



2023 CHARITY PARTNER PROGRAM OVERVIEW

Please Keep Overview & Timeline For Your Records

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. Our Charity Partner Program encourages runners to share that life-changing experience by making a difference in someone's life as they transform their own. Non-profits selected to become Official Charity Partners have the opportunity to raise awareness, as well as vital funding for their causes by offering guaranteed entries into Grandma's Marathon racing events.

FUNDRAISING PLATFORM

Grandma's Marathon has partnered with Race Roster to provide a unified fundraising platform for the Charity Partners Program. This platform is available to all Charity Partners as an optional means for collecting donations and recruiting runners via a customizable account page. If your organization uses Race Roster as its fundraising platform, your runners will have access to their own personal fundraising pages where they can designate funds raised to go to your charity. Race Roster will distribute collected funds to Charity Partners on a weekly basis.

CHARITY PARTNER ELIGIBILITY AND REQUIREMENTS

- Charity must be a registered 501(c) (3) non-profit organization.
- Charity commits to pre-purchasing a minimum of (5) race entries, of any combination, however must include (1) Marathon entry.
- Charity agrees to provide Grandma's Marathon with their logo in a vector format no later than 2 weeks after the charity application is approved.
- Charity agrees to provide Grandma's Marathon with a description of their charity, its mission, their runner fundraising guidelines and minimums, and the url for their fundraising platform (if not using Race Roster) no later than 2 weeks after the charity application is approved. This information will be posted on the Grandma's Marathon web site.
- Charity will maintain regular and frequent communication with its current runners and potential runners regarding fundraising guidelines and deadlines. Runner instructions must note that all charity runners are required to officially register for the marathon, half marathon or 5K by following the provided charity registration instructions and correctly using the charity code by 11:59 p.m. CDT on May 6, 2023. *No Exceptions.*
- Charity is responsible for submitting a report to Grandma's Marathon regarding the grand total of funds raised through the program by July 28, 2023.
- Charity has reviewed the 2023 timeline chart and agrees to meet all deadlines.

CHARITY BIB PRICING

Charity Partners are able to pre-purchase guaranteed race entries at the lowest registration rate offered. All race entries must be paid for up front by the charity. A minimum of (5) race entries must be pre-purchased (combination of 5K, half, or full) and must include a minimum of (1) full marathon entry. Michelina's All-You-Can-Eat Spaghetti Dinner tickets are also available for pre-purchase. *All purchases are final.*

GENERAL REGISTRATION FEES

Grandma's Marathon* – \$120

Garry Bjorklund Half Marathon – \$110

William A. Irvin 5K** – \$40

*minimum (1) Grandma's Marathon bib purchase required

**limited (6) William A. Irvin 5K bibs per charity

GRANDMA'S MARATHON CHARITY LEVELS & BENEFITS

LEVEL	TOTAL BIBS	BENEFITS	PROGRAM FEE
LAKE SUPERIOR	26+	<ul style="list-style-type: none">Booth at Essentia Health Fitness Expo (\$750 VALUE)Virtual Race Packet Ad (\$750 VALUE)Designated Meetup Space (\$300 VALUE)Bleacher passes (2 PER RUNNER – \$20 VALUE)Charity Partner Website listing with logo & subpage	\$600
LIFT BRIDGE	16-25	<ul style="list-style-type: none">Virtual Race Packet Ad (\$750 VALUE)Designated Meetup Space (\$300 VALUE)Bleacher passes (2 PER RUNNER – \$20 VALUE)Charity Partner Website listing with logo & subpage	\$450
LIGHTHOUSE	10-15	<ul style="list-style-type: none">Designated Meetup Space (\$300 VALUE)Bleacher passes (2 PER RUNNER – \$20 VALUE)Charity Partner Website listing with logo & subpage	\$300
LAKEWALK	5-9	<ul style="list-style-type: none">Designated Meetup Space (\$300 VALUE)Charity Partner Website listing with logo & subpage	\$150

CHARITY RUNNER REGISTRATION

Charities receive a designated registration code and instructions to distribute to their runners. Charity runners must use the code provided and register via Race Roster by May 6, 2023 in order to officially participate in Grandma's Marathon race weekend.

PLEASE NOTE FOR RUNNERS: Any additional registration options or fees associated with runner's failure to use registration instructions and code correctly will not be reimbursed.

IMPORTANT DATES & DEADLINES

Charity Partner Program Application Open.....	September 7, 2022
Charity Partner Notified of Acceptance.....	September 26, 2022
Runner Registration Instructions & Codes Distributed to Charities	October 3-7, 2022
Charities Invoiced for Initial Entry Commitment.....	January 5, 2023
CHARITY ENTRY PAYMENT DUE.....	FEBRUARY 5, 2023
Last Day Runners can Transfer Bibs	May 1, 2023
LAST DAY TO REGISTER AS A CHARITY RUNNER	MAY 6, 2023
CODES EXPIRE AT 11:59 P.M. CDT	
William A. Irvin 5K 6:00 p.m.	June 16, 2023
Garry Bjorklund Half Marathon 6:15 a.m.....	June 17, 2023
Grandma's Marathon 7:45 a.m.....	June 17, 2023
2023 CHARITY PROGRAM FUNDS RAISED ANNOUNCED	JULY 30, 2023