

# GULU

CITY MARATHON



# Impact Report

2025 - 2026

SPORT | CULTURE | TRANSFORMATION





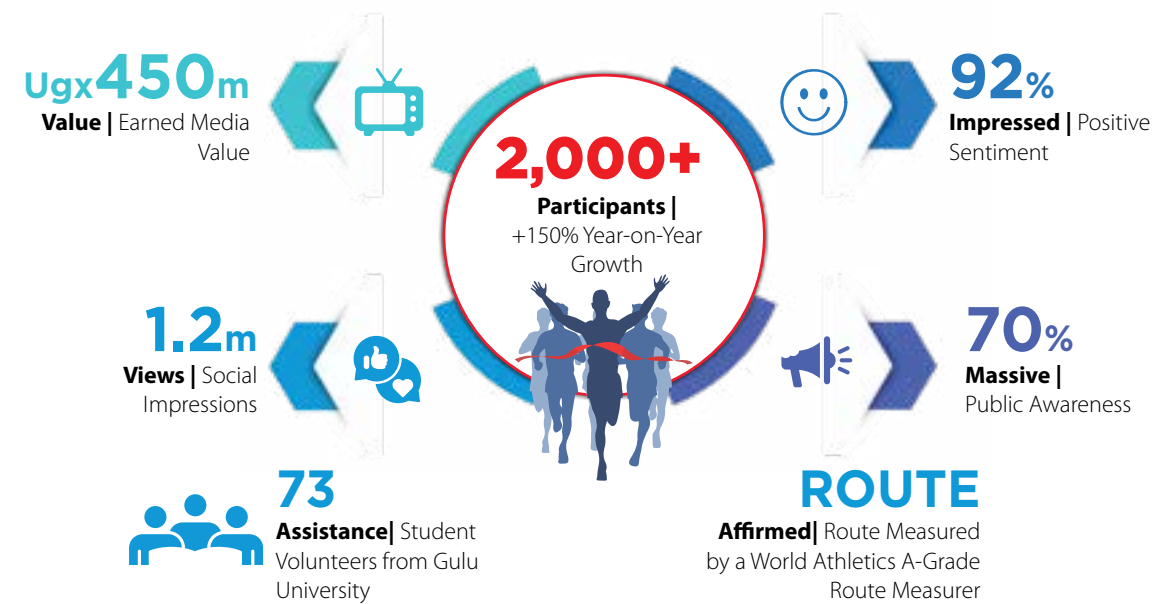
# EXECUTIVE SUMMARY

## Performance at Scale

The second edition of the Gulu City Marathon delivered record-breaking participation, national visibility, and measurable sponsor value, reinforcing its position as Northern Uganda's premier cultural road race.

Held at the Kaunda Grounds on December 6, 2025, the marathon brought together more than 2,000 participants across five race categories, alongside 3,000+ concert attendees, creating a multi-layered sport and entertainment ecosystem.

## Key Outcomes



## Global RFID Timing System

Beyond sport, the marathon advanced youth skilling initiatives and strengthened the tourism positioning of Gulu City as a vibrant year-end destination.

**GULU**  
CITY MARATHON  
**Impact Report**  
2025 - 2026

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# GROWTH STORY: 2024 > 2025

## ABOUT GCM: VISION & PURPOSE

### More Than a Road Race

The Gulu City Marathon is more than a road race; it is a transformative platform advancing the repositioning of Northern Uganda.

Established to move the region beyond its post-conflict history, the marathon projects a future defined by resilience, cultural pride, and economic momentum. Through sport, heritage, and enterprise, it creates a visible and measurable shift in how Gulu is experienced – locally and nationally.

