



Run For Your Legend

# The **LEGENDS** Marathon 2025 Official Report

Sunday, April 13, 2025  
Legends Rugby Grounds, Kampala

# Contents

---

Executive Summary	04
Event Overview	05
Participation Snapshot	06
Highlights and Impact	07
2025 Key Partners	08
Legendary Presence	09
Beyond the Finish Impact	10
Way Forward 2026 Edition	12
Key Timelines	13
Conclusion	14
Appendix	19





**Theme:** Run For Your Legend  
**Date:** Sunday, April 13, 2025  
**Venue:** Legends Rugby Grounds, Kampala  
**Organized by:** Impact Sport



## Executive Summary

The second edition of The Legends Marathon marked a pivotal step in Uganda's movement for socially-conscious sport.

Held under the theme **Run For Your Legend**, the 2025 event doubled in size from its debut, recording 416 registered runners across 5km, 10km, 21km, and 42km categories - and engaging over 500 participants overall.

More than just a race, this edition carried forward the legacy of Uganda's sporting icons and deepened its mission through the **Beyond the Finish initiative** - empowering athletes in career transition, wellness, and storytelling. It has become a cornerstone of the broader **Impact Sport**'s vision.

# Event Overview

REGISTERED RUNNERS  
**416**

TOTAL PARTICIPANTS:  
**500+**

RACE CATEGORIES:

**5KM**

**21KM**

**10KM**

**42KM**

START/FINISH VENUE:  
Legends Rugby Grounds,  
Kampala

VOLUNTEERS:  
**50**

COUNTRIES REPRESENTED  
Uganda . Kenya . USA . Norway  
Cape Verde

## NOTABLE PARTICIPATION

- 20+ runners from two Kenyan running clubs
- Cross-generational legends and youth
- Strong female turnout (30% of finishers)



# Participation Snapshot



	Male	Female	Total
42km	61	7	68
21km	120	32	152
10km	84	64	148
5km	26	22	48
<b>Total</b>	<b>291</b>	<b>125</b>	<b>416</b>

**416**

**TICKETS SOLD**  
 399 General  
17 CEO

CEO tickets gave a premium experience with purpose-driven support for athlete programmes.

# Highlights & Impact

## Athletes Honoured

Tributes were paid to Uganda's fallen and living sports legends. Participants ran in memory and celebration of icons who shaped the nation's sports story, **as well as their own personal heroes.**

## Regional Participation

Runners from Kenya, the U.S., and Europe brought international flavor, reinforcing the marathon's regional ambitions.

## Media & Digital Presence

Extensive media coverage included:

- NTV Uganda, NBS TV, Daily Monitor, New Vision, Kawowo Sports, and more
- Social media reach through hashtags:  
**#RunForYourLegend, #TheLegendsMarathon, #BeyondTheFinish, #TLM, #AthleteCareer+**



# 2025 Key Partners

We'd like to give a special thanks to all our partners without whom this project would not exist.

## Business & Entrepreneurship Training

Stanbic Business Incubator



**Stanbic Business**  
Incubator Limited

## Agribusiness Immersion

Kaynela Farms



## Hydration Partner

Crown Beverages



## Venue partner

Legends Rugby Grounds



## Mental Health and Psychosocial Support

Safe Places Uganda



## Branding Partner

The Moves Agency



## Medical & Emergency Support

Ruby Hospital



# Legendary Presence



# Beyond the Finish Impact



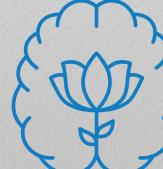
**TARGET**  
**250+**  
**ATHLETES**

empowered by 2030.



**LAUNCH YEAR (2025–2026)**  
**50+**  
**ATHLETES**

supported by the Beyond the Finish.



**MENTAL HEALTH MODULE**  
**SAFE PLACES**

Designed in partnership with Safe Places



**ATHLETE ONBOARDING**  
**30**  
**SIGN UPS**

for Stanbic Business Incubator.



