



2018 Charity Partner Program Overview

Purpose

At Grandma's Marathon, we believe in the power of transformation. It begins the day you register and grows every morning you lace up those shoes and step out the door. The strength, endurance and confidence that you develop through training extend far beyond the finish line. Our Charity Partners Program enables you to share that life-changing experience by making a difference in someone's life as you transform your own. Non-profits selected to become Official Charity Partners will have the opportunity to raise awareness, as well as vital funding, for their causes by offering guaranteed entry into our racing events. This program offers runners a way to secure a spot in their favorite race while supporting organizations that make a meaningful contribution.

Application Timeline

Grandma's Marathon will accept applications for the Charity Partners Program from August 1st through August 31st. Applications will be reviewed as they are received and charities selected to become Official Charity Partners will be notified in September.

Levels

Official Charity Partners will be classified as Bronze, Silver, Gold, Platinum, or Diamond level based on the total number of entries for both Grandma's Marathon and the Garry Bjorklund Half Marathon.

2018 Charity Levels & Benefits		
Level	Total	Benefits
Bronze	25	<ul style="list-style-type: none"> Listed as Official Charity Partner on Marathon website w/charity logo and link "Run For Good" social media spotlight
Silver	50	<ul style="list-style-type: none"> Listed as Official Charity Partner on Marathon website w/charity logo and link "Run For Good" social media spotlight Bleacher Passes (2 per registered runner) (\$20.00 value)
Gold	75	<ul style="list-style-type: none"> Listed as Official Charity Partner on Marathon website w/charity logo and link "Run For Good" social media spotlight Bleacher passes (2 per registered runner) (\$20.00 value) Designated 8x10 Cheer Zone in final 1/2 mile to the finish line [Saturday] (\$300.00 value)
Platinum	150	<ul style="list-style-type: none"> Listed as Official Charity Partner on Marathon website w/charity logo and link "Run For Good" social media spotlight Bleacher passes (2 per registered runner) (\$20.00 value) Designated 8x10 Cheer Zone in final 1/2 mile to the finish line [Saturday] (\$300.00 value) Virtual Race Packet Ad* (\$750.00 value) Spotlight Booth at the spaghetti dinner [all day Friday] (\$500.00 value)
Diamond	300	<ul style="list-style-type: none"> Listed as Official Charity Partner on Marathon website w/charity logo and link "Run For Good" social media spotlight Bleacher passes (2 per registered runner) (\$20.00 value) Designated 8x10 Cheer Zone in final 1/2 mile to the finish line [Saturday] (\$300.00 value) Virtual Race Packet Ad* (\$750.00 value) Expo Booth [Thursday evening and all day Friday]* (\$750.00 value)

Charity Timelines

2018 Timeline	
Applications Due at 11:59pm CST	August 31, 2017
Official 2018 Charity Partners Announced	September 6, 2017
Charities Receive Charity Registration Codes	September 27, 2017
Registration Opens For 2018 Grandma's Marathon & Garry Bjorklund Half Marathon 5:00pm CST	October 1, 2017
Charity Partners Submit Final Number Of Entries To Purchase	December 15, 2017
Charity Partners Are Invoiced	December 18, 2017
Payments For Entries Due	January 31, 2018
Registration Codes Expire (all charity runners must be registered)	May 1, 2018
Qualifying Levels Confirm Use Of Cheer Zone	May 25, 2018
Essentia Health Fitness Expo	June 14-15, 2018
Grandma's Marathon & Garry Bjorklund Race Day	June 16, 2018
Charities Send Report of Total Donations Collected	June 29, 2018

Charity Runner Registration

Charities will receive a designated registration code. Their runners must use the code provided and register via RaceRoster in order to participate. Any additional registration options or fees associated with failure to use registration code correctly will not be reimbursed.

Requirements

- Charity must be a registered 501(c)(3) non-profit organization in order to apply.
- Charity will commit to a minimum purchase of 5 entries.
- All charity runners must be registered by 11:59pm Central Standard Time by May 1, 2018.
- Charity must maintain a presence on the Grandma's Marathon CrowdRise page.
- Charity will maintain regular and frequent communication of fundraising guidelines and deadlines in order to receive free entry with current and any potential charity runners.
- Following the event, each organization is responsible for submitting an event report that shares the results of their fundraising efforts. The report is required before reapplying for the next year's event.

