLE OF BENEFITS WHICH BEST SUITS YOUR NEEDS

RECRUITMENT & DELIVERY SUPPORT	PREMIUM	STANDARD	COMPLIMENTARY
Experienced R4W manager supporting activations throughout	Y	Y	
Access to comprehensive CHM Marketing Handbook & Toolkit offering hints, tips and content generation templates to enhance recruitment efforts	Y		
Opportunity to exceed maximum purchase cap by 20% (whilst stocks last)	Y		

Bundle prices + VAT where applicable

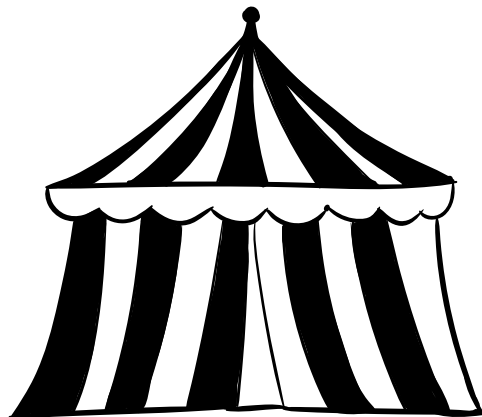


Standard: £1,000
Premium: £2,500

STEP 3: SELECT UP TO FOUR ADDITIONAL ACTIVITY BUNDLES

Select up to four optional additional activity bundles that best enhance your fundraiser pathway:

Prices + VAT where applicable



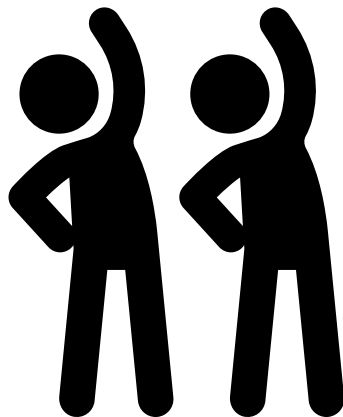
THE SUPPORTER BUNDLE

£1,000



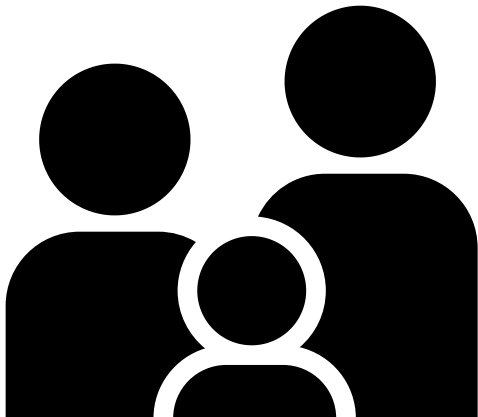
THE TRAINING BUNDLE

£45 per runner



THE WARM UP BUNDLE

From £35 pp



THE FAMILY FUNDRAISING BUNDLE

£350

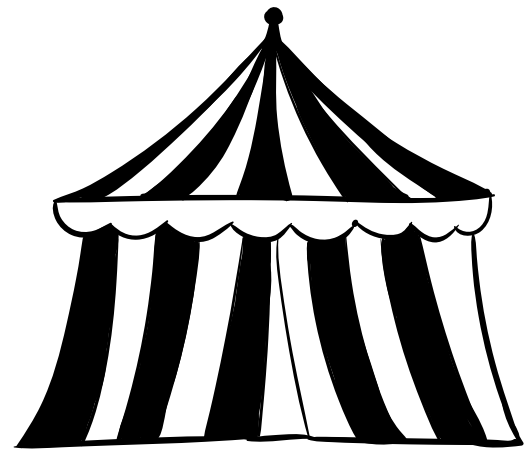
STEP 3: SELECT UP TO FOUR ADDITIONAL ACTIVITY BUNDLES

SUPPORTER BUNDLE - £1,000 + VAT

Meet potential new fundraisers in person during the event and celebrate your fundraiser's success after the race by having your own designated space in our event village. Over 20,000 runners will visit the Event Village to meet their family and friends, enjoy live entertainment and engage with exhibitors whilst thousands more spectators attend before, during and after the race.

Supporter bundles are very limited in availability so book quickly to avoid disappointment.

