



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, 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 over 500 Charity Hero runners, and over \$300,000 raised for charities.

Our Charity Program is 4-tiered, allowing charities of all different capabilities an 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 SuperHero teams:** Kids Marathon charity runners get Charity SuperHero runner recognition in exchange for a fundraising commitment to one of our selected Charity SuperHero Charities.
- **Charity Volunteer teams:** teams of race day volunteers that help with the event can promote their cause with promotional tents, banners, signage at their area of responsibility and will get a donation from the event.
- **Recipient Charity teams:** teams of 2 or more adult race day volunteers plus appropriate vehicles that help with the cleanup and loading of discarded clothing or leftover food and water can keep donations of the clothing or food and water respectively for their clothing resale or food pantry charities.

All of our Program Charities will be winners.

All Charity Hero teams, Charity Superhero teams, Charity Volunteer 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.

The most successful charities take an active role, encouraging fundraising efforts well beyond the race minimums by providing a mix of fundraising tools, team camaraderie, pre or post-race meal, 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 2017 were over \$500 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...

- discounts on race entries
- access to charity-runner exclusive village pre-race heated tent & gear check, massage, and extras
- unique recognition in the race bibs, program, or web site (Must register by 08/30)
- eligibility for Naperville Half 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.



Race Obligations ...

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

1. Publicity for your cause on the Race Website, Facebook, Runner Guide, and potentially in race press coverage.
2. "Charity Registration Week" runner registration for a period of 1 week, 4/09 to 4/16, (general and early charity registration begins 12/01). **Application, link, and logo deadline 4/01 for inclusion in Charity Week**
3. Discounts for you to offer to your runners, as shown below.

Discounts available	# of Discounts Guaranteed	Discount
Early Charity Registration	- 5k: unlimited - Half: unlimited	- 5K: \$ 7 - Half: \$20 (off \$75 entry thru 3/31)
Charity Week	- 5k: unlimited - Half: unlimited	- 5K: \$ 7 - Half: \$25 (off \$80 entry)
thru 8/30	- 5k: unlimited - Half: unlimited	- 5K: \$ 7 - Half: \$10

4. Space in Charity Village for your 10x10 tent or space for rent in a large heated tent as availability permits.
5. Space at your selected Charity Tent or Charity Village location for banners (2.5' x 9' Maximum)
6. Space for up to 4 banners on the start / finish barricades (Horizontal 3' x 6' maximum)

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

(Beyond the amenities available to all runners)

1. Access to a discounted registration as available
2. Unique Charity Hero recognition on your race bib (must register **with code** before 8/30)
3. Charity Runner exclusive village amenities (must show charity race bib)
 - a. Heated Charity Village tent with nearby porta-potties close to start / finish and downtown venues
 - b. Free (5k) / refunded (Half Marathon) Race-Day pickup at Charity Tent
 - i half runners must select and pay for race day pickup within registration form by 5PM 10/20
 - ii refund credited after the race for runners choosing this option after 10/15
 - c. Gear-check dropoff within the heated Charity Village tent (all program charities)
 - d. Gear-check pickup within the heated Charity Village tent (based on the program charity)
 - i only for specific charities offering this service
 - e. Results booth within heated Charity Village tent
 - f. Awards booth within heated Charity Village tent – multi-year Legacy and multi-race Challenge medals
 - g. Photo-op booth within heated Charity Village tent
 - h. Post-race stretching and massage within the heated Charity Village tent
4. Eligibility for Charity Hero Gold fundraiser listing (all fundraisers over \$1000)
5. Eligibility for Charity Hero Champion Award (all fundraisers over \$2000)



Charity Hero Runner Team Application

You may apply for one or multiple levels of Charity Participation

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

“Charity Hero” Charity Obligations ...

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

1. **RESERVED ENTRIES** (required)

I will **pre-purchase 15 Reserved Charity Entries**, will have runners register at discounted rates **and commit to paying by 9/15, \$30 for each reserved entry not used by 08/30**, and to forfeit those entries. (Invoice with deferred billing attached)

2. I understand that runners who register without their code or invitation will not count toward my reserved entries.

3. Each Charity Discount Code will only be given to a runner who pledges to fundraise (**Select one, please**)

\$150 (Unlimited runners)

\$200 (Unlimited runners)





\$250 (Unlimited runners)

\$300 (Unlimited runners) or higher minimum of \$_____

4. Upon donation commitment, I will **notify each charity runner via email** with their code, and that **their entry must be used within 7 days or by 8/30**, whichever comes first.

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"/>  Pre or Post-Race group meal	<input type="checkbox"/>  Charity Village Gear Check	<input type="checkbox"/>  Race Shirt
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7. I will provide Naperville Half Marathon Races a link to our website page that includes the NHMR 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.

URL Link (even if not yet live) _____

8. I have attached our Logo in hi resolution .pdf, .ai, .jpg, .png, or .eps format

9. I will insure that our website, shirts, and promotional material do not use the wording “Naperville Half Marathon”, “Naperville 5k”, 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 refer to the event as the “Naperville Half Marathon Races” or the “Healthy Driven Naperville Half Marathon and 5k” on all written material and social media. I will not publicly promote by name any other event to occur either during the race itself or at race-affiliated events other than as sanctioned by the Naperville Half Marathon Races.

