



2018 OC Marathon Charity Partner Program Description

Executive Summary

The OC Marathon Charity Partner Program supports charities through fundraising. We utilize our May 2018 events as a platform to raise money for charities. The program strengthens ties between the running community and charities and provides a means to bring the two communities together.

The OC Marathon Charity Partner Program is open to both local and national non-profit organizations. All U.S. Bank OC Marathon participants are encouraged to raise money for one of the official charities.

The OC Marathon LLC runs the events associated with The OC Marathon, as well as the summer OC Fair 5k, the Kids Run the OC Program and the Run for a Claus event held each December. All race registration fees are used to cover event costs, such as administrative and operational costs and to support the program of the OC Marathon Foundation. Race registration fees are not donations given to OC Marathon Charity Partners.

The Numbers

- Over \$4,500,000 – dollars raised since program's inception in 2004
- Approximately \$500,000 – dollars raised in 2017 by 32 Charity Partners
- 2301 – number of individual donations in 2017
- \$101.00 – average donation per person in 2017 (CrowdRise sitewide average is \$79)
- \$450 – average dollars raised through OC Marathon Registration Process
- 25 – number of organizations fundraising in 2017

Program Participation

All organizations interested in the OC Marathon Charity Partner program must agree to the volunteer goals for the level for which they are applying as well as maintain and enter all donations into a CrowdRise.com account created for their charity linked to the OC Marathon events—if another platform is used for the collection of funds, CrowdRise.com must be used to *enter* donations collected elsewhere and offline.

The amount of time each charity dedicates to the Charity Partner program varies. It requires effort on behalf of your organization to raise a significant sum of money. Organizations are responsible for outreach and recruitment of race participants, fundraisers and volunteers.

Each year, subsequent to the 2017 race, an invitation to participate will be based upon the goals reached the year prior.

Some additional factors to consider when applying include:

- How will you recruit runners, fundraisers and volunteers?
- How will you track and collect offline donations?
- How will you thank runners, fundraisers, volunteers?
- How are you going to communicate with and keep runners motivated to continue training and raising money?

Benefits of Being an OC Marathon Charity Partner:

- Inclusion of logo and charity information on OC Marathon Website
- Eligibility for Registration Donations
- Run for Free Registration Eligibility (with Low Cost Registration Fees)
- Discounted opportunities for marketing through the OC Marathon Events
- Free Crowdrise Page
- VIP Invitations for your executives.

Requirements for an OC Marathon Charity Partner:

- Application Fee (or pre-paid purchase of OCM registrations)
- Volunteers (number depending on level)
- Runners to support your fundraising minimum.

How it Works: (the program details....)

The OC Marathon Charity Partner Program has 4 levels of participation, Champion, Elite, Master and Helping Hand. Details on the benefits and requirements for each level are outlined below:

LEVELS	CHAMPION	ELITE	MASTER	HELPING HAND ⁽¹⁾
BENEFITS				
OC MARATHON WEBSITE PRESENCE	YES	YES	YES	YES
REGISTRATION DONATIONS ELIGIBILITY ⁽²⁾	YES	YES	YES	N/A
CROWDRISE REGISTRATION OPTION WITH "FREE" REGISTRATION ⁽³⁾	YES	YES	YES	N/A
20% OFF HEALTH & FITNESS EXPO BOOTH PRICING	YES	YES	YES	N/A
20% OFF VIRTUAL GOODY BAG INSERT	YES	YES	YES	N/A
CROWDRISE FUNDRAISING PAGE	YES	YES	YES	N/A
ONLINE RUNNER / SPECTATOR GUIDE	PICTURE/STORY	½ PAGE AD	LOGO	N/A
VIP RECEPTION AND RACE DAY TENT VIP INVITATIONS	4	2	2	N/A
COMPLIMENTARY CHARITY VILLAGE BOOTH	20X20	10X20	10X10	N/A
COMPLIMENTARY REGISTRATIONS (\$100 VALUE) ⁽⁴⁾	10	5	2	N/A
VALUE OF REGISTRATIONS PROVIDED	\$ 1,000.00	\$ 500.00	\$ 200.00	N/A
PARTICIPATION REQUIREMENTS				
EXPECTED FUNDRAISING	\$ 50,000.00	\$ 10,000.00	\$ 5,000.00	N/A
REQUIRED VOLUNTEERS ⁽⁵⁾	40	30	20	10
UP FRONT CHARITY COST TO PARTICIPATE ⁽⁶⁾	\$ 1,500.00	\$ 1,000.00	\$ 500.00	0
REBATES FOR CHARITY VOLUNTEERING				
VALUE = \$20.00/VOLUNTEER	\$ 800.00	\$ 600.00	\$ 400.00	\$20.00 PER VOLUNTEER

Program Notes/ Explanation

Helping Hand: Groups that want to volunteer event weekend only and are willing to commit to 10-50 volunteers in any area needed by the U.S. Bank OC Marathon. The OC Marathon will pay Non-Profit Helping Hand groups \$20/ per volunteer recruited.