### Core Objectives

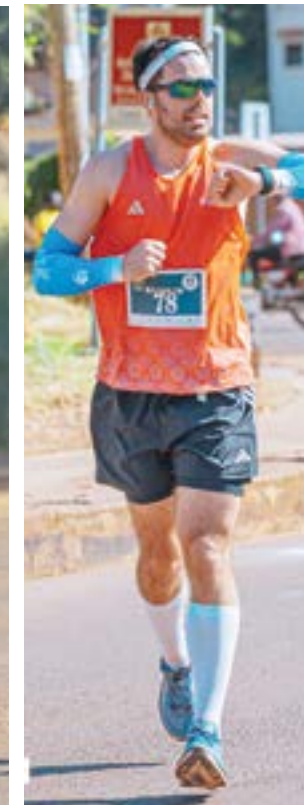
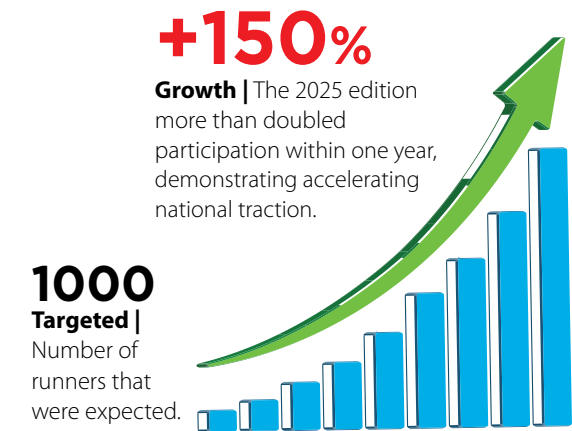
To position the **Gulu City Marathon** as the leading end-of-year marathon in Uganda, attracting elite athletes and recreational runners alike.

To promote tourism and showcase **Gulu City and Northern Uganda** as a premier tourist destination, highlighting its cultural heritage and natural beauty.

To promote **healthy lifestyles** by encouraging physical activity and highlighting the importance of sports for well-being.

To give back to the community through charity by ensuring that **10% of the proceeds go towards supporting community initiatives through education and skilling.**

To foster **unity** by bringing together people from diverse backgrounds to celebrate Gulu's resilience and positive transformation.



# EVENT SNAPSHOT

## Participation Overview



**2,000+**

Total Participants |

## Distance Breakdown

**42Km > 250**

Participants | Registered

**21Km > 690**

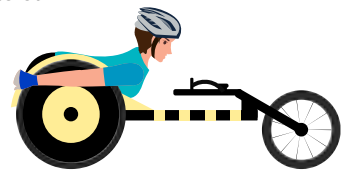
Participants | Registered

**10Km > 656**

Participants | Registered

**05Km > 389**

Participants | Registered

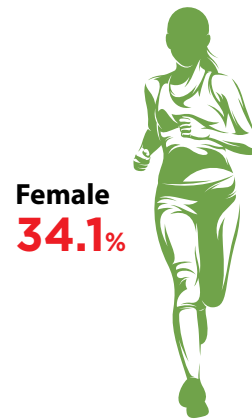


**15**  
Wheel Chair

## Gender Split



Male  
**65.9%**



Female  
**34.1%**



# TECHNICAL & OPERATIONAL

## International Benchmarking

- Courses verified by a World Athletics A-Grade Route Measurer
- Global RFID timing system (Finish Time)
- Coordinated multi-category race dispatch
- Medals awarded to all finishers

## Distinguished Guests



Amb. Olara Otunnu



Hon. Norbert Mao



Olympian Halimah Nakaayi



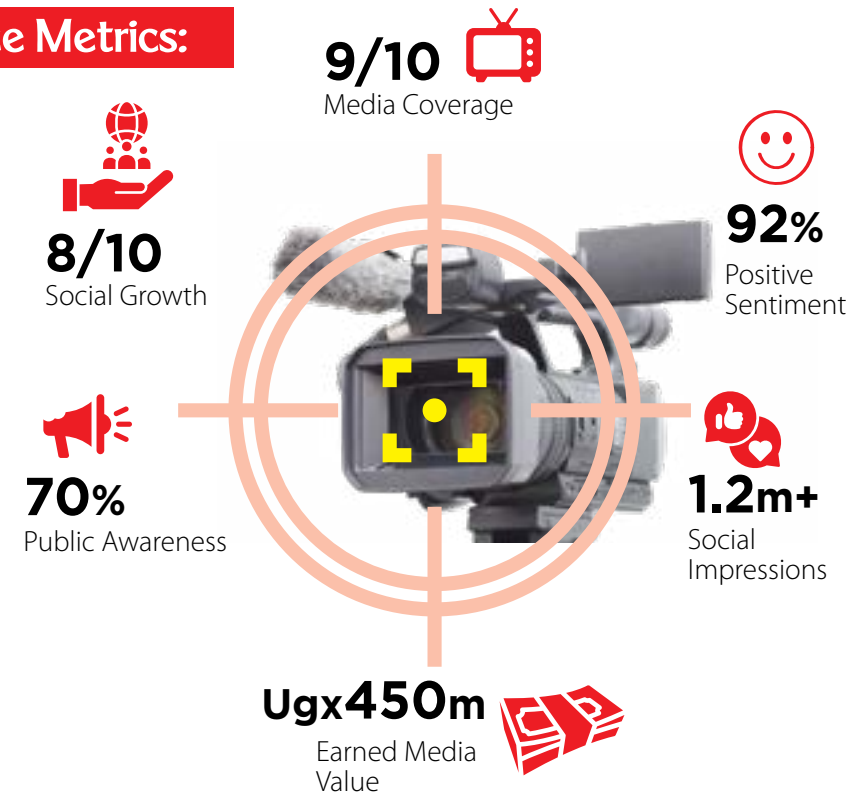
# SPONSORSHIP VALUE: ON-GROUND INTEGRATION