11. **On October 1st** I will provide Naperville Half Marathon Races **names of all our fundraisers over \$1000, and all our fundraisers over \$2000** for publicity purposes and for fundraiser award eligibility.

12. **On October 12, October 19, and November 15**, I will provide Naperville Marathon Races information on **total program dollars raised to date** for banner, award, and program recognition.

13. I will not display my sponsor names or logos on any signage within Race Village, other than on shirts that promote my charity.

14. **On Race Day**, I will provide constant supervision of any bags left by my runners or my charity workers within Charity Village. I understand that safety is a higher priority than convenience and that unattended bags will be discarded due to security concerns.



Naperville Half Marathon Races

October 20-21, 2018

www.Naperville26.com

Naperville Half Marathon Races



2018 Charity Program

Group Name _____
(if a fundraising group for the charity listed below)

Charity Name: _____

501c3 #: _____

Address: _____

Contact Name: _____

Email: _____

Website: _____

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

Signature

Date

Name (print)

Title



Naperville Half Marathon Races
 October 20-21, 2018
www.Naperville26.com

Naperville Half Marathon Races



2018 Charity Program

2018 Charity Hero Team Invoice

Naper Events LLC
Naperville Half Marathon Races
 P.O. Box 3599
 Saint Charles, IL 60174
 630.667.6054 (Craig Bixler)

Date
1/31/2018
Due Date
9/15/2018

Description
Coded Charity Entries, Pre -Purchased

Contact
Charity & authorized representative info included with application

Contracted	Registered	Due	Description / name	Price Each	Amount
1	0	1	Unused Charity 5k or Half Entry #1	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #2	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #3	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #4	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #5	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #6	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #7	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #8	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #9	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #10	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #11	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #12	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #13	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #14	\$ 30.00	\$ 30.00
1	0	1	Unused Charity 5k or Half Entry #15	\$ 30.00	\$ 30.00
			Note: Invoice will be revised (reduced) after 8/30 to reflect coded entries registered		
Total					\$ 450.00



Naperville Half Marathon Races
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2018 Charity Program

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](tel:555-555-5555) to receive your Charity race entry code. This code is valid for 7 days, can be used to access an entry and discount to the Naperville Marathon Races, and includes a Charity Hero bib designation and Charity Village race amenities unique to Charity Hero runners who register by 8/30.

See the [Naperville Marathon Races](#) website for registration pricing and details.

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



Charity Hero / Superhero team key dates

12/01	Early registration opens – general and charity	
12/01	Early pricing begins - \$75 / \$30	
12/01	Charity early discounts begin - \$20 / \$7	Net \$55 / \$23 pricing begins 12/01
04/01	April pricing begins - \$80 / \$30	
04/01	Charity Week discounts begin - \$25 / \$7 discount	
04/01	Charity app/link/logo submittal deadline for Charity Week listing	
04/09	Kids race registration opens	
04/09	Charity Week begins (Marketing-purposes-only opening date)	
04/16	Charity Week registration deadline - 11:59 PM	
04/17	Charity standard discounts begin - \$10 / \$7	Net \$70 / \$23 pricing begins 04/17
06/01	June pricing begins - \$85 / \$30	Net \$75 / \$23 pricing begins 06/01
07/01	Shirts and ¼ Zips guaranteed sizing deadline	
07/01	Bib custom phrase \$2 charge begins (free until now)	
08/01	August pricing begins - \$90 / \$35	Net \$80 / \$28 pricing begins 08/01
08/01	Chicagoland Distance Challenge Medal guaranteed availability deadline	
08/30	Charity Hero registration deadline	Net \$90 / \$35 pricing begins 09/01
09/01	Charity revised invoices sent for unused entries below the 15 minimum	
09/01	Kids race registration deadline	
09/01	Bibs with first names and custom phrase registration deadline	
09/01	Shirt and ¼ Zip sizing limited availability begins (estimated)	
09/01	Chicagoland Distance Challenge medal limited availability begins (estimated)	
09/01	Deferral to a 2019 race deadline	
09/01	Deferral from a Fox Valley 2018 race deadline	
09/15	Charity invoice payments due for unused entries below the 15 minimum	
10/01	October pricing begins - \$95 / \$35	Net \$95 / \$35 pricing begins 10/01
10/01	Charity list of fundraisers over \$1000 and \$2000 due for awards & social media	
10/12	Charity / Club Kids bibs available	
10/12	Charity preliminary #1 total fundraising dollar figure due	
10/15	Charity list of all fundraisers not fulfilling their donation commitment due	
10/15	Charity Tent space / table / chair rental payment due	
10/18	Deadline for on-line registration – 5PM	
10/19	Charity preliminary #2 total fundraising dollar figure due	
10/19	Packet Pickup begins	
10/19	In-Person registration / pricing begins - \$100 / \$35	Net \$100 / \$35 pricing begins 10/19
10/19	2019 NHM Cash / VnV Cash purchase begins	
10/20	Deadline for \$30 Reserved Race-Day packet pickup - 5PM	
10/20	Kids Race – Naperville North	
10/21	Race Day registration / pricing begins - \$135 / \$35	Net \$135 / \$35 pricing begins 10/21
10/21	Race Day	
10/22	2019 NHM Cash / VnV Cash purchase deadline	
11/15	Charity final total fundraising dollar figure due	