



Run For Your Legend

The LEGENDS Marathon 2025 Official Report

Sunday, [April 13](#), 2025
Legends Rugby Grounds, Kampala

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Jes Close, Mamerito Road, Kira | +256 782 389019
www.thelegendsmarathon.com



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
Total	291	125	416

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



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

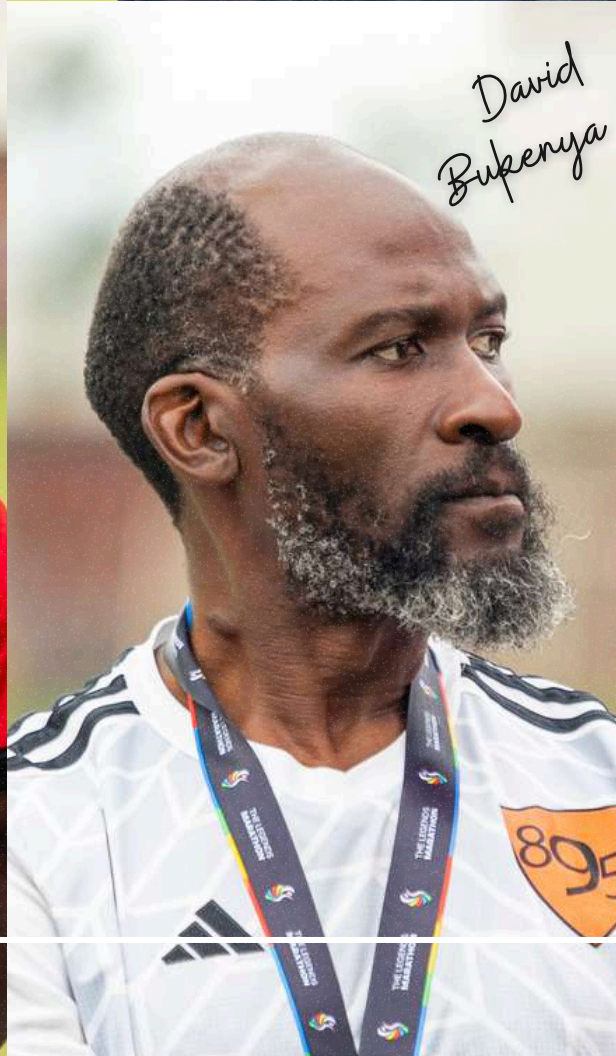
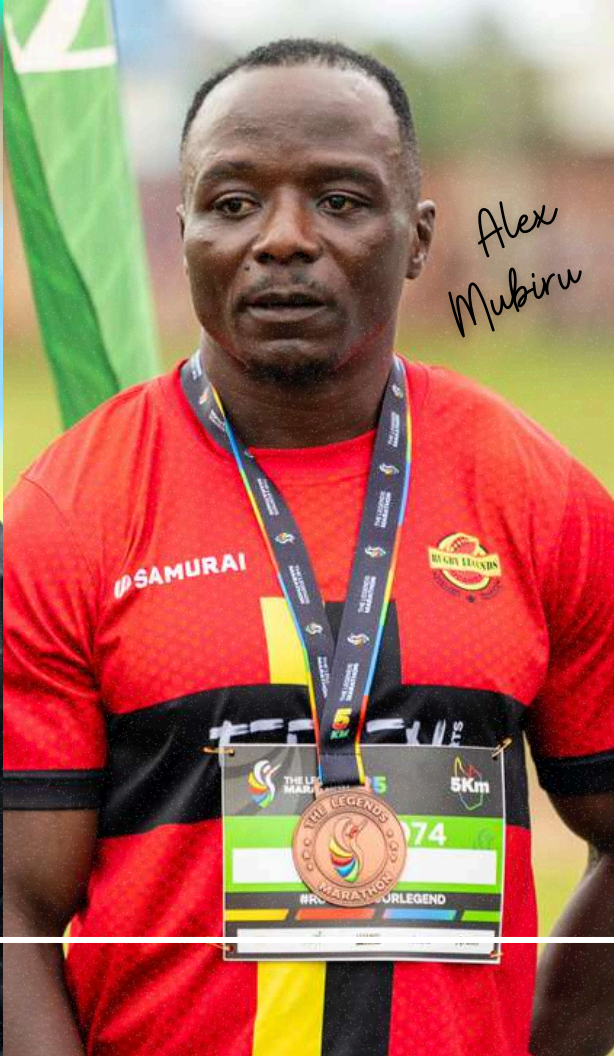
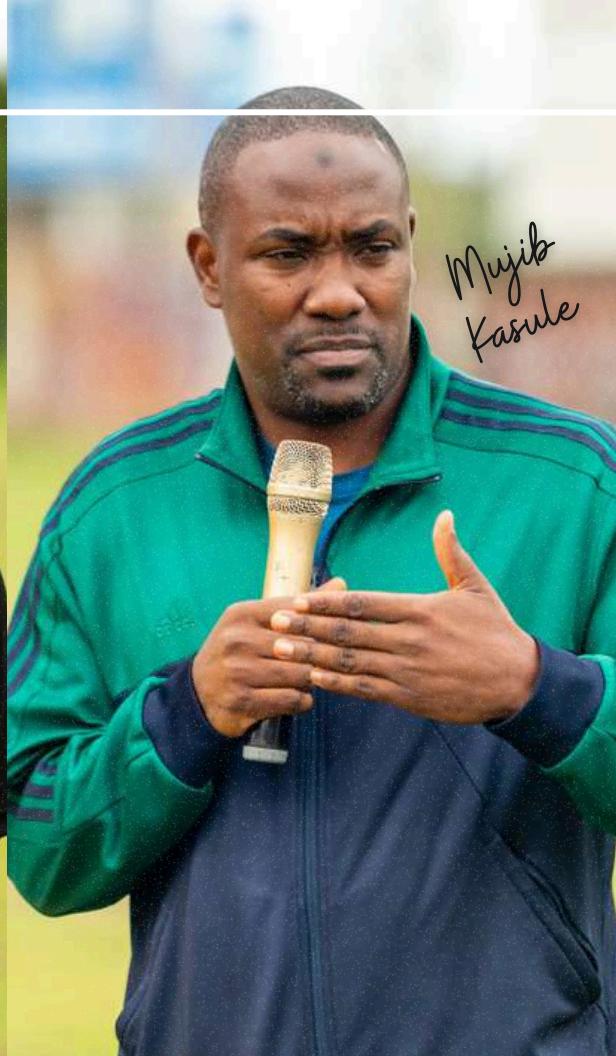
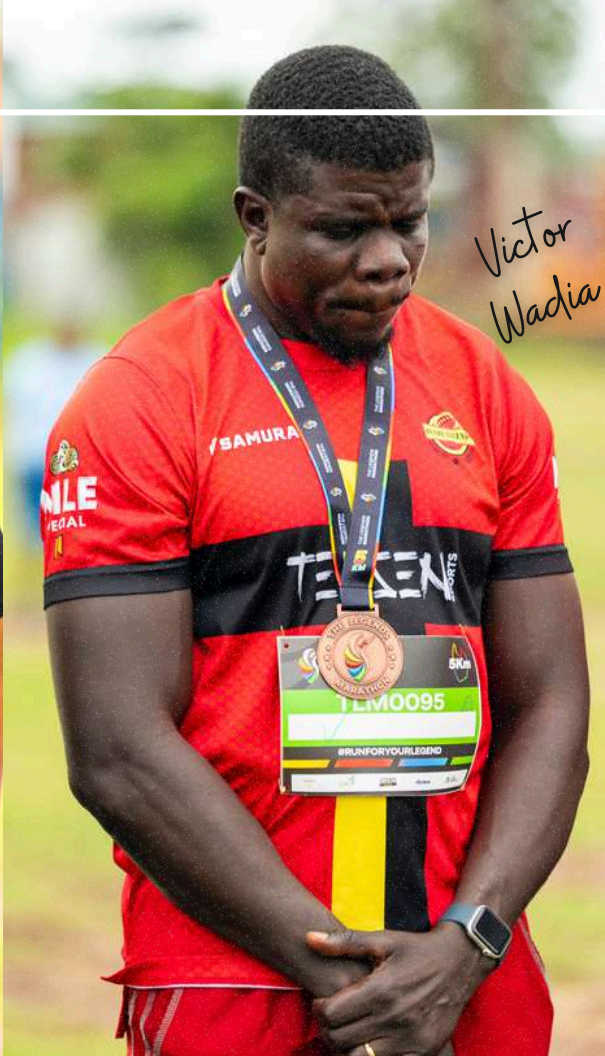


