



## Fox Valley Marathon Races

September 17, 2017

[www.fv26.com](http://www.fv26.com)

## Fox Valley Marathon Races



2017 Charity Program



**Fill out and email a Charity Program Application, get approved as a Fox Valley Marathon Races Participating Charity, and let us help you raise awareness and donations for your cause.**

### **Participating Charity Program Overview**

**The Fox Valley Marathon Races and ShebBix Inc want to be good citizens.** Working together with cities, townships, park districts, forest preserves, sponsors, volunteers, schools, race committee members, and runners, **we can provide a broad based positive impact to the host communities** that support the event, and throughout the country.

A vital part of the impact of the event is the Fox Valley Marathon Races Charity Program. **Each year, to help our neighbors in need, the Fox Valley Marathon Races will work with local, regional, and national charities** to help raise awareness of each charity and to facilitate runner donations to the charity in exchange for discounted race entries. Our Charity Program is 3-tiered, with several race-selected local Premier or Partner charities and additional Participating Charities. **The Fox Valley Marathon Races will offer local, regional, and national Participating Charities the right to reserve 10 or more entries through 8/30 at discount pricing.** Runners of Participating Charities will have access to Charity Runner exclusive benefits as listed below, based on availability.

#### **All of our Participating Charities will be winners.**

Charities may play a passive role, recruiting their team, requiring the minimum runner donation of \$100, and letting the Fox Valley Marathon Races charity runner discounts and amenities be the sole incentive to runners. However, many charities will take a more active role, facilitating programs that encourage fundraising efforts well beyond the race minimums, providing team camaraderie, training programs, and shirts promoting the charity to their runners. **Donations as a result of active charity fundraising programs in other marathons have exceeded well over \$500 per runner, which could translate to well over \$10,000 per year to an active Participating Charity.**

#### **All of our Participating Charity Runners will be winners.**

Beyond everything a standard entry fee runner gets, runners choosing a charity entry may get...

- access to reserved and entries even after general registration closes
- access to \$10 entry discounts provided by the race
- access to charity-runner exclusive village gear check, stretching, and massage (all based on availability)
- unique recognition on the bib, the race program, or the website.
- eligibility for Fox Valley Marathon Races awards for top charity fundraisers
- the satisfaction of knowing they ran for a cause bigger than themselves.

#### **All of our host communities, sponsors, and volunteers will be winners.**

By being an integral part of the race, our host communities, sponsors, and volunteers are directly responsible for the annual runner donations to our charities. Working together, everyone involved in the races can take pride in being good citizens and helping our neighbors in need.



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**Charity Program Application**

Group Name \_\_\_\_\_  
(if a fundraising group for the charity listed below)

Charity Name: \_\_\_\_\_

501c3 #: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

**Charity Financial Disclosure** from IRS form 990

\_\_\_\_\_% to Program Recipients      \_\_\_\_% Fundraising Expense      \_\_\_\_% Administrative Expense  
Compensation of Leaders:

\$ _____	_____	_____	_____
	% of Expenses	Paid To	Title

\_\_\_\_\_  
Authorized Representative Name

\_\_\_\_\_  
Title



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### Race Obligations ...

#### **Fox Valley Marathon Races will provide your organization the following...**

1. Option to pre-purchase discounted entries, 1 to be given out to each \$100 or greater donor (billing deferred until 8/30)
2. Publicity for your cause on the Race Website, Facebook, Spectator Guide, Weekend Guide, and potentially in race press coverage
3. Space in the Start / Finish Charity Village for your 10x10 tent and banners as availability permits.
4. Space for up to 4 banners on the start / finish barricades (Horizontal 3' x 6' maximum)
5. Invitation for 2 to race evening party with city officials, key sponsors, press, race committee, elite runners

#### **Fox Valley Marathon Races will provide your Charity Runners the following ...**

(Beyond the amenities available to all runners)

