



SDCCU OC RUNNING FESTIVAL

CHARITY PARTNER PROGRAM

MAKE YOUR MILES MATTER

MAY 5-7. 2023

A stylized orange and blue megaphone icon is positioned on the left side of the slide. The background features a light blue gradient with faint, darker blue palm tree silhouettes.

AGENDA

- About the program
- Benefits for your charity
- Requirements for your charity
- Important Considerations
- Next Steps



ABOUT THE PROGRAM

- Designed to support charities in fundraising by using our May 2023 events as a platform to raise money for their charitable work in our community
- Race registration fees are used to cover costs and support the program work of The OC Marathon Foundation – not donations to Charity Partners.

RACE DATES AND EVENTS

DATES: MAY 5-7, 2022

- OC Lifestyle and Fitness Expo
 - Opportunity to promote your charity and meet with fundraisers
 - Friday, May 5, 2022 and Saturday May 6, 2022
 - Located at the OC Fair and Event Center
- OC 5K
 - Saturday, May 6, 2022 at 5:00 PM
 - Starts and finishes at the OC Fair and Event Center
- OC Half and Full Marathon
 - Sunday May 7, 2022 at 5:30 AM (Full) and 6:15 AM (Half)
 - Starts at the Fashion Island, Finishes at the OC Fair and Event Center

Charity runners can participate in any event as a fundraiser or choose to fundraise for your charity by volunteering during event weekend.



WATCH VIDEO

BENEFITS

- The SDCCU OC Marathon Partners raise \$650,000+ annually for their causes
- Designation as an official charity partner of the SDCCU OC Running Festival
- Dedicated fundraising page in registration and page on the ocmarathon.com
- Featured 'charity of the week' blog post from OC Marathon
- Marketing opportunities for charities including discounted races registrations, discounted expo booths, virtual goodie bag insert, start/finish line announcements.
- Charity meeting area at finish line festival
- Opportunity to use the OC Marathon fundraising pages and take direct donations to your charity via OC Marathon Race registration platform.
- 50% off OC Lifestyle Expo booth (25% off Premium Corners)
- Listing in Runners Spectator Guide

APPLY HERE

REQUIREMENTS

- OC Marathon Charity Partner Application - proof of 501(C)3 organization approved by SDCCU OC Marathon.
- Must create an account in runsignup.com to collect donations.
- 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.
- 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.

APPLY HERE

THINGS TO THINK ABOUT

- Who will be your organization's lead contacts?
 - This program requires about 10 hours per month to be truly successful.
 - Who on your team will have the time to ensure success?
- How will you recruit and market the event to encourage people to run and fundraise for your team?
 - The OC Marathon will do our best to recruit runners and volunteers to help you out, but the charities who see the most success tend to have a plan to recruit runners and volunteers through their charity supporters and donors.
- How will you incentivize runners to raise as much money as possible?
 - RunSignUp and the OC Marathon have created some ways to incentivize runners, but Charities should think about the best way to make sure that runners will reach specific goals .
- How will you communicate with runners and keep them motivated to raise money for your cause?



NEXT STEPS

- ☐ Fill out application
- ☐ Pay application fee
- ☐ Setup Run Sign Up Account
- ☐ Setup additional onboarding call with OCM to discuss goals/marketing plan to recruit fundraisers and volunteers.



QUESTIONS?

MAKE YOUR MILES MATTER

MAY 5-7. 2023

