



Naperville Marathon Races
October 22-23, 2016
www.Naperville26.com

Naperville Marathon Races



2016 Charity Program

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

Charity Program Overview

The Naperville Marathon Races and Naper Events LLC 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 greater Naperville area** and throughout the country.

A vital part of the impact of the event is the Naperville Marathon Races Charity Program. **Each year, to help our neighbors in need, Naperville Marathon Races works with local, regional, and national charities** to help raise awareness, facilitate runner donations, and provide surplus race supplies to charities in the program. Last year, the program included 400 Charity Hero runners, and over \$240,000 raised for charities.

Our Charity Program is 3-tiered, allowing charities of all different capabilities the opportunity to be involved.

- **Charity Hero teams:** teams of 15 or more charity runners get a Charity Hero entry discount and extra runner benefits in exchange for a fundraising commitment to one of our Charity Hero Charities.
- **Charity Mile teams:** Charities with or without a Charity Hero team can be involved and raise awareness for their cause by supplying 10 race-day volunteers (and optionally promotional tents, banners, and signage) to help marshal, cheer, and promote their cause in a Charity Mile section of the course.
- **Recipient Charities:** The race donates surplus supplies (food, water, and used clothing) to selected charities.

All of our Program Charities will be winners.

All Charity Hero teams, Charity Mile teams, and Recipient Charities will benefit from being involved and visible in a high-profile positive-atmosphere feel-good event that brings 10,000+ runners, friends, and family members out on race weekend, many of whom may be unaware of the good that your charity provides to their community.

Charity Hero Charities may play a passive role, requiring the minimum runner donation of \$150 and letting the Naperville Marathon Races Charity Hero amenities be the sole incentive to runners. But most charities take an active role, encouraging fundraising efforts well beyond the race minimums by providing a mix of fundraising tools, group runs, team camaraderie, pre-race dinner, and race shirts promoting the charity to their runners. A small investment of time and money can turn into a great fundraising return by race Day, and happy runners who come back every year and even bring friends to join them on your team. **Average donations for 2015 were over \$600 per Charity Hero runner, which could translate to well over \$10,000 per year to an active Charity Hero Team.**

All of our Charity Runners will be winners.

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

- access to a reserved registration to either the Marathon or Half Marathon
- discounts on race entries
- access to charity-runner exclusive village pre-race heated tent & gear check, stretching, and massage
- unique recognition in the race bibs, program, or web site (Must register by 08/30/2015)
- eligibility for Naperville Marathon Races Charity Program awards for top fundraisers
- the satisfaction of knowing they ran for a cause bigger than themselves.

All of our sponsors, volunteers, and our host community will be winners.

By being an integral part of the race, our host community, sponsors, and volunteers are directly responsible for the annual runner donations and their ripple effect 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: _____ Website: _____

Email: _____ Address: _____

Phone: _____

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 _____



Race Obligations ...

Naperville Marathon Races will provide all Program Charity organizations the following...

1. Publicity for your cause on the Race Website, Facebook, Runner / Spectator / Weekend Guide, and potentially in race press coverage.
2. Space for up to 4 banners on the start / finish barricades (Horizontal 3' x 6' maximum)
3. Invitation for 2 to race evening party with city officials, key sponsors, press, race committee, elite runners

Naperville Marathon Races will provide your Charity Mile organization the following...

1. Space on your section of a Charity Mile of the race course coinciding with your 10 Course Marshal assignments for promoting your cause with signage and banners. Any permits are the responsibility of the organization.
2. A \$500 donation to your organization for a volunteer team of 10 or more adults.

Naperville Marathon Races will provide your Charity Hero organization the following...

1. Exclusive "Charity Registration Week" runner registration for a period of 1 week, (2/15 to 2/21) prior to general registration (begins 2/29), **including unlimited entries regardless of minimum donation of \$150 or more.**
 - a. **Application, link, and logo deadline 2/08 for inclusion in Charity Week**

2. Limited race entry discounts for you to offer to your runners, as shown below

Discounts available thru	# of Discounts Guaranteed	Partner Charities (Headquartered in Naperville)	Participating Charities (Headquartered elsewhere)
Charity Week	Unlimited	\$40	\$25
Next 100	Pool - 100 registrations	\$30	\$20
Next 100	Pool - 100 registrations	\$20	\$15
6/30	Up to your max entries	\$10	\$10
8/30	Up to your max entries	\$5	\$5

3. Continued reserved Charity Registration access through October 15. (subject to charity registration closing of either race due to bib, chip, shirt, or medal availability)
4. Space in Charity Village for your 10x10 tent or smaller space for rent in a large heated tent as availability permits.

Naperville Marathon Races will provide your Charity Hero runners the following ...

(Beyond the amenities available to all runners)

1. Access to a discounted registration to either the Marathon or Half Marathon as available
2. Unique Charity Hero recognition on your race bib (must register **with code** before August 30)
3. Charity Runner exclusive village amenities (must show charity race bib)
 - a. Heated Charity Village tent with nearby porta-potties closer to start corrals, finish chute exit, and downtown post-race party venues than general runner gear check and warming.
 - b. Gear-check dropoff within the heated Charity Village tent.
 - c. Post-race stretching and massage within the heated Charity Village tent.
4. Eligibility for Partner or Participating Charity Highest Fundraiser Award (Highest fundraiser over \$1000)
5. Eligibility for Charity Hero fundraiser award (over \$2000, and not a highest fundraiser winner)



You may apply for one or multiple levels of Charity Participation

Recipient Charity Obligations ...

I, the authorized Charity Representative, wish to apply to the Naperville Marathon Races Charity Program and promise that ...

