



# RITE AID CLEVELAND MARATHON

## RACE IT FORWARD | CHARITY PROGRAM

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 long history. To date, over 2.1 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, 8k or 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, 8k 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-a-kind teambuilding experience that will create lasting memories and relationships.

Please visit [www.clevelandmarathon.com](http://www.clevelandmarathon.com) for the details about race weekend and review our current charity partners.



## ***About Us***

The Rite Aid Cleveland Marathon is in its 41<sup>st</sup> year of providing a running experience for all individuals who want to participate regardless of their abilities. More than 350,000 runners have participated, generating more than \$15 million annually to benefit the Cleveland community.

The Cleveland Marathon began in 1978 in an effort to bring a positive and meaningful fitness event to the City of Cleveland. The original course began at Cleveland State University and traveled west to Bay Village and back. Some of the race's most tremendous growth has occurred under the Rite Aid Pharmacy sponsorship since 2003, in which time race participation has grown 300 percent!

## ***Meet Our Team***

**Jack Staph**

*-Executive Director-*

**Ralph Staph**

*-Race Director-*

**Joan Freese**

*-Director of Runner Services & Communications-*

**Darla Hudson**

*-Executive Assistant-*

**Kayla Henderson**

*-Event Coordinator-*

## Official Race It Forward Charities

Official Race It Forward charities are organizations that have been involved with the charity program for at least one year and have demonstrated the fundraising capability of reaching a minimum of \$5,000.

Organizations who want to be an official Race It Forward charity pay a participation fee to be featured as a preferred nonprofit partner of the Rite Aid Cleveland Marathon. In addition to promotion and awareness, official charities receive special benefits as part of their program participation:

Charity Benefits	Gold	Silver	Bronze	Friend
<b>Logo, Link &amp; Blurb on Website</b> <i>(715,000 page views per year)</i>	•	•	•	•
<b>Expo Signage</b> <i>(35,000 views)</i>	•	•	•	-
<b>Guaranteed Entries</b>	•	•	•	-
<b>Discounted Entries</b>	•	•	•	-
<b>Complimentary Entries</b>	12	8	4	-
<b>Featured Email Blast</b>	•	-	-	-
<b>Physical Goody Bag Insert</b> <i>(Price listed is amount paid by the charity)</i>	NO COST	\$300	\$350	\$400
<b>Virtual Goody Bag Insert</b> <i>(Price listed is amount paid by the charity)</i>	NO COST	\$100	\$125	\$150
<b>VIP Reception Tickets</b> <i>(Each ticket includes a guest)</i>	3	2	1	-
<b>CrowdRise Campaign Page</b>	•	•	•	•
<b>Dedicated Support Staff</b>	•	•	•	•
<b>Program Training &amp; Education</b>	•	•	•	•
<b>Table in Charity Village at Finish Line</b>	•	•	•	•
<b>Discounted Booth at Health &amp; Fitness Expo</b> <i>(Price listed is amount paid by the charity)</i>	\$200	\$350	\$550	\$700
Requirements				
<b>Runners</b>	40	25	15	-
<b>Volunteers</b>	20	15	10	-
<b>Fundraising</b>	\$15,000	\$10,000	\$5,000	-
Participation Cost				
<b>Cost</b>	\$1,000	\$750	\$500	NO COST

## ***Friend Level Charities***

Friends of the Cleveland Marathon are new or first-time participants of the charity program. Participating as a charity friend offers organizations a great platform to grow their giving community and be involved with the Rite Aid Cleveland Marathon for many years to come.

All new organizations are required to use CrowdRise for fundraising and must participate for at least one year at the Friend level. Following their first year, nonprofits may apply to become an Official Charity of the Cleveland Marathon upon demonstrating the capability of fundraising a minimum of \$5,000.

*\*Each organization is unique and we are willing to work with each nonprofit to build a platform that fits their wants and needs. Raising money on behalf of your organization requires a significant amount of effort from your organization.*

## ***Financial Commitment***

Each Official charity (Gold, Silver & Bronze) will have a financial commitment based on their level of participation. This fee assists in offsetting portions of operation and administrative costs that Cleveland Marathon incurs on behalf of the charity program. Upon fulfilling all requirements (volunteers, runners, fundraising goal), the organization will receive a 10% refund of their participation cost.

- Gold - \$1,000 ..... \$100 Rebate
- Silver - \$750 ..... \$75 Rebate
- Bronze - \$500 ..... \$50 Rebate

## ***CrowdRise***

ALL organizations are required to use CrowdRise for program fundraising. Organizations may request to use an outside platform but must be approved by Cleveland Marathon's Executive Director. Keep in mind that fundraising management through CrowdRise is simple and very user friendly.

Cleveland Marathon has designated support staff from CrowdRise which provides equipped service from their team with helpful tips to get the most out of your fundraising campaign!

## ***Runner Requirements***

The number of runners your organization is required to obtain is based on the charity level your organization chooses. Charities are not financially responsible for their participant race entries but are required to obtain the number of runners specified:

- Gold - 40
- Silver - 25
- Bronze - 15
- Friend - 0

All individuals fundraising for a charity campaign that are registered for ANY event in the Rite Aid Cleveland Marathon count towards the program requirement for runners. The Rite Aid Cleveland Marathon operates on a tier based pricing system in which race entry fees increase as the event date approaches. However, the discount given to the charity organization will be a flat rate throughout the year and will not increase as race entry fees increase.

**The Rite Aid Cleveland Marathon does not refund or defer any race entries.** Charity runners commit to fundraise and participate in their chosen event at the time of processing. If a charity runner needs to switch events or transfer an existing race entry to a new participant, the individual(s) are required to follow the procedures provided to the general public. Please contact our offices for policy and procedure details.

## ***Events.com***

This is the registration platform used by Cleveland Marathon. All entries for every event are processed through Events.com and you will direct all charity runners to our website for registration.

The captain/organizer of your charity organization must "Create a Group" through Events.com to continuously track the number of runners throughout the year. If you have a runner who needs to be added to your group, please contact us to do so.

## ***Volunteer Requirements***

Each year, over 2,000 volunteers come together to help staff our events. Job locations range from distributing shirts at the Health & Fitness Expo to managing water stop locations along the course and much more! Volunteering is a great opportunity to help publicize and promote your organization. ALL volunteers receive:

- Complimentary shirt
- Refreshments
- Free parking on race day (in assigned areas)
- Thousands of “thank-yous” from runners for their support

The number of volunteers your organization is required to obtain is based on the charity level your organizations chooses. Please refer to page 3 to locate the volunteer requirements for each level.

By having volunteers present race weekend, you can increase exposure and awareness for your organization. If you organize a large volunteer group, you may brand the water station or cheer group however you like.

## **Volunteer Assignment**

The Cleveland Marathon volunteer team will assist all organizations with the selection process. Volunteer jobs are selected and given based on the area most needed and organization preference. *Preferences are not always guaranteed.* Once a charity has been assigned a location/duty, each charity contact will receive management information to our volunteer system, **VolunteerLocal**. This will give charity organizers the ability to monitor and manage their volunteer information.

## ***Contact Us***

If there are any additional questions regarding the charity program, please contact our Charity Program Coordinator, **Kayla Henderson** at [kayla@clevelandmarathon.com](mailto:kayla@clevelandmarathon.com).