



Runner Bulletin / Blog Post

A New Chapter for the Brentwood Half Marathon: Welcoming Matchroom as Headline Sponsor

We're thrilled to share some exciting news about the future of the Brentwood Half Marathon. Starting with our 2026 event on **Sunday 22nd March**, we'll be proudly partnering with **Matchroom** as our new headline sponsor.

Founded by **Barry Hearn OBE**, a long-time Brentwood resident, Matchroom is a global leader in sports promotion. Barry and Matchroom have generously committed to a five-year sponsorship worth over £100,000, helping to secure the future of this much-loved event for years to come.

"As a local resident, I've seen first-hand the incredible community spirit that surrounds the Brentwood Half Marathon," said Barry. "It's a brilliantly run event that raises vital funds for good causes, and I'm delighted that Matchroom can play a part in supporting its future and the people behind it."

Since it began over 40 years ago, the Brentwood Half Marathon has grown into a major fundraising event, drawing **2,500 runners** annually and raising **several million pounds** for local charities. Organised by the **Rotary Club of Brentwood a Becket**, the event now also benefits from the incredible support of **St Francis Hospice, Brentwood Running Club, and Brentwood Theatre**.

We're also incredibly grateful to **Baker Labels**, our headline sponsor since 2018, who will continue to be involved in 2026 and beyond in an "in association with" role.

"We've been proud sponsors of the Brentwood Half Marathon for many years and will continue to be involved in the future," said Steve Baker, Managing Director of Baker Labels. "Supporting local community and charity events is a core value to our business and always will be."

"This is fantastic news for the future of the Brentwood Half Marathon and the charities we support," added Richard Thatcher from the Rotary. "The runners will also benefit as we aim to improve the race day experience for all participants."

We're excited for what's ahead and can't wait to welcome runners, supporters, and volunteers back to Brentwood in 2026. As always, **100% of proceeds go to charity** — and every step makes a difference.