Registration Donation Eligibility: We offer 6 Champion Partners premier donation solicitation space on the front page of registration. Our Elite and Master Partners will collect donations on the “upsell” page as in the past. All Charity Partners will receive 1 final check for all donations made to their organization through our registration system—an average of \$280.00 per charity through the OC Marathon Registration platform.

Run for Free Option. The OC Marathon will offer charity registration directly through CrowdRise! Charity runners run for free after registering for the OC Marathon through CrowdRise.com and commit to fundraise the amount specified by the charity. CrowdRise charges the runner’s credit card upon failure to raise the fundraising minimum determined by the race chosen. In exchange for "free registration," Charities sign a contract to pay designated amounts per registration (\$60 for full marathon, \$50 for half marathon, and \$25 for 5k.)

...Sample text: Run for FREE (!) as part of the OC Marathon Charity Program. With a commitment to fundraising for one of our 25 official charities, you can run for FREE, all while raising money for a great cause.

NEW FOR 2018! Pre-paid registrations will be available for purchase at the open of OC Marathon registration. In exchange for application fee – charities can pre-purchase registrations via Run for Free in order to ensure they meet their goals.

Volunteers Goal: Names, emails and cell phone numbers for volunteers recruited must be provided to the OC Marathon Volunteer Coordinator. This includes ALL water station volunteers, not just captains. Each charity will be paid \$20.00 per volunteer as a rebate to the charity. The option to defer volunteer obligation and not receive any money back for the volunteers is available.

Participation Costs: These fees will be used to go towards admin and staff costs for supporting and implementing the program. The OC Marathon is dedicated to assisting all Charity Partners with the administration of the program in order to maximize your fundraising potential and success! **Please note that with Volunteer Goals Met Rebate and the value of complimentary registrations, charities will earn back their participation cost.**

Program Promotion: The OC Marathon LLC will promote the Charity Partner program as a whole. Our communication program includes a detailed e-newsletter and e-blast promotion schedule to over 85,000 people as well as a strong social media presence with over 25,000 fans on Facebook, Instagram and Twitter. The OC Marathon LLC will provide exposure opportunities for Charity Partners via emails, website logo placement and social media outlets. Each Charity Partner is also responsible for promoting their participation in our events.

Runner Recruitment: The OC Marathon LLC staff does not recruit race participants for Charity Partners. Charity Partners are responsible for outreach and recruitment of race participants, fundraisers and volunteers. These runners will also be asked to strive towards a minimum fundraising goal on behalf of the Charity Partner. Please see section on crowdrise fundraising pages to see what we suggest for fundraising goals.

Donation Collection: Each Charity Partner is responsible for overseeing their own fundraising campaign and the total amount of money raised is directly related to the efforts of the charity. The OC Marathon LLC utilizes the premiere fundraising platform, CrowdRise.com to promote, organize and track the Charity Partner program fundraising efforts. Charities must utilize CrowdRise.com for all OC Marathon related fundraising. (If another platform is used for fundraising purposes outside of the CrowdRise.com, those donations MUST BE added as offline donations on the crowdrise.com page on a monthly basis).

Application Process

Please provide the following to be considered Charity Partner program:

- Completed Application (online)
- 501c3 Determination Letter (upload via online application)
- Board of Directors List (upload via online application)
- Mission Statement (upload via online application)
- Most Recent Annual Report/Financials (upload via online application)

Returning Charity Partner program participants are responsible for providing a newly completed application and updated supplemental information each year. The OC Marathon LLC does evaluate the performance of the prior year's Charity Partners and will make participation level decisions based on that performance.

To apply for the 2018 U.S. Bank OC Marathon Charity Partner program, please visit the [2018 Charity Partner Application](#) on our website to complete an application. A detailed contract outlining benefits and commitments will be provided upon acceptance into the Charity Partner program. Additionally – Marketing plans/schedules must be submitted to the OC Marathon after a charity has been approved through their application. Marketing plans are required from NEW charity partners as well as charities who did not meet their goals in 2017. All questions, comments and concerns should be directed to our Event Assistant, Jocelyn Arnett, at jocelyn@ocmarathon.com or 949-222-0456 ext. 1.