



M | METRO HEALTH

Grand Rapids Marathon

Foster Swift Half Marathon | Pepsi Zero Sugar Marathon Relay

Recruit Runners to Run For Your Charity

If you want to give runners an opportunity to support your cause while training for and finishing a marathon, this is your chance.

Many runners of the marathon, half-marathon, and relay seek to raise funds for their favorite charities while they train for a life-changing event. They enlist their friends and family to support them and their cause. You can help them do good by becoming a **Run for Charity Partner**.

It's Easy:

If you meet the requirements of the application, you commit to recruit at least **ten runners** who run the marathon or half marathon and raise money for your charity.

GRM gives you a coupon code for 20% off for your runners and they purchase their own registrations. OR GRM gives you a coupon code for 100% off for your runners, and after September 30, we will bill you for all of your runner entry fees at once at 20% off.

If you have fewer than 10 runners after September 30, you'll be billed for the balance at 20% off the September 30 half marathon rate.

Ways you may choose to support your runners and your cause.

- Give the runners the coupon code good for either 20% off registration and have them pay for their own registration OR Give the runners the coupon code good for 100% off registration and then pay for the runner entry fees on September 30. It's up to you.
- Require a minimum level of fundraising expected by each runner.
- Hold training sessions or provide training tools and tips for your runners. Build community!
- Host a pre-race pasta dinner.
- Provide race shirts.
- Provide donation collection forms and methods for their fundraising.
- Promote your marathon fundraising campaign on your website, in your social media, and with schools, corporations, and faith-based organizations – regionally and nationally. GR Marathon attracts runners from all over the world.

Benefits of being a Charity Partner:

- Your charity will be featured on the GRM Charity Partners page (logo, description of your organization, link for anyone to donate, link for runners to find your fundraising page)
- GRM provides one race village tent where all charities host their runners and gear on race day.
- GRM provides an award to the charity that raises the most money through runner fundraising.
- All monies collected through your runners goes directly through your charity, NOT through GRM.

- Two representatives of the charities with more than 20 runners may attend our VIP night two weeks prior to the marathon event.
- Space for your banner on the start/finish line fence if you have more than 20 runners (horizontal 3' x 6' max)
- Publicity for your cause on GRM website, Facebook, race packet/guide.
- Periodic updates on your registered runners.

Fill out the application on the next page and email it to our charity partner coordinator, Judi Betancourt at judi.betancourt@gmail.com. Questions may be addressed to Judi as well.

We will contact in response to your application.

HOW THIS WORKS

Upon approval, you send us your logo and link to your website for your charity runners.

OPTION 1:

Runner pays for entry fee

GRM will send you a coupon code that can be used for your runners to register, good for 20% off. Your runners can use the coupon code register directly on our website (click the Register link on our website grandrapidsmarathon.com)

OPTION 2:

Charity pays for entry fee

GRM will send you a coupon code that **your office will use to register your runners**, good for 20% off. You collect all the information for your runners and enter them into our registration system on our website (click the Register link on our website grandrapidsmarathon.com)

HAVE ALL YOUR RUNNERS REGISTERED BY SEPTEMBER 30

After September 30, GRM will see how many people you have registered with your coupon code. If fewer than 10 have entered by that time, we will bill you for the balance of 10 registrations at the September 30 half marathon rate less 20%.

NOTE: Make sure you have runners signed onto your program and have communicated your requirements BEFORE you give them their discount code.



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Run For Charity Partner Application

Group Name	Email
Charity name	501c3 #
Contact name	Address
Phone	Website

I, the undersigned, representing the charity above (Charity), pledge to the GR Marathon Run for Charity Partner Program that...

- We will have at least 10 runners register. If fewer than 10 runners register by September 30, the balance will be billed to the charity at that time. (Relay teams will be counted as 2 runners.)
- Our runners will register on the GRM site, OR we will register them, using the unique coupon codes.
- All funds raised by our runners will be given to the charity named here.
- We will provide GRM with logo, description, and links to the charity and fundraising tool.
- We will provide our runners with the following custom options (those you select below will display with your logo on the GRM website):

training program fundraising tools
 pre-race dinner race shirt (include GR Marathon logo)

Entry fee for runner:
 20% discount or Charity will pay runner entry fee

\$_____ fundraising minimum per runner (indicate amount)
 other (write other custom options below that you require/offer)

By September 30, we will provide GR Marathon with information on total program dollars raised and on individual fundraisers for social media and award eligibility.

- By October 31, Charity will provide GR Marathon with total dollars raised so we can share it with and thank our sponsors, volunteers, and running community.

Authorized Representative Name _____

Title _____

Signature _____