# MEDIA & PR IMPACT

## National Visibility

### Performance Metrics:



### Coverage included:



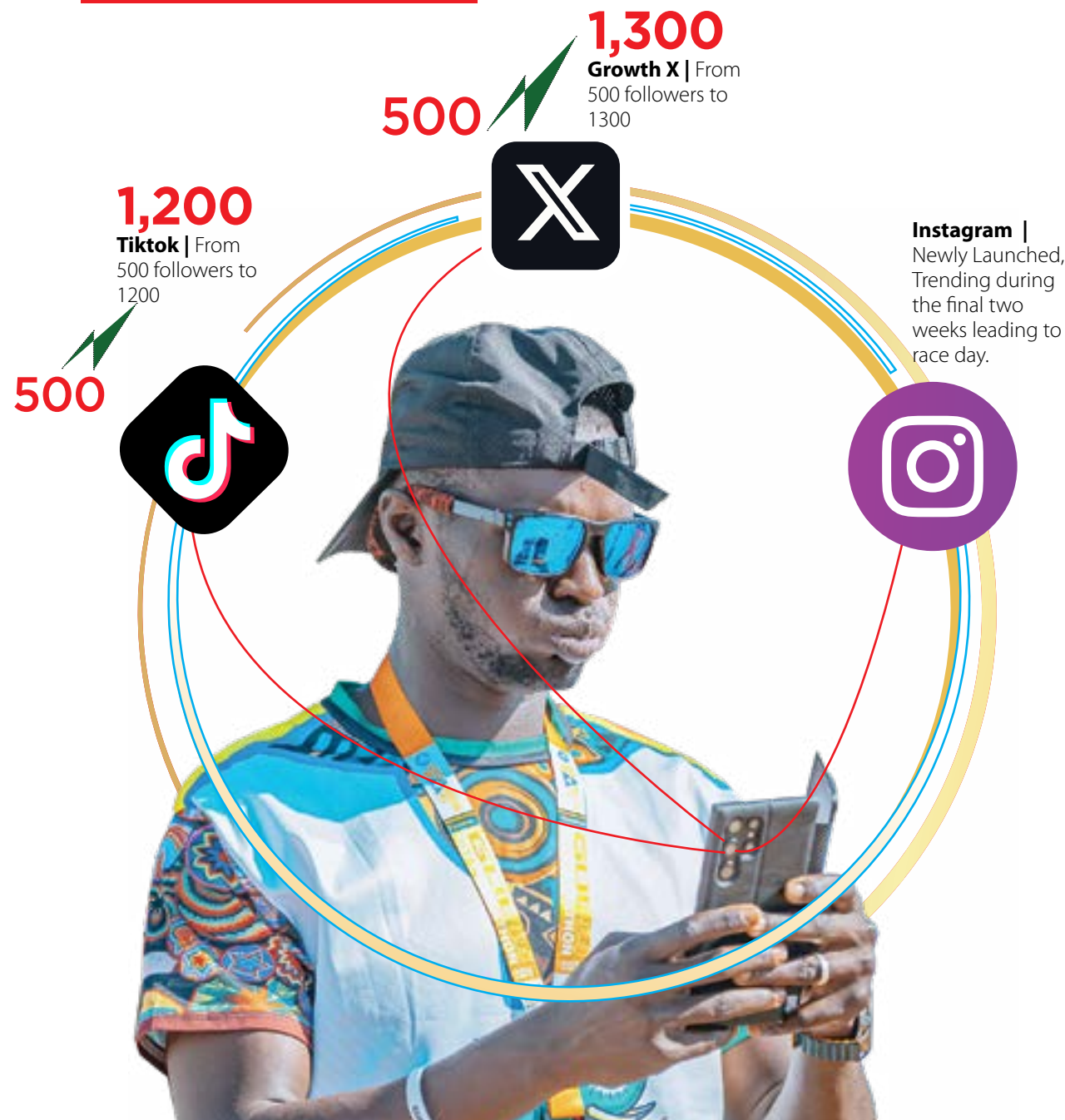
	NTV Uganda
	NBS TV
	UBC TV
<b>DAILY MONITOR</b>	
	New Vision

Others include; Gugudde TV, Kawoowo Sports, Radio Pacis and Mega FM.