**FIELD VISIT**  
**KAYNELA FARMS**  
experiential learning experience scheduled



**SERVICES**  
Career coaching, mentorship, business incubation, wellness





# Way Forward 2026 Edition

## Key Objectives

- Reach **1,000 runners**.
- Designate 5km as the Legends Fun Run & Junior Run.
- Introduce Marathon & Beyond the Finish Expo
  - wellness, career, education, business booths
- Amplify sustainability: reusable bottles, waste sorting, green practices

## Strategic Priorities

- Partner onboarding
- Community engagement (churches, schools, universities, and vocational institutions).
- Athlete storytelling platform
- Impact Sport Annual Dinner to celebrate stakeholders & achievements
- Volunteer mentorship programmes.



# Key Timelines

---



Sponsorship Campaign Launch



Athlete Entrepreneurship Training  
(40 trained)



Partner Onboarding, Marketing, Athlete  
Agro-trip to Kaynela Farms



3rd Edition Legends Marathon  
**Sunday, April 19, 2026**



Inaugural Impact Sport Annual  
Dinner

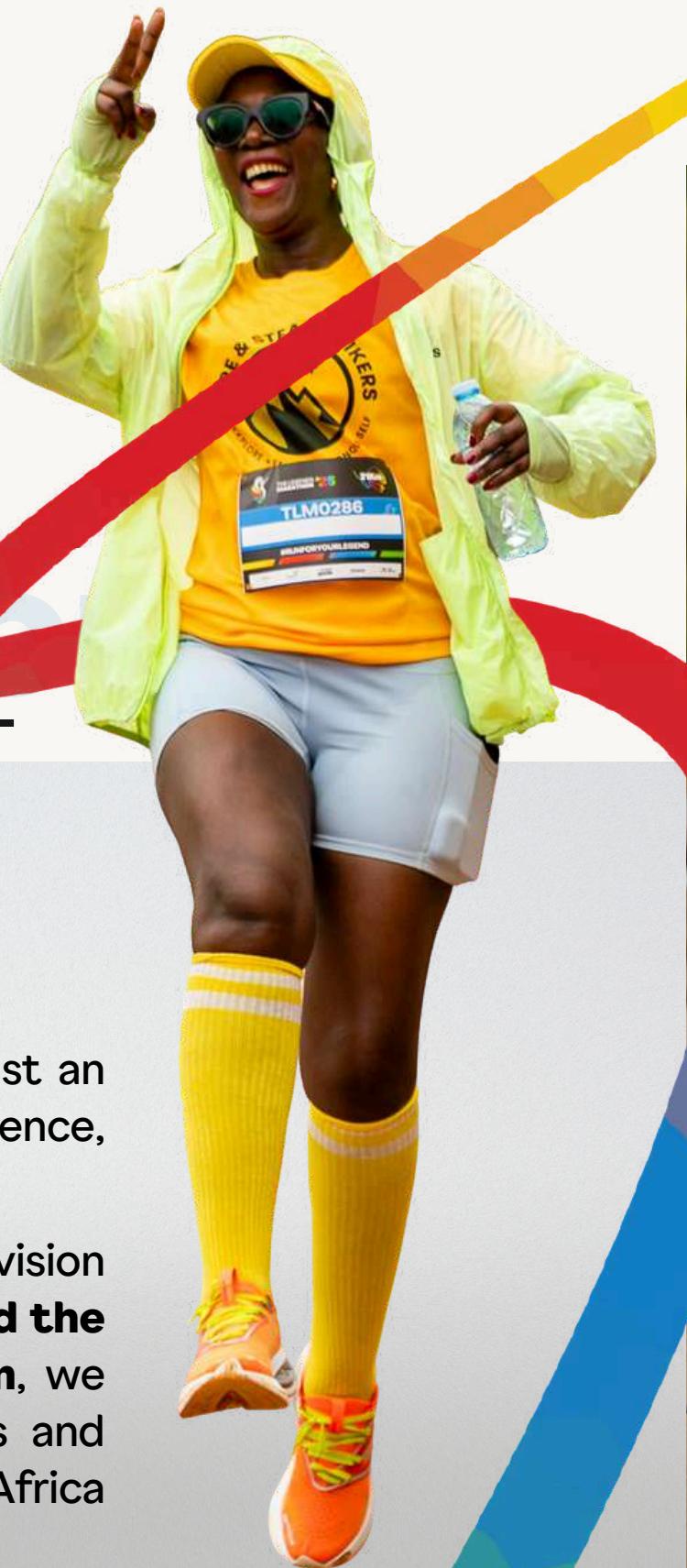


# Conclusion

**2026 is our next leap.  
Let's run it - together.**

The Legends Marathon is no longer just an event - it is a movement of hope, resilience, and transformation.