Medical & Emergency Support

Ruby Hospital



Legendary Presence



Beyond the Finish Impact



TARGET
250+
ATHLETES

empowered by 2030.



ATHLETE ONBOARDING
30
SIGN UPS

for Stanbic Business Incubator.

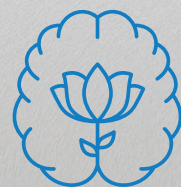


LAUNCH YEAR (2025–2026)
50+
ATHLETES

supported by the Beyond the Finish.



FIELD VISIT
KAYNELA FARMS
experiential learning experience
scheduled



MENTAL HEALTH MODULE
SAFE PLACES
Designed in partnership with
Safe Places



SERVICES
Career coaching, mentorship,
business incubation, wellness





START

RUN FOR THE
LEGEND

FAST & FURIOUS
#YOOLENG
SUB 30

MALCO'S
TRAINING CLUB

TLM0453

TLM0296

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

NOV
2025

Sponsorship Campaign Launch



DEC
2025

Athlete Entrepreneurship Training
(40 trained)



JAN-
MAR
2026

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



APR
2026

3rd Edition Legends Marathon
Sunday, April 19, 2026



NOV
2026

Inaugural Impact Sport Annual
Dinner

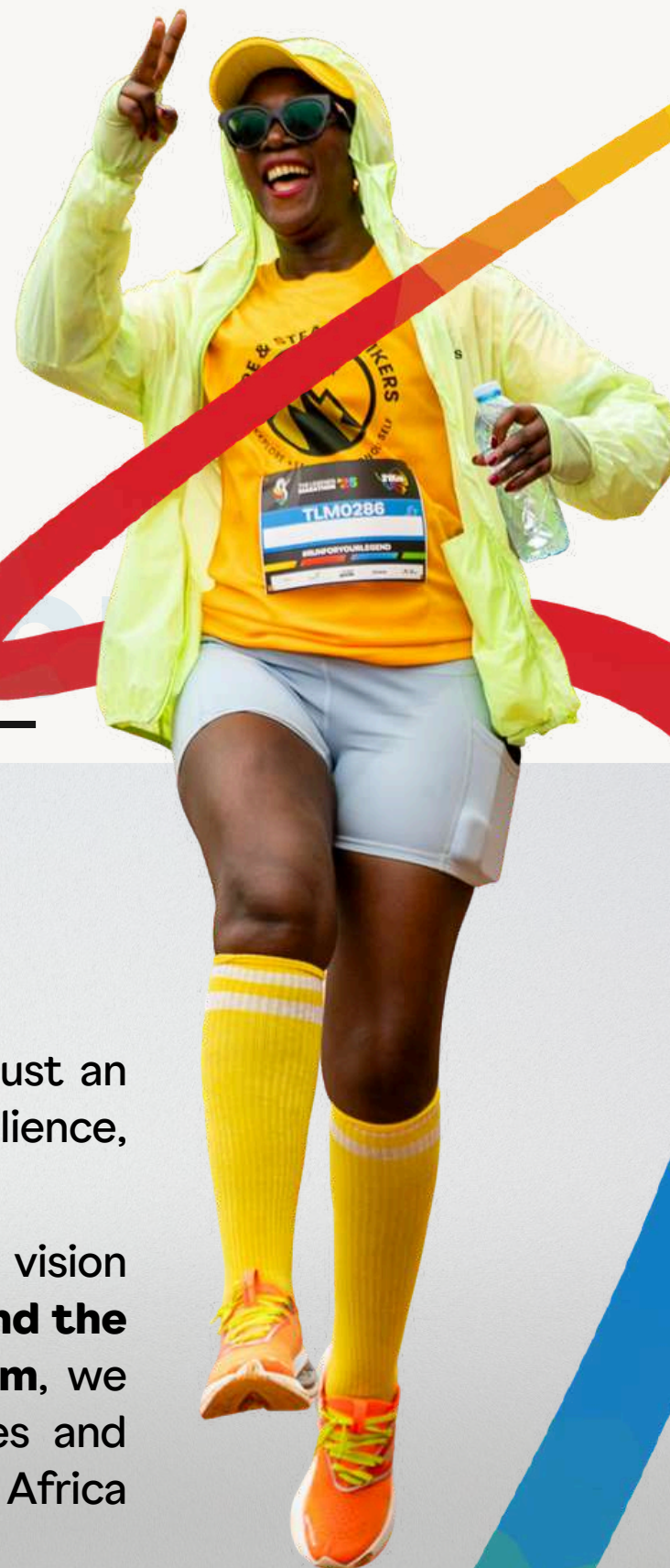


Conclusion

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

THE LEGENDS MARATHON
RUN FOR YOUR
LEGEND

THE LEGENDS MARATHON
RUN FOR YOUR
LEGEND

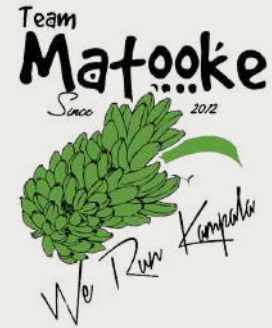


Part of our amazing volunteers
who made the event successful.
We celebrate you.



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

Thank You



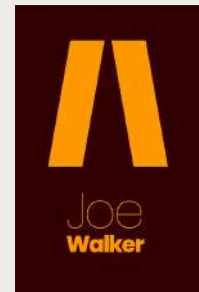
THURSDAY BOYS

TEAM NAKASERO

KANKOLERA

KISEMENTI

TEAM TOGETHER



**TWITTER
RUNNING SCHOOL**

**KYANJA
RUNNING CLUB**

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
- X (formerly Twitter): [@LegendzMarathon](#)
- Instagram: [@thelegendsmarathon](#)



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)

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