Pricing

Each guaranteed entry carries a cost to be paid upfront by the charity, in addition to the registration fee.

-Grandma's Marathon Guaranteed Entry Cost = FREE + \$110 registration fee

-Garry Bjorklund Half Marathon Guaranteed Entry Cost = \$100 + \$95 registration fee



2018 Charity Partner Program Application

Name of Charity

Date

Charity Website

Charity EIN

Mission

Fundraising Platform

Grandma's Marathon has again partnered with CrowdRise to create a unified platform for promoting the 2018 Grandma's Marathon Charity Partners Program. There is no obligation to use CrowdRise.com as the Charity Partner's primary fundraising platform service provider, however all Grandma's Marathon Charity Partners must have a CrowdRise.com page set up and must enter all offline donations and donations secured via other fundraising platforms onto the Charity Partner's CrowdRise.com page. Charities agreeing to use CrowdRise as their fundraising platform will be listed as "Official" on the platform. Charities seeking an exception from using CrowdRise as their platform are not marked as "Official" on the platform. Participants can still find these charities' pages by using the event search, or by searching once they click JOIN A TEAM.

We agree to use CrowdRise to create fundraising teams and as our fundraising platform.

We are seeking an exception from using CrowdRise as our fundraising platform, but agree to create and maintain a CrowdRise page to enter all donations received via offline or other fundraising platforms.

Primary Charity Partner Contact

First Name

Last Name

Title

Address

Apt/Suite/Office

City

State

Postal Code

Email Address

Phone Number



Secondary Charity Partner Contact *(required)*

First Name

Last Name

Title

Address

Apt/Suite/Office

City

State

Postal Code

Email Address

Phone Number

Community Impact Statement

Please describe several ways the Duluth community would benefit directly from your organization becoming an Official Grandma's Marathon's Charity Partner. Creative and innovative ideas are welcome!

Years of organizational experience with Run-For-Charity fundraising _____

Participation Information

Participation Goal

Fundraising Goal

Grandma's Marathon

Garry Bjorklund Half Marathon

Does your charity have a Runner Training Program? _____

If yes, what is the name of Program or Team Name _____

Training Program Description



Terms and Conditions:

- 1) Charity Partner certifies that all statements made on the application are correct and that the charity is a 501(c)(3) charitable organization.
- 2) I have read and agree to all the requirements in the 2018 Grandma's Marathon Charity Partner Program Overview
- 3) Charity Partner agrees to use CrowdRise as its fundraising platform or sought an exception from using CrowdRise as their fundraising platform, but agree to create and maintain a CrowdRise page to enter all donations received via offline or other fundraising platforms.
 - i. Fundraised donations must be updated every Friday starting the first full week of December 2017 and ending June 15, 2018.
 - ii. All charities will be entitled to the CrowdRise Starter Plan unless they are already on a subscription payment plan with CrowdRise. With the Start Plan there is a 6% charge of all donations made on the CrowdRise Platform plus a processing fee of 2.9%+\$0.30 with an option for the donor to cover such transaction fees. IE: For a donation of \$100.00, CrowdRise would charge \$6.00 on the donation and \$3.20 for transaction fees. Beneficiary would receive \$90.80.
- 4) Charity Partner must commit time and resources to recruit a community of runners to fundraise. The Charity Partner agrees use the engagement tools provided by CrowdRise or create a marketing plan for engaging their runners and their network of supporters to reach out to the community.
- 5) Charity Partner must agree to promote Grandma's Marathon on their website and in collateral using the full name and official logo that Grandma's Marathon provides. If selected, Charity Partner may use the designation that they are an Official 2018 Grandma's Marathon Charity Partner, Grandma's Marathon official logo, and Grandma's Marathon name in their recruiting, fundraising, and marketing campaigns.

I, the undersigned, agree to the terms and conditions above:

Signature: _____

Please make a copy of the program overview and application for your records.

Completed forms can be submitted via
Email: Tara@GrandmasMarathon.com
Mail: PO Box 16234, Duluth, MN 55816
Fax: 218.727.7932

All forms must be received by August 31, 2017

