



2024 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 race weekend events.

FUNDRAISING PLATFORM

Grandma's Marathon has partnered with Race Roster to provide a 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.

Charities may use their own platform for fundraising but must submit fundraising totals following the event to Grandma's Marathon.

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 including at least (1) full marathon entry.
- Charity agrees to provide Grandma's Marathon with its logo, a description of the charity, its mission, its runner fundraising guidelines and minimums, and the URL for its 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 website.
- 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, 2024. No exceptions.
- Charity is responsible for submitting a report to Grandma's Marathon regarding its total of funds raised through the program by July 12, 2024.
- Charity must review the 2024 timeline chart and agree to meet all deadlines.

CHARITY BIB PRICING

Charity Partners are able to pre-purchase guaranteed race entries at the lowest registration rate offered. 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

MARKETING AND PROMOTION

- All charities are provided with a page on the Grandma's Marathon website to highlight their mission, fundraising minimums, and additional incentives.
- Each charity is responsible for its own marketing and promotion to recruit charity runners.
- Grandma's Marathon will promote the Charity Runner Program as a whole and will give charities opportunities to be spotlighted as they arise.
- After event sell outs all charities will be promoted via email, social media, etc.

GRANDMA'S MARATHON CHARITY LEVELS & BENEFITS

Charities must commit to a level during the application process. Each charity then has the flexibility to choose how many bibs it would like within the level guidelines and the number of bibs for each race it would like to purchase. Charities that would like to upgrade levels from the initial commitment should reach out to Program Director Alivia Nelson via email at alivia@grandmasmarathon.com no later than January 1, 2024.

| LEVEL | TOTAL BIBS | BENEFITS | PROGRAM FEE |
|---------------|------------|---|-------------|
| LAKE SUPERIOR | 31+ | <ul style="list-style-type: none">• Booth at Essentia Health Fitness Expo (\$750 VALUE)• Virtual Race Packet Ad (\$750 VALUE)• Friday Night Meet Up Space at the DECC• Bleacher Passes (2 PER RUNNER – \$20 VALUE)• Charity Partner Website listing with logo & subpage | \$600 |
| LIFT BRIDGE | 16-30 | <ul style="list-style-type: none">• Virtual Race Packet Ad (\$750 VALUE)• Friday Night Meet Up Space at the DECC• Bleacher Passes (2 PER RUNNER – \$20 VALUE)• Charity Partner Website listing with logo & subpage | \$450 |
| LIGHTHOUSE | 5-15 | <ul style="list-style-type: none">• Friday Night Meet Up Space at the DECC• Bleacher Passes (2 PER RUNNER – \$20 VALUE)• Charity Partner Website listing with logo & subpage | \$300 |

*Additional perks are available for charity runners who raise over \$1,000. Charities with runners meeting this threshold should reach out to Program Director Alivia Nelson via email at alivia@grandmasmarathon.com to discuss opportunities.

CHARITY RUNNER REGISTRATION

Charities receive a designated registration code and instructions to distribute to its runners. Charity runners must use the code provided and register via Race Roster by May 6, 2024 in order to officially participate in Grandma's Marathon race weekend.

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

IMPORTANT DATES & DEADLINES

| | |
|---|-------------------------|
| Charity Partner Program Application Open..... | August 21, 2023 |
| Charity Partner Notified of Acceptance..... | September 15, 2023 |
| Runner Registration Instructions & Codes Distributed to Charities | October 5, 2023 |
| Charities Invoiced for Charity Level Fee..... | January 2, 2024 |
| CHARITY LEVEL FEE DUE | FEBRUARY 2, 2024 |
| Last Day Runners can Transfer Bibs | May 1, 2024 |
| LAST DAY TO REGISTER AS A CHARITY RUNNER | MAY 6, 2024 |
| CODES EXPIRE AT 11:59 P.M. CDT | |
| Charities Invoiced for All Bibs Redeemed..... | May 7, 2024 |
| Charity Entry Payment Due | June 7, 2024 |
| William A. Irvin 5K 6:00 p.m. | June 21, 2024 |
| Garry Bjorklund Half Marathon 6:15 a.m..... | June 22, 2024 |
| Grandma's Marathon 7:45 a.m..... | June 22, 2024 |
| FUNDRAISING TOTALS SUBMITTED TO G.M. OFFICE..... | JULY 12, 2024 |