**05**  
Five major press conferences amplified sponsor mentions nationally.

# DIGITAL GROWTH

Audience Expansion:



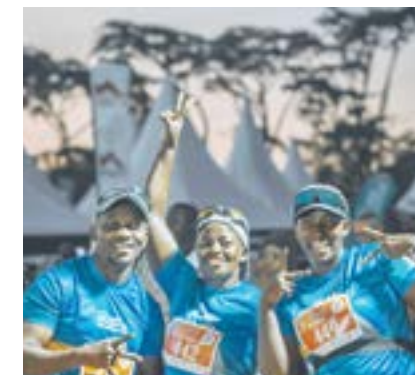
# MARATHON CONCERT ECOSYSTEM

## Extended Brand Exposure

**3,000+**  
CONCERT ATTENDEES.

High-energy entertainment integrated with endurance sport.

This "sport-tainment" model extended sponsor visibility beyond race hours into evening programming.





## CULTURE & IDENTITY

### A Marathon Rooted in Heritage

Integrated Acholi performances and traditional activations positioned the marathon as a cultural showcase unique to Gulu City.



## COMMUNITY IMPACT

### Youth & Education

#### Supported initiatives include:

**Dero Kwan Bursary Programme:** UGX 10m, an equivalent of 10% of the registration proceeds from the inaugural edition, went to this project.

From the outset, the Gulu City Marathon set out to do more than stage a race – it was built to reinvest in its community.

Beyond medals and finish lines, 10% of all registration proceeds from the inaugural edition – UGX 10 million – was committed to the Dero Kwan Bursary Programme.

In Acholi, Dero Kwan means “basket” – a powerful symbol of carrying provision, dignity, and hope.

True to that symbolism, the programme exists to carry academically promising but financially vulnerable learners through critical stages of their education.

The contribution was formally handed over to Prof.

Obwoya Kinyera Sam, Executive Director of the Dero Kwan Bursary Programme, by GCM Chief Organiser Francis Gimara a few months before last year’s edition.

Prof. Obwoya expressed gratitude to GCM, saying the funds added yet another big building block to educating the region’s vulnerable.

“We acknowledge with appreciation the contribution from the Gulu City Marathon... which will go a long way in supporting our bursary beneficiaries,” he said.

The structured allocation – transparently documented and officially received – established a clear principle: that the marathon’s growth would be matched by measurable community reinvestment.



**Dr. Martin Aliker Youth Skilling Centre:**

Contributing to the construction of a youth skilling centre in memory of Dr. Martin Aliker

Long after the race medals are stored away and the finish-line banners folded, impact must remain.

For the Gulu City Marathon (GCM), that impact is taking physical shape in brick, steel and purpose through its contribution towards the construction of the Dr. Martin Aliker Youth Skilling Centre – a technical training facility designed to equip young people in Northern Uganda with practical, employable skills.

GCM is committing 10% of registration proceeds to this initiative, with the Rotary Club of Kampala executing the construction of the centre in Abole, Omoro District, in memory of the late Dr. Martin Aliker.

This commitment reflects a shift from symbolic giving to structural investment – creating pathways into trades,

entrepreneurship and sustainable livelihoods.

Named after one of Gulu’s most distinguished sons, the project draws inspiration from a life defined by institution-building.



Born in 1928 in Awaranga village, Aliker rose to become one of Uganda’s pioneering dental surgeons, a diplomat and statesman, founding Chancellor of Gulu University (2004–2014), and former chair of Monitor Publications Limited.

His legacy was rooted in discipline, enterprise and education – values the centre now seeks to translate into opportunity for a new generation.

Through this initiative, the marathon ensures its momentum carries forward – not just in kilometres run, but in futures built.



# VOLUNTEERISM & SUSTAINABILITY IMPACT

Community health and fitness drives were conducted at Gulu Central Market. In partnership with Uganda Baati, a two-day health camp was delivered at sponsor premises.

