



Cleveland Marathon Charities

2012 Charity Program

Introduction

The Rite Aid Cleveland Marathon has a long-standing commitment to the charitable community and has provided an extremely profitable avenue for non-profit organizations to raise money throughout its 35 year history. To date, well over 1.5 million dollars has been donated to charities.

This charity program allows organizations of all sizes and interests to raise funds in an exciting way. Our team will provide your charity with the tools and knowledge you will need to create a fundraising vehicle around the Rite Aid Cleveland Marathon, Half Marathon, 10k and 5K. We are determined to make this program a positive experience for both the charities and their runners.

All charities are welcome to participate. Whether your goal is to walk or sprint across the finish line, the Rite Aid Cleveland Marathon, Half Marathon, 10k and 5K is proud to have you participate.

Set your fundraising and athletic goals and work to achieve them together. This is a one- of-kind teambuilding experience that will create lasting memories and relationships.

Please visit www.clevelandmarathon.com for the details about race weekend and review our current charity partners.

***New for 2012:

There are four ways to participate this year: Gold Charity Partner, Silver Charity Partner, Friends of the Cleveland Marathon, and Water Station Teams.

All charities will start at the Friends Level, and will move up as your participants enter.

We are pleased to announce that Goody Bags this year will be virtual; making it easier for many of you to take advantage of that benefit.

We are now requiring all of our Gold and Silver Charities have an online donation page. You must provide site information before advancing to the Silver Level.



2012 Rite Aid Cleveland Marathon, Half Marathon, 10k and 5K Charity Program

Gold Charity Partner

- ❖ A minimum of 100 registered runners or walkers (marathon, half marathon, 10k or 5k)

Benefits:

- ❖ Discount registration fees for registrants in the marathon and half marathon (must use your code to get discount)
- ❖ Option to purchase limited entries to closed races
- ❖ Complimentary Exhibitor Booth at the Health & Fitness Expo
- ❖ Complimentary insert in Runner's Virtual Goodie Bags
- ❖ Primary logo and link placement on the Cleveland Marathon Charity website
- ❖ Featured "Charity of the Week" in an email blast
- ❖ Use of Charity Village on May 20, 2012 (new guidelines for use will be available in 2012)
- ❖ 6 VIP tickets to Friday, May 18, 2012 cocktail reception



2012 Rite Aid Cleveland Marathon, Half Marathon, 10k and 5K Charity Program

Silver Charity Partner

- ❖ A minimum of 50 registered runners or walkers (marathon, half marathon, 10k or 5k)

Benefits:

- ❖ Discount registration fees for registrants in the marathon and half marathon (must use your code to get discount)
- ❖ Option to purchase limited entries to closed races
- ❖ Discounted rate of three hundred dollars (\$300) for a 10x10 Exhibitor Booth at the Health & Fitness Expo
- ❖ Discounted Insert in Runner's Virtual Goodie Bags
- ❖ Secondary logo and link placement on Cleveland Marathon Charity website
- ❖ Mention of charity name in at least one email blast
- ❖ Use of Charity Village on May 20, 2012 (new guidelines for use will be available in 2012)
- ❖ 4 VIP tickets to Friday, May 18, 2012 cocktail reception



2012 Rite Aid Cleveland Marathon, Half Marathon, 10k and 5K Charity Program

Friends of the Cleveland Marathon

- ❖ At least 1 registered runner or walker (marathon, half marathon, 10k or 5k)

Benefits:

- ❖ Discount registration fees for registrants in the marathon and half marathon (must use your code to get discount)
- ❖ Logo and link on Cleveland Marathon Charity website (NOTE: no blurb)
- ❖ Opportunity to purchase an Exhibitor Booth at the Health & Fitness Expo at a discounted rate of five hundred dollars (\$500) (non-profits only)
- ❖ Discounted Insert in Runner's Virtual Goodie Bags
- ❖ Use of Charity Village on May 20, 2012 (new guidelines for use will be available in 2012)
- ❖ 2 VIP tickets to Friday May 18, 2012 cocktail reception



2012 Rite Aid Cleveland Marathon, Half Marathon 10k and 5K Charity Program

Water Station Teams

We have 16 water stations along the half and full marathon course and 3 water stops along the 10K course that need efficient and enthusiastic volunteers to keep our runners moving. This is a great way to showcase your organization as well as a way to earn a guaranteed donation. Each station requires 30 or more volunteers and is broken down into two earned donation categories. Water Stations on the second half of the course will be required to assist runners for a longer period of time than stations on the first half of the course. Stations 1-9 will earn \$250 for and stations 10-18 will each earn \$500.

A new benefit this year: Any Gold or Silver Charity also staffing a water station will earn an extra \$250!!

Please contact Joan Freese at the Marathon Office to begin coordinating your water station team.

Joan Freese, Event Coordinator

joan@clevelandmarathon.com

216-464-5510

2012 Rite Aid Cleveland Marathon, Half Marathon, 10k and 5K Charity Program

Application

ORGANIZATION INFORMATION

Name of Organization _____

Charity Coordinator _____

Address _____

City _____ State _____ Zip _____

Office Phone _____ Cell Phone _____

Email Address _____

Local website Address _____

What tier (Gold, Silver or Friend) of the program is most suitable for your organization for the 2012 race? **Please note: you will begin at the Friend Level and move up as your participants enter.

Would you like to sign up to earn a donation for your organization by staffing a Water Station?

What is the history of funds raised through affiliation with The Rite Aid Cleveland Marathon or other sporting events, if applicable?

Is your organization affiliated with other races or events? What's the history of participation in these events (e.g., funds raised and number of runners)?

In order to partner with The Rite Aid Cleveland Marathon, charities must provide proof of their 501c3 status. Please include a copy of this information with your 2012-signed proposal.

Sign _____ Date _____

Please return to Mary Grace McGuirk
c. 440.665.4318
f. 216.378.0143
e. cmcharities@clevelandmarathon.com

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