1. Access to reserved entries even after general registration closes for a race.
2. Unique Charity Runner recognition on bib, website, or race program (must register before July 31)
3. Charity Runner village amenities
  - a. Charity runner gear-check dropoff
  - b. Charity tent or gathering area as provided by your charity (as available)
  - c. Charity village post-race stretching and massage (as available)
4. Eligibility for Participating Charity award (Highest fundraiser over \$1000)
5. The satisfaction of knowing they ran for a cause bigger than themselves.
6. A discount code for \$10 off registration to either the Marathon, Fall Final 20™, or Half Marathon



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### Charity Obligations ...

I, the undersigned, wish to apply to the Fox Valley Marathon Races Charity Program and promise that ...

1. I understand that only pre-purchased entries are reserved, and no listing as a Participating Charity will occur until 10 race entries have been pre-purchased or purchased by runners.

**RESERVED ENTRIES** valid even after races close until 08/30, with Charity Program Listing

- I will **pre-purchase Reserved Charity Entry codes**, will have runners register at **\$10 off normal rates**, and commit to paying the opening Half Marathon race fee (**\$85 due 8/30**) for each reserved entry code not used by 08/30, and to forfeit those entries.
  - I will have runners register on their own, and will **defer charity listing and \$10 discounts until 10 runners have registered** and notify the race that they are running for my charity, and will get charity listing and non-retroactive discounts starting at that time.
2. All funds donated by runners will be given to the above charity
  3. I will provide Fox Valley Marathon Races a link to our website page that includes FVMR Charity Program logo and details how to pledge and get a Code. I will not post entry codes on my Charity website.
  4. I have provided our Logo to Fox Valley Marathon Races in hi resolution .jpg, .png, .bmp, or .eps format
    - Attached
  5. I have provided a link to our web page showing runners how to donate and get their code, even if not yet live
    - URL Link \_\_\_\_\_
  6. Our organization will provide runners with the following (**Select all that apply, please**)
 

<input type="checkbox"/>  Training Programs	<input type="checkbox"/>  Fundraising Tools	<input type="checkbox"/>  Pre or Post-Race Meal at a host city Restaurant	<input type="checkbox"/>  Race Shirt
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  7. Each Charity Discount Code will only be given to a runner who pledges to fundraise (**Select one, please**)
    - The race minimum of \$100
    - This charity's higher minimum of \$ \_\_\_\_\_
  8. Each charity runner will be told that their code must be used **within 7 days from commitment**.
  9. **As they commit** to the minimum donation, **I will provide each runner's name** to Fox Valley Marathon Races so that proper and timely use of Charity Discount Codes can be verified.
  10. **On August 30<sup>th</sup>** I will provide Fox Valley Marathon Races with information on **total program dollars raised** and on our **highest individual fundraiser** over \$1000 (name and total dollars raised) for Awareness and Publicity purposes and for Fundraiser Award eligibility.
  11. **On September 15<sup>th</sup>** I will provide Fox Valley Marathon Races with a **formal letter indicating total dollars raised** so we can share it with and thank our sponsors, volunteers, and host cities.



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### Suggested Logo and Text for your Website

We strongly recommend that the page to which runners navigate contains this Charity Program logo and all of the information needed for runners to donate and obtain their entry code. If confusing or significant navigation is required, runners may choose another charity, or may choose general registration.

### Sample for Participating Charities ...



Thank you for choosing \_\_\_\_\_.

Make a donation of \$100 or more, [DONATE HERE](#)  
and contact \_\_\_\_\_ at [555-555-5555](tel:555-555-5555)  
to receive your entry discount code.

This code is **valid for 7 days**, can be used to access a **\$10 Off** entry to any Fox Valley Marathon Race distance, and includes amenities unique to charity runners.

See the Fox Valley Marathon Races website for registration pricing and details.

Codes valid for 7 days from donation commitment or through 10PM CDT 08/30, whichever comes first.