All fruits and produce consumed during race activities were locally sourced.



**73** Helping| students deployed from Gulu University.

**100%** Cleanliness| 100% post-race route sweep.

**Probono**| Plastic recovery initiative in partnership with Gasp

Community-led operations strengthened local ownership



# ENVIRONMENTAL STEWARDSHIP

- Immediate post-race clean-up
- Localised volunteer recruitment
- Plastic collection initiative
- Reduced logistics footprint



# ECONOMIC IMPACT

## Regional Stimulation

The Gulu City Marathon has evolved beyond a regional event into a scalable national property progressing toward international relevance.

**2,000+** Runners

**3,000+** Attendees

**100** vendors

**80%** Hotel Occupancy | About 80% of the participants were not residents

**1.5b+** Estimated Direct Visitor Spend | Based on full visitor journey expenditure such as fuel, travel, meals, night life, accommodation, and spending during travel.

**National** | The Gulu City Marathon has evolved beyond a regional event into a scalable national property progressing toward international relevance.

**CULTURE & HERITAGE**  
**GULU**  
CITY MARATHON

# 2026 STRATEGIC VISION

## Scaling Toward International Best Practice

- Alignment with World Athletics frameworks
- Progression toward WA Label Status
- Continued certified route validation

**WORLD ATHLETICS**  
INTERNATIONAL MEASUREMENT CERTIFICATE

Name of Race Gulu City 10km	Distance 10 000 m
Location Gulu	Country RSA
Date of Race 06.12.2025	Date of Measurement 29.06.2025
Separation 0	Elevation Change 0 m/ km
Name(s) of the measurer(s) Gavin Wright	World Athletics – AIMS Grade A
Country RSA	Certificate Number RSA2025-277
International Measurement Administrator Hugh Jones	Expiry Date 31.12.2029
Signed <i>[Signature]</i>	Registered On 10.07.2025

In cooperation with  
**AIMS** Association of International Marathons and Distance Races

**WORLD ATHLETICS**  
INTERNATIONAL MEASUREMENT CERTIFICATE

Name of Race Gulu City Marathon	Distance 42 195 m
Location Gulu	Country RSA
Date of Race 06.12.2025	Date of Measurement 28.06.2025
Separation 0	Elevation Change 0 m/ km
Name(s) of the measurer(s) Gavin Wright	World Athletics – AIMS Grade A
Country RSA	Certificate Number RSA2025-275
International Measurement Administrator Hugh Jones	Expiry Date 31.12.2029
Signed <i>[Signature]</i>	Registered On 10.07.2025

In cooperation with  
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**WORLD ATHLETICS**  
INTERNATIONAL MEASUREMENT CERTIFICATE

Name of Race Gulu City Half Marathon	Distance 2 1097.5 m
Location Gulu	Country RSA
Date of Race 06.12.2025	Date of Measurement 29.06.2025
Separation 0	Elevation Change 0 m/ km
Name(s) of the measurer(s) Gavin Wright	World Athletics – AIMS Grade A
Country RSA	Certificate Number RSA2025-276
International Measurement Administrator Hugh Jones	Expiry Date 31.12.2029
Signed <i>[Signature]</i>	Registered On 10.07.2025

In cooperation with  
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**42km**

**KEY**  
Start / Finish  
Directions to follow

# OPERATIONAL EXCELLENCE 2026

- Formal Race Operations Committee
- Signed Vendor SLAs
- Sectorised Marshal Deployment
- Comprehensive Race Operations Plan
- Risk Register Implementation



# ATHLETE WELFARE & INFRASTRUCTURE EXPANSION

- Minimum four medical aid stations
- Improved route logistics
- Expanded hydration infrastructure
- Pre-event operational audit





# SPONSOR INTEGRATION UPGRADE & SUSTAINABILITY

- Dedicated Sponsor–Organiser Media Desk
- Unified content protocol
- Faster digital asset turnaround
- Structured analytics reporting
- Biodegradable hydration vessels
- Centralised refill stations



## PARTNER WITH GCM 2026 Scaling Toward International Best Practice

With 150% year-on-year growth and a structured operational roadmap, the Gulu City Marathon is scaling rapidly.

### Why Partner with GCM:

- Growing Reputable GCM Brand
- Growing Participation Base
- Strong National Media Traction
  - Cultural Differentiation
  - ESG Opportunities
- Structured Governance
- Expanding Digital Audience

Corporate partners are invited to align early as the event scales toward international recognition.

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