

Gold Bond Terms & Conditions

Latest Version: 21/04/2026

All applications received will be considered, on an ongoing basis, by our panel and all available places will be allocated by October 2026. The Brain Tumour Charity (“The Charity”, “We”, “Our”) reserve the right to close applications at any point.

The following terms and conditions have been written to ensure We can support you in your TCS London Marathon 2027 (the “TCSLM 2027”) application. We hope that these terms make clear the application process as well as the obligations of the runner (“You”, “Your”) and The Charity, should You be offered a Charity place (“Gold Bond place”) with The Charity.

If successful in gaining a Gold Bond place with The Charity, you agree:

- You will be, at least, 18 years of age old on race day (25 April 2027).
- At the point of offering The Charity places, We will confirm, in writing, the registration fee and minimum fundraising pledge for your place.
- Gold Bond places will be offered over the telephone in the first instance. Due to the demand in places, we will attempt to contact applicants via phone, a maximum of three times, and email (via contact details given on Your application). If no response is received, within one working week of Our last attempt, The Charity reserve the right to offer the place to the next applicant.

Registration fee

- The registration fee is £80 per Gold Bond place and is not refundable under any circumstances, unless agreed otherwise with The Charity. (See ‘Deferrals’ below for further details),
- Once offered, The Charity reserves your place in lieu of your registration fee for a maximum of 10 days. If the registration fee is not received in this time, The Charity reserves the right to release your place to another applicant, unless agreed otherwise.

Fundraising

- You pledge to raise a minimum of £3,000 (not including Gift Aid) for The Charity’s work by May 2027.
- As a Gold Bond runner, 100% of the donations raised through your online fundraising page and offline, will come to The Brain Tumour Charity and will not be split with any other charity.
- You will promote your fundraising activities (in line with [Fundraising Regulator standards](#)) to collect sponsorship and donations for The Charity.
- We cannot include Gift Aid in your fundraising total as this isn’t a guaranteed income. However, please encourage your sponsors (if they are eligible) to Gift Aid their donations where possible – as this could increase your overall fundraising by 25% at no extra cost to them or You.
- We recommend using online fundraising pages for The TCS London Marathon. The official fundraising partner for the Event is Enthuse but we also recommend JustGiving.
- If The Charity doesn’t receive any funds from You/Your fundraising page by 1 February 2027, We reserve the right to remove your details from the London Marathon registration console and withdraw your place. This will only happen with prior warning or unless agreed otherwise.

Official registration

- Your place will be offered to you by The Charity, however you will be required to register officially with London Marathon Events Ltd (LMEL) to fully secure Your place.

- The Charity will clearly communicate this process and deadline to You to ensure you confirm your place ahead of the deadline.
- The Charity will provide LMEL with Your full name and email address (and any other information reasonably required by LMEL) once access to the entry system is granted.
- The data that The Charity submits to LMEL shall be processed in accordance with LMEL's [Privacy Policy](#).
- You will be sent a link, directly by LMEL, to a form on the official registration system. You shall follow the link to complete your registration before the deadline, specified by LMEL.
- LMEL reserve the right in its absolute discretion to refuse to allow entry to the Event to any applicant.
- Failure to complete your registration by the specified deadline will mean you will not be able to run. The deadline is governed by LMEL and no extensions will be given under any circumstance. This is outside of The Charity's control.

Deferrals

- The Charity assess deferrals on a case-by-case basis and only offer deferrals under exceptional circumstances.
- Due to the volume of applications received each year, it isn't possible to defer everyone.
- Should you be unable to take part in the event, you must let The Charity know as soon as possible. Deferring your place can be discussed at this point.
- If agreed that you retain the deferred place, any existing fundraising will also be deferred with you.

The ballot

- The TCSLM 2027 will also be a public balloted event and we encourage people to apply for a ballot place as well as complete a charity application. If you are successful in gaining a charity place as well as a ballot place, please notify The Charity as soon as possible; you will still be able to run for The Charity, but this will allow us to allocate Your Gold Bond place to another applicant.
- The public ballot for TCSLM 2027 will open at 9:00am on Friday 24 April 2026 and close at 4:00pm on Friday 1 May 2026.

Black listing

- If you fail to raise the £3,000 fundraising pledge, with no prior arrangement/agreement, The Charity can inform LMEL. This may impact your chances of running in future events organised by LMEL.

General

- The Charity cannot take responsibility for any injury, losses or damage caused or sustained because of the event but will ensure that LMEL complies with legal and safety regulations.
- The Brain Tumour Charity reserves the right to revoke race places in exceptional circumstances.
- You acknowledge that You will be taking part in the TCSLM 2027 at Your own risk.

Images, video, audio and quotes

- The Charity will photograph/document the TCSLM 2027 including photographing: any training activities, the TCS London Marathon Running Show 2027, TCSLM 2027 and our Runners' Reception 2027 after the race. We produce a wide range of materials to publicise our work and raise vital funds and awareness to defeat brain tumours. To comply with the UK General Data Protection Regulation (GDPR) and Data Protection Act 2018, we need your permission before we can use photos and/or videos of you or your likeness for promotional purposes. You can read our conditions of use here: www.thebraintumourcharity.org/get-involved/photo-video-consent/#conditions

- This form is valid for the period of time that The Brain Tumour Charity uses photos and/or videos of you and/or your child's/children's likeness in any of its marketing and PR activities (social media, website, literature and print, etc).
- You have the right to say when you want us to stop using photos and videos of your likeness, please email photos@thebraintumourcharity.org with your request. We will respond as soon as possible and will stop using any photos and/or videos of your likeness in new materials or content that we produce in the future. If you also want existing materials or content to be taken down, please let us know. We will endeavour to remove every instance within 30 days, although it will not always be possible to remove previously printed materials and published content. Please email us after this period if you notice anything that we might have missed.
- By agreeing to these terms and conditions, you will automatically be added to an email list that will ask you every two years to re-confirm your consent to us using photos and videos of your and/or your child's/children's likeness. You still have the right to say when you want us to stop using photos and videos of your likeness outside of this timeframe.
- If we require to use your name (only first name if under 16), age and disease (if applicable), we will get in contact to obtain your permission separately.
- We will not include personal contact details on our website, video, social media or printed publications.
- We can use your image and name publicly free of charge.
- We never sell or swap your details with any third parties for commercial purposes. For more information: thebraintumourcharity.org/privacy-policy

Privacy Policy: We will use your details to manage your participation in the TCS London Marathon 2027, including sending you information about the event, providing fundraising and training support. Your details are held on our secure database, and we promise never to pass them on to another organisation for their marketing purposes. More information is available at thebraintumourcharity.org/about-us/privacy-policy. Please remember, no matter what email communication preferences, you can change your contact preferences at any time in the future by emailing enquiries@thebraintumourcharity.org or calling 01252 237792. If you have any questions about TCSLM 2026, please contact The Charity by calling 01252 237867 or emailing marathon@thebraintumourcharity.org.