A 3x3m marquee in the Event Village for the entire weekend, including two chairs, table and power
Overhead marquee banner space
Opportunity to utilise space in front of marquee with own branding (pop-ups/toblerones etc)
Dedicated R4W site manager to plan and support your event weekend presence

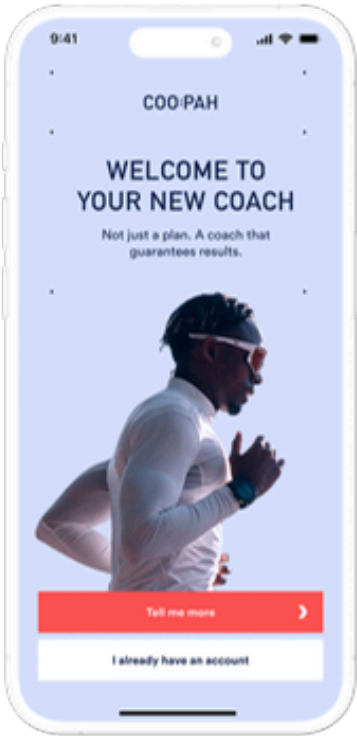


STEP 3: SELECT UP TO FOUR ADDITIONAL ACTIVITY BUNDLES

TRAINING BUNDLE - £45 PER RUNNER

We’ve partnered with Coopah, the run coaching app that offers instant personalised and adaptable training plans, access to Coopah coaches and more - to help ensure your fundraisers make it to the start line.

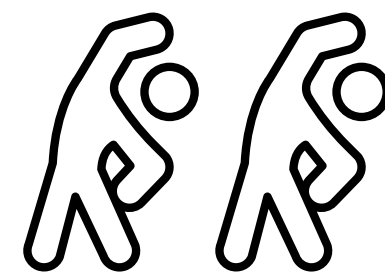
10 months premium access to Coopah training app
Personalised training plans to help get your fundraisers to the start line
Fundraiser access to certified coaches (24/7 chat function within the app)
Opportunities for in person/Zoom training days (additional cost)
Live reporting to always track your runners and ensure more runners get to the finish line



COO:PAH
THE RUN
COACHING APP



STEP 3: SELECT UP TO FOUR ADDITIONAL ACTIVITY BUNDLES



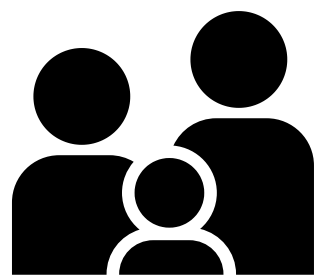
WARM UP BUNDLE - £35 PER RUNNER

We organise a number of mass participation events, presenting an opportunity to provide warm-up event opportunities for your fundraisers.

Entries in a warm-up event to support fundraisers to reach their fitness targets and create additional incentives to hit their fundraising pledges

Choose from R4W & Always Aim High events throughout the year across Wales

Access to event photography from warm-up events for use in recruitment



FAMILY FUNDRAISING BUNDLE - £350

Cardiff Half weekend kick starts with Cardiff Half Junior, a great opportunity to engage fundraisers (and their families) with our friendly and accessible junior races.

10 x Cardiff Half Junior entries for fundraisers to encourage their families to join them on their journey on Saturday 2 October 2027

Charity logo and link to feature on Cardiff Half Junior page of event website

Access to event photography for use in recruitment materials

ADDITIONAL SUPPORT & EXPOSURE

We aim to provide the best possible experience for our charities, both through the account management process and the technology platforms we choose to partner with to enhance your experience.

We work with **Let's Do This (LDT)** to provide our participants and charities with a registration platform. LDT makes it easier for people to discover, book and enjoy incredible events while helping event organisers and charities reach new audiences and simplify administration. Your easy-to-use LDT dashboard will make managing your fundraising team simple and even give you live access to own place data.

We are now working with **Enthuse**, Europe's #1 charity-first fundraising platform - as the official fundraising partner for all Run 4 Wales events. We love that Enthuse aligns with our values of putting charities first and the expertise they bring with their experience as the official partner for some of the world's largest fundraising events, including the record-breaking TCS London Marathon. Expect additional visibility via our fundraising interface, which helps promote your spaces to a wider audience and improve your fundraisers' experience.

All official charities will also receive regular updates from Run 4 Wales with offers and information that will help them make the best of their engagement with the event via a Charity Newsletter.



