



Team Macmillan Golden Bond Application Step-By-Step Guide **Virgin London Marathon - Sunday 17 April 2011**

We start allocating our golden bond places **after** the *Official Virgin London Marathon Ballot* has been announced, which is due to take place during the **first week of October 2010**. **If you entered the Official London Marathon Online ballot:**

Successful entries will receive an email directly from Virgin London Marathon advising them that they have a place in the 2011 London Marathon and they will also receive a 'London Marathon Accepted Magazine' in the post.

Unsuccessful entries will receive an email directly from the Virgin London Marathon advising them that unfortunately they do not have a place in next year's London Marathon and they will receive a 'London Marathon Rejected Magazine' in the post.

Please find below the next steps you will need to take following the announcement of the official ballot:

1. If you have been accepted through the Official Online Virgin London Marathon Ballot:

- Congratulations! We'd love for you to join Team Macmillan and you'll receive our full support every step of the way to your big run. There is no minimum sponsorship required and we'd be truly grateful for anything you can raise on our behalf.
- To join the Team and receive your Fundraising Pack and Training Guide, simply complete our online form at www.macmillan.org.uk/londonmarathon or email Sue and Alice at londonmarathon@macmillan.org.uk and leave your contact details (name, address, telephone number and how you heard about running for Macmillan). We look forward to supporting your Virgin London Marathon challenge.

2. If you have not been accepted through the Official Online Virgin London Marathon Ballot:

- Commiserations. You are certainly not alone as over 100,000 other applicants will also be unsuccessful.
- If you have already filled in and returned one of our Golden Bond Application Forms we may be able to offer you one of our Team Macmillan Golden Bond places. In return for one of these places we ask you to raise a minimum of £2,000 for Macmillan Cancer Support.
- Please email us at londonmarathon@macmillan.org.uk or call us on 020 7840 7878 as soon as you receive notification from the ballot to proceed with your Golden Bond place application. We are in an extremely fortunate position that we receive well over 2,000 applications for our places of which we are only allocated a very restricted quantity from the race organisers. **Therefore, you will need contact us to let us know that you still wish to proceed with your application.**

3. If you did not apply to the Official Online Virgin London Marathon Ballot

- Don't panic! If you have already completed and returned one of our Golden Bond application forms we may be able to offer you one of our Team Macmillan Golden Bond places. In return for a Team Macmillan Golden Bond place we ask you to raise a minimum of £2,000 for Macmillan Cancer Support.
- Or if you wish to apply for one of our Golden Bond places, simply download a Golden Bond application form from our website at www.macmillan.org.uk/londonmarathon, complete and return to us by email at

Team Macmillan – 2011 Virgin London Marathon

Email: londonmarathon@macmillan.org.uk | Telephone: 020 7840 7878 | Web: www.macmillan.org.uk/londonmarathon

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604).

londonmarathon@macmillan.org.uk or post at Team Macmillan, Macmillan Cancer Support, 89 Albert Embankment, London, SE1 7UQ. We encourage you to complete and return your application form as soon as possible as places do fill quickly.

- Again, we are in an extremely fortunate position that we receive well over 2,000 applications for our places of which we are only allocated a very restricted quantity from the race organisers. ***Therefore, you will need contact us to let us know that you still wish to proceed with your application.***

If you have applied to the Official Online Virgin London Marathon Ballot but have not been notified of the result by after Thursday 7 October call London Marathon Race Organisers directly on 020 7902 0200. Please do not call them before this date.

Please note that each Golden Bond application form is processed on an individual basis. We evaluate each form according to the sponsorship amount pledged and the fundraising activities associated with this pledge in order to raise as much as possible to help people affected by cancer. We also take into consideration your experiences or your family's experiences with Macmillan's services, your previous support of Macmillan and whether you had entered the Virgin London Marathon Official Ballot. We would love to be in a position to grant everyone a Golden Bond place, but unfortunately with our limited amount of places available we are unable to do this. If you are unsuccessful, we would be more than happy to place you on our reserve list if you wish as some runners will end up withdrawing from the 2011 Virgin London Marathon due to injury. Alternatively, we have several other high profile marathons which we have places in and you will receive the same level of support as you would with the Virgin London Marathon.

Thank you, once again, for choosing to support Macmillan by applying for one of our Golden Bond Places in the 2011 Virgin London Marathon. We wish you all the best if you have entered the Official Virgin London Marathon ballot and we look forward to hearing from you once these official ballot results have been announced in early October.

In the meantime, if you have any queries, please feel free to contact Sue or Alice at londonmarathon@macmillan.org.uk or call 020 7840 7878.

Thank you once again for your offered support of Macmillan.

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