



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 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 Charity Hero entry discounts and extra runner benefits in exchange for a fundraising commitment to one of our Charity Hero Charities.
- **Charity Mile teams:** teams of 5, 10 or more race day adult volunteers that help with Course Marshalling can promote their cause with promotional tents, banners, signage within a Charity Mile section of the race course.
- **Recipient Charity teams:** teams of 2 or more adult race day volunteers plus appropriate vehicles that help with the clean up and loading of discarded clothing or leftover food and water can keep donations of the clothing or food and water respectively as donations to their clothing resale or food pantry 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 Mile 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 _____



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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 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.

You may apply for one or multiple levels of Charity Participation

Applications for other levels are available at www.naperville26.com/charity-partner-registration/

Charity Mile Charity Obligations ...

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

1. I will supply
 - 5 able-bodied adult Course Marshal volunteers (Charities Headquartered in Naperville)
 - 10 able-bodied adult Course Marshal volunteers (Charities Headquartered outside of Naperville)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
2. 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.
3. I will inform our Charity Mile volunteers that they are volunteering for the Naperville Marathon Races, not for our Charity.
4. 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.
5. 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 Program Logo