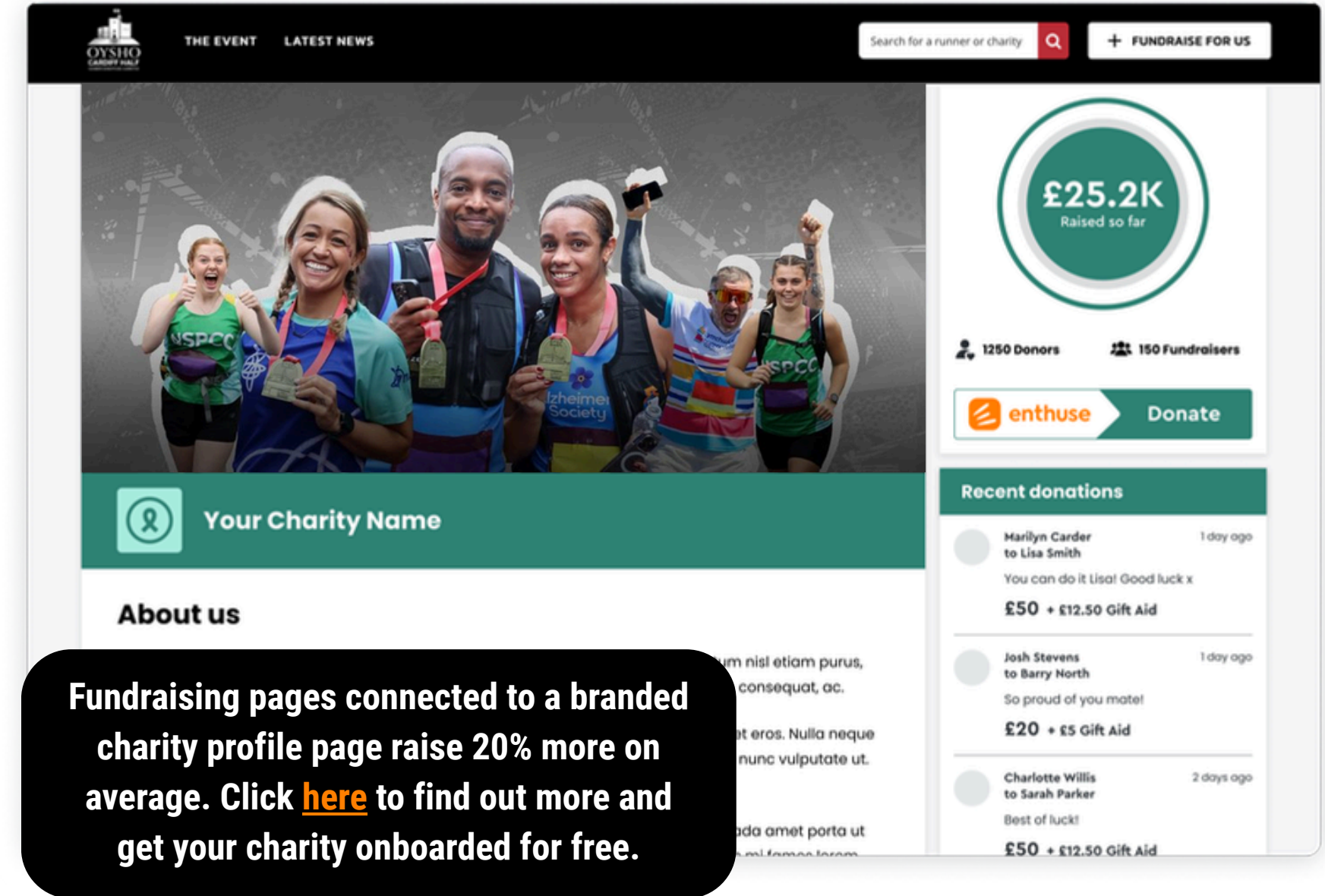
WHY WE WORK WITH ENTHUSE

Enthuse is the official online fundraising partner of Run 4 Wales and is Europe's no.1 charity-first fundraising platform. As such, they support each Run 4 Wales event with an official branded platform to provide the best experience for charities and participants.

Enthuse runs with your charity from start to finish:

- From day one, fundraising page creation is integrated with event registration meaning participants can start fundraising straight away for your charity. And you can focus your time on helping them raise money rather than setting up pages.
- Throughout the build up and after the event, branded fundraising pages put your charity front and centre.
- Enthuse fundraising pages are exclusively integrated into the Run 4 Wales app, making it the easiest way to receive donations on the day.

So make use of the official platform for an easy-to-use, integrated fundraising experience to help your cause build and nurture a loyal supporter base past event day.