Powered by Impact Sport's broader vision and anchored by initiatives like **Beyond the Finish** and the **Storytelling platform**, we are writing new endings for athletes and communities across Uganda, East Africa and beyond.





# FINISH

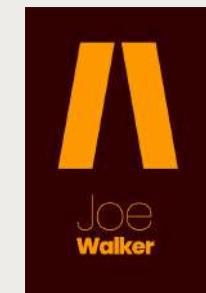
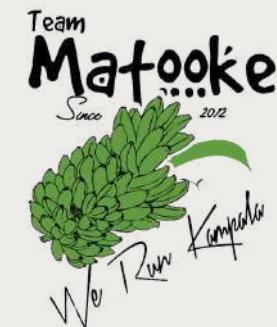


Part of our amazing volunteers  
who made the event successful.  
We celebrate you.



MultiChoice Uganda fielded a strong team of 30+ to make our second edition even more colourful.

# Thank You



**TWITTER  
RUNNING SCHOOL**  
**KYANJA  
RUNNING CLUB**



**THURSDAY BOYS**  
**TEAM NAKASERO**

**KANKOLERA**  
**KISEMENTI**

**TEAM TOGETHER**  
**TEAM IMPALA**

**ROAD STRIDERS**  
**HOT SPRINGS**

**TEAM KIMEEZA**  
**HARD LOPERS**  
**KANYAGA RUNNING CLUB**



# APPENDIX: PHOTOS & MEDIA COVERAGE

## Event Photos

- The Legends Marathon 2025 Photo Album  
[View Gallery](#)

## In the News

### Daily Monitor

- [Legends Marathon attracts over 500](#)
- [Fiona Ssozi: “It was easy to jump on the Legends Marathon train”](#)
- [Ruggers put in a shift ahead of Legends Cup](#)
- [Legends ready for second marathon](#)
- [Legends rekindle old times against Kenyan mates](#)

### New Vision

- [Legends Marathon expands while celebrating sporting heroes](#)
- [Over 500 expected in second edition](#)

### NTV Uganda

- [Hundreds set to compete in second edition](#)
- [Legends Marathon returns Sunday, April 13](#)

### NBS Sport

- [2025 edition launched with focus on Uganda's sporting heroes](#)

### Kawowo Sports

- [Big names, more partners endorse 2025 Legends Marathon](#)

### The Independent

- [Big names, more partners endorse 2025 Legends Marathon](#)

### Nile Post

- [Over 500 expected in second edition](#)

### Touchline Sports

- [How the 2025 Legends Marathon unfolded](#)
- [Second edition set for this Sunday](#)

### Charmarnews

- [Exclusive Interview with Andrew Mwanguhya: The Mission Behind the Legends Marathon](#)

## OFFICIAL PLATFORMS

### Stay connected with us

- Official Website: [www.thelegendsmarathon.com](http://www.thelegendsmarathon.com)
- X (formerly Twitter): [@LegendzMarathon](https://twitter.com/LegendzMarathon)
- Instagram: [@thelegendsmarathon](https://www.instagram.com/thelegendsmarathon)



## THE LEGENDS MARATHON '25

The Legends Marathon is an annual race organised by Impact Sport Association. It aims to transform lives through sport by supporting active and retired athletes in their transitions, ensuring they do so with dignity.

Impact Sport is a limited company (by guarantee) and is fully incorporated with Uganda Registration Services Bureau (URSB)

Jes Close, Mamerito Road, Kira | +256 782 389019 | [www.thelegendsmarathon.com](http://www.thelegendsmarathon.com)