

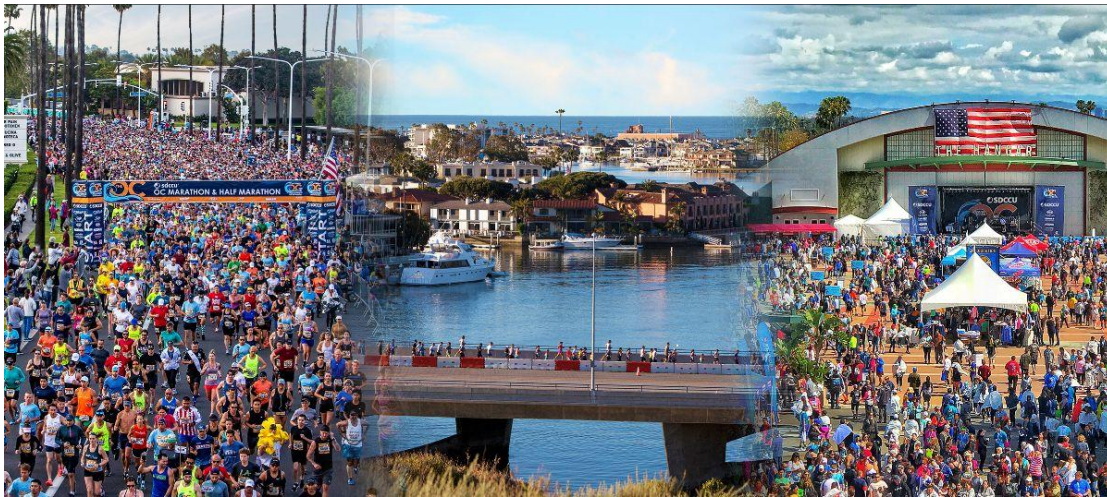


The 2021 SDCCU OC Running Festival

Make your Miles Matter Charity Partner Program

Race weekend dates: November 6 & 7, 2021

Let's get back to fundraising!



We are excited to bring back in-person events for this Fall and we can't wait to help your charity raise money to fund your mission!

Of course, it is our goal to bring back returning partners and accept new organizations to make sure this is the most successful year yet with regards to fundraising. The Make Your Miles Matter Charity Partner Program is designed to support charities in fundraising by utilizing our events as a platform to raise money for their charitable work in our communities.



Benefits and Requirements

.....

Charity Benefits

- Annually, The SDCCU OC Marathon partners raise \$650,000+ for their causes!
- Designation as an Official Charity Partner of the SDCCU OC Running Festival.
- Dedicated page on OC Marathon Website.
- Featured “Charity of the Week” Blog post from OC Marathon.
- Marketing Opportunities for Charity including discounted race registrations, discounted expo booths, virtual goody bag insert, start line/finish line announcement.
- Charity Meeting Area at Finish Line Festival (pending for Nov. 2021).
- Opportunity to use the OC Marathon Fundraising pages and take direct donations to your charity via the OC Marathon Race Registration platform, racecentral.com. (Not required)

Charity Requirements

- Administration Fee *(See Charity Levels for amount)
- Must be a 501(c)3 organization and be approved by the SDCCU OC Marathon.
- Must actively promote and recruit required runners or walkers to participate in the SDCCU OC Running Festival. (New charities must create and implement a marketing plan with OC Marathon staff assistance in order to do so).
- Must actively promote and recruit volunteers for SDCCU OC Running Festival weekend volunteer needs based on your Charity Level. *(See Charity Levels for amount)
- Be willing to promote the Make Your Miles Charity Program through social media channels and email blasts to your audience.
- Must submit a post race report to the SDCCU OC Marathon detailing the total funds raised and runners recruited.

Charity Runner Rules/Requirements

- All individuals fundraising for a charity campaign that are registered for ANY event in the SDCCU OC Running Festival will count towards the Make Your Miles Charity Program requirement for runners.
- The SDCCU OC Running Festival operates on a tier-based pricing system in which race entry fees increase as the event date approaches. If charities are using discount codes, the discount given to the charity organization will be applied to the current entry fee schedule. Charity runners are encouraged to sign up earlier to get a lower entry fee and to leave adequate time for fundraising.
- The SDCCU OC Running Festival 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.



Charity Levels

.....

Pipeline (First year Charity Partners)

- \$250 Administration and Application Fee
- Pipeline Charity Partners must actively recruit a minimum of 15 runners and 15 volunteers* to participate in OC Marathon events and create a fundraising page for your charity.
- Tier 1 discounted entries will be provided to Pipeline Charities. (10% Discount)
- Set your runners' fundraising minimums, recruit volunteers for your water station, receive a complimentary booth at Charity Village and much more!

Maverick (2+ years as a Charity Partner)

- \$250 Administration and Application Fee
- Maverick Charity Partners must actively recruit a minimum of 25 runners and 25 volunteers* to participate in OC Marathon events and create a fundraising page for your charity.
- Tier 2 discounted entries will be provided to MaverickCharities. (15% Discount)
- Set your runners' fundraising minimums, collect donations on OC Marathon website, recruit volunteers for your water station, receive a complimentary booth at Charity Village and much more!

Tsunami (must be approved by SDCCU OC Marathon)

*4 Spaces available annually

- \$250 Administration and Application Fee
- Tsunami Charity Partners must actively recruit a minimum of 50 runners and 50 volunteers* to participate in OC Marathon events and create a fundraising page for your charity.
- Tier 3 discounted entries will be provided to Tsunami Charities. (25% discount)
- Set your runners' fundraising minimums, collect donations on the OC Marathon website, recruit volunteers for your water station, receive a complimentary booth at Charity Village and much more! You receive the utmost exposure on the OC Marathon website, OC Marathon registration donations, email blasts, social media posts and the Runner Spectator guide race weekend.

*Due to the uncertainty of the 2021 events, volunteer needs may change.





Sign up for the Charity Partner Program today

Applications are now open.

[APPLY HERE](#)

If you are interested in being a charity partner, but not sure if you are ready to apply, please email kelsey@ocmarathon.com.



The OC Marathon
3100 Airway Avenue Ste. 104
Costa Mesa, CA 92626