The screenshot shows the Enthuse fundraising page for the Alzheimer's Society. The page features a header with the Oystho Cardiff Half logo, navigation links for 'THE EVENT' and 'LATEST NEWS', a search bar, and a 'FUNDRAISE FOR US' button. The main content area includes a large photo of six runners, a green banner with 'Your Charity Name' and a ribbon icon, and an 'About us' section. On the right sidebar, a large green circle displays '£25.2K Raised so far', with '1250 Donors' and '150 Fundraisers' below it. A green 'Donate' button with the Enthuse logo is also present. The 'Recent donations' section lists three donations: Marilyn Carder to Lisa Smith (£50 + £12.50 Gift Aid), Josh Stevens to Barry North (£20 + £5 Gift Aid), and Charlotte Willis to Sarah Parker (£50 + £12.50 Gift Aid).

Fundraising pages connected to a branded charity profile page raise 20% more on average. Click [here](#) to find out more and get your charity onboarded for free.

WHY WE WORK WITH ENTHUSE

With Enthuse, your supporters can customise their official fundraising pages to make it their own. That means setting the fundraising target, sharing their story about why they're taking part, and adding photos or videos, to update friends, family and colleagues on their progress. And of course all of this is done under your charity's brand. These small details can make a massive impact, just look at Enthuse's data:

Telling a story

Fundraisers who update the 'Story' section on their official mass event fundraising pages, explaining why they took on the challenge, raise a whopping £264 more on average.

Writing on the wall

Posting updates on Enthuse fundraising pages was also found to make a big difference to the fundraising total! In fact it was worth £270 on average.

Picture perfect

It's good to show your face! People that updated their fundraising page profile picture raise £212 more on average!

Give thanks

Fundraisers that said 'thank you' to donors directly on their fundraising page raise nearly £150 more on average, a quick and easy way to show gratitude, and raise more.

Self donating

Getting the ball moving with a self donation is another good tactic for maximising fundraising. Official fundraising pages with a self donation raise £122 more on average.



MARKETING HANDBOOK & TOOLKIT

Charities opting for our Premium Marketing Benefits package will gain access to a R4W Charity Handbook & Marketing Toolkit, designed to guide fundraising managers through the entire process of managing a charity team.

From recruitment right through to fundraiser management and race weekend engagement, the toolkit is packed full of hints and tips designed to simplify the process, maximise your return on investment and ensure the runners choosing to run for you have the best experience possible.

Devised by a team with decades of combined experience in the sector, the handbook will help to enhance your recruitment efforts, keep your runners happy and ensure maximum fundraising. In an ever changing sector, it will offer support and valuable insights, whether you're new to fundraising or have been working with mass participation events for a number of years.

The marketing toolkit puts all the assets you'll need to recruit fundraisers at your fingertips, meaning more time to focus on looking after your runners and maximising the amounts raised. Discover analytics and insights and access promotional images, videos and suggested messaging that will help you create targeted campaigns that ensure you fill your full allocation of spaces in the race.



JOIN US

Charity spaces in the Cardiff Half Marathon are limited. To avoid disappointment, we encourage our charities to secure their full allocation of spaces as early as possible.

Securing your spaces early, ahead of the October 2026 Ballot, will give you the best opportunity to maximise your fundraising!



Over £4 million is raised by runners taking part in the event each year, with each fundraiser raising close to £500 on average.

By working with us, you'll be joining a cohort of over 100 charities, from national organisations through to local causes who benefit from the fundraising platform that the Cardiff Half Marathon provides:



Contact charity@run4wales.org to secure your spaces, marketing package and optional activity bundles today.

TERMS & CONDITIONS

Our charity partners are special to us and we strive to make the half marathon experience as mutually beneficial as possible. As a not-for-profit, social enterprise ourselves, we understand charities and their aims. All of Run 4 Wales' surpluses go to support grass-roots sport in schools and the community through the R4W Charitable Foundation.



- Fundraiser details can be changed or swapped up until our September 2027 entry deadline - after this date - data is sent off to create participant race packs. Unofficial transfers outside of the deadline date or manually administered (not using the event registration software) are not permitted. Transfers to future editions are also not permitted.
- All fundraisers must be registered on our registration system by the September 2027 entry deadline - or they will not receive a race pack and be unable to participate. Registration is not permitted beyond the deadline in any circumstance.
- Spaces un-used by charities after the registration deadline are non-refundable and un-used spaces cannot be sold on between charities. The rules around refunds and cancellations that apply to individual entrants will also apply to individuals entering via an official charity.
- Promotional materials (including leaflets and course branding) cannot be installed without prior permission from the organisers. Promotional material cannot be distributed outside of the official 'Event Village' space. Promotional activities (such as bucket collections, or setting up pop-ups or tables at meeting points) are not permitted without prior permission.



charity@run4wales.org