- Clothing:** I will supply a suitable sized truck or van and a licensed insured driver on race day from 6:30AM to 12PM to work with the race team to pick up discarded clothing for my organization at the start corrals and along the race route.
or
 Food: I will supply a suitable sized truck or van and a licensed insured driver on race day from 1PM to 3PM to work with the race team to load excess water and food for my organization at the loading village and at race village.
- I will insure that our website, shirts, and promotional material do not use the wording "Naperville Marathon", "Naperville Half Marathon", or the race logo except for the Charity Program logo as shown in this document.
- I will not display my sponsor names or logos on banners or other signage within Race Village, other than on shirts that promote my charity.

Charity Mile Charity Obligations ...

I, the authorized Charity Representative, wish to apply to the Naperville Marathon Races Charity Program and promise that ...

- I will supply 10 able-bodied adult Course Marshal volunteers to help from 6AM to 11AM or 8:30AM to 1:30PM race day to fully staff a section of a Charity Mile, directing runners and vehicle traffic. Volunteers will fill out the on-line volunteer application form including the volunteer waiver, and will receive a volunteer hoodie based on the size they indicate.
 - My team understands there is no guarantee but would prefer the 6AM to 11AM shift
 - My team understands there is no guarantee but would prefer the 8:30AM to 1:30PM shift
- I will supply a Course Marshal Captain who will attend 2 Captain meetings (on a weeknight in September and in October) to learn their duties, and will lead their team on race day. Captains will fill out the on-line leadership application form including the volunteer waiver, and will receive Captain gear based on the size they indicate.
- I will inform our Charity Mile volunteers that they are volunteering for the Naperville Marathon Races, not for our Charity.
- I will insure that our website, shirts, and promotional material do not use the wording "Naperville Marathon", "Naperville Half Marathon", or the race logo except for the Charity Program logo as shown in this document.
- I will not display my sponsor names or logos on banners or other signage within Race Village, other than on shirts that promote my charity.

Charity Hero Charity Obligations ...

See next page







Charity Hero Charity Obligations ...

I, the authorized Charity Representative, wish to apply to the Naperville Marathon Races Charity Program and promise that ...

1. **RESERVED ENTRIES (required) valid until 08/30, regardless of general registration closing date**
 - I will **pre-purchase 15 Reserved Charity Entries**, will have runners register at discounted rates as available **and commit to paying by 9/15, \$85 for each reserved entry not used by 08/30**, and to forfeit those entries.
2. I understand that runners who register without their code will not count toward or against my reserved entries.
3. Each Charity Discount Code will only be given to a runner who pledges to fundraise **(Select one, please)**
 - \$150 (Maximum of 15 runners)
 - \$200 (Maximum of 20 runners)
 - \$250 (Maximum of 25 runners)
 - \$300 (Maximum of 30 runners)
 - \$350 (Maximum of 35 runners)
 - \$400 (Unlimited runners)

Note: Maximum is waived during charity week for all charities who have many runners ready to register early.
Note: Once the maximum is reached, additional runners may be added for a \$400 minimum fundraising commitment.
4. Upon donation commitment, **I will notify each charity runner via email** with their code#, and that **their code must be used within 7 days**, and **I will copy Naperville Marathon Races on that email** so that proper and timely use of Charity Entry Codes can be verified.
5. All funds donated by runners will be given to the above charity
6. Our organization will provide runners with the following **(Select all that apply, please)**

	<input type="checkbox"/> On-Line Fundraising Tools		<input type="checkbox"/> Group Runs or Training Programs		<input type="checkbox"/> Pre-Race Dinner with a host city restaurant or caterer		<input type="checkbox"/> Race Shirt
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7. I will provide Naperville Marathon Races a link to our website page that includes the NVMR Charity Program logo and details how runners can pledge and get their Entry / Discount Code. I will not post entry codes on my Charity website.
 - Link Attached (even if not yet live)
8. I will provide Naperville Marathon Races with our Logo in hi resolution .pdf, .ai, .psd, .jpg, .png, .bmp, or .eps format
 - Logo Attached
9. I will insure that our website, shirts, and promotional material do not use the wording "Naperville Marathon", "Naperville Half Marathon", or the race logo except for the Charity Program logo as shown in this document. I will update our website if a revised Charity Program logo occurs due to the addition of a Charity Program Sponsor.
10. I will not display my sponsor names or logos on banners or other signage within Race Village, other than on shirts that promote my charity.
11. **On October 15th** I will provide Naperville Marathon Races **information on our highest individual fundraiser over \$1000 and all fundraisers over \$2000 (name and total dollars raised)** for Awareness and Publicity purposes and for Highest Fundraiser Award eligibility.
12. **On October 15th and October 22th** (by email) **and November 15th** (by email), I will provide Naperville Marathon Races information on **total program dollars raised to date** for banner, award, and program recognition.
13. **On Race Day**, I will provide constant supervision of any bags left unattended by my runners or my charity workers within Charity Village. I understand that safety is a higher priority than convenience and unattended bags will be discarded due to security concerns.



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Suggested Charity Hero 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 ...

Thank you for choosing _____.

Make a donation of \$__ or more, [DONATE HERE](#) and contact _____ at 555-555-5555 to receive your race entry discount code. This code is valid for 7 days, can be used to access an entry and discount to any Naperville Marathon Races distance, and includes a Charity Hero bib designation and Charity Village race amenities unique to Charity Hero runners.

See the [Naperville Marathon Races](http://www.Naperville Marathon Races) website for registration pricing and details.

Codes valid through 7 days from fundraiser commitment or 11:59PM CDT 08/30/2015, whichever comes first.