

Official Charity Program

Eligibility

Any 501c3 charity that agrees to recruit/train and register a minimum of 10 to 20 participants (depending on level of benefits) may apply to become an Official Charity of the Atlantic City Marathon Race Series including all race distances.

Term

The term of the Official Charity's rights at the event extend from the date of signed agreement and lasts through event date for which the Charity is participating.

The Official Charity agrees to pay all registration fees at least 10 days prior to the event date to ensure registered runners participation in the event. If registration fees are not paid to the Atlantic City Marathon Race Series 10 days prior to the event, runners who have paid fees to the Charity will be removed from the participant list and unable to race.

Official Charity Benefits

The following benefits will be provided for each approved official Charity that completes and returns the attached form and provides payment for all race participants at least 10 days prior to the event or when invoiced for a group registration.

1. Official Charity Designation on Race Series website under appropriate event page. This is not an exclusive opportunity. Posting of charity information including logo, short descriptive paragraph about cause and link to join the team will be completed within 10 days of final agreement by both the Charity and Atlantic City Marathon Race Series.
2. Access to Charity (Discounted) Entries. As an Official Charity you will receive the agreed number of registration spaces and an opportunity to fill these spaces at any fundraising rate your organization chooses. Entries will be allocated through the following registration process.

Registration Process: Charity manages all monies submitted by potential race participants, gathers registration data and tracks fundraising using their own tools/online system. Once fees are paid to event, the Charity will receive registration codes to register team members in the event database. Registrations must be completed by the close of online registration.

Coach Bibs. If the Official Charity offers a training program and coaching to runners, Coach Bibs may be provided. Coaches must complete the registration process and liability waiver,

but will not be charged to participate in the event. The number of Coach Bibs is determined based on the number of runners participating. Coach Bibs: 1 per 6 runners.

3. Event Logo and Name Use. As an Official Charity you may use the event logo and the name of the event in recruiting, fundraising and marketing campaigns. Please contact us for access to the event logo and use guidelines.
4. Website Link and Listings. Atlantic City Marathon Race Series will include a link to Official Charity's website and space to include the following information:
 - a. Name of Official Charity
 - b. Short Paragraph (25 – 30 words) about fundraising goals, Charity's mission and participation requirements
 - c. Official Charity person and phone and/or email contact
 - d. Official Charity website, or fundraising page
 - e. Charity logo or photo (must be high resolution jpeg)
5. Inclusion as Official Charity in fundraising specific event emails and social media posts.
6. Booth Space/Goodie Bag Insertion Discounts.
 - a. Discounted Booth Fee Schedule for Sports & Fitness Expo
 - i. Regular Rate \$600 - \$850 / Charity Team Rate \$300
 - b. Discounted Goodie/Virtual Bag Stuffer Fee Schedule
 - i. Regular Rate: \$250 / Charity team Rate: \$100
7. Finish Area Space for team. Each Official Charity will have the opportunity to reserve space at the finish area of the respective event. Space is limited to five teams and reserved on a first-come-first-serve basis. Official Charity must provide tent, tables and any other materials needed for this area. Proof of insurance may be required for use of tents. Space may be used to display charity information and meet with team participants before and after races.
8. Hotel and Travel Planning is available upon request. Fees may apply.
9. Volunteer Opportunities. All Official Charities have the opportunity to provide 30 volunteers for a hydration station along the course. The station may be themed for the charity's including banners and logo exposure provided by the charity. This can increase the charity awareness for future fundraising events.
10. Conversion. Runners who wish to convert from a general participant to a Charity participant may do so up until 10 days prior to the event date. They will not be refunded their full entry fee, but may choose to work with an Official Charity to reach fundraising goals. The Charity will not be responsible for submitting payment on behalf of this runner as they will have already completed the registration process and paid the registration fee.

11. Minimum Registration Requirement. The Atlantic City Marathon Race Series offers both big and small charities the opportunity to fundraise through Series events. Charity teams may range from 5 to 100 participants. The discount available for team registration is based on the number of anticipated participants. Recruitment of participants is the sole responsibility of the Charity. Payment for the agreed upon number of participants must be done no later than 10 day prior to the event.

12. Charity Entry Fee Schedule

- a. 5 – 10 Runners: \$60 FULL AND HALF MARATHON / \$40 OTHER AVAILABLE DISTANCES.
- b. 11 – 25 Runners: \$55 FULL AND HALF MARATHON / \$35 OTHER AVAILABLE DISTANCES.
- c. 26 – 60 Runners: \$50 FULL AND HALF MARATHON / \$30 OTHER AVAILABLE DISTANCES.
- d. 60+ Runners: \$45 FULL AND HALF MARATHON / \$25 OTHER AVAILABLE DISTANCES.
- e. Charity Team Deposit. The deposit amount of \$100 allows the Atlantic City Marathon Race Series to reserve and hold runner bibs in the agreed upon amount until 10 days prior to the event date. All interested charities must submit a check in the amount of \$100.00 with their form. This fee is non-refundable and will be applied to the amount owed to the race for runner registrations.

13. Reporting and Data Sharing. The Official Charity must report the total funds taken in through the event as well as provide all participant data for registration purposes within 30 days of the event completion. The event will provide all participant data for future recruiting purposes on all runners who enter as general runners and change to Charity Team participants. The event is not responsible for unmet fundraising goals and does not take responsibility for recruitment of runners.

I have read the above terms and agree to enter as an Official Charity of the Atlantic City Marathon Race Series for the (Event Name) (Event Year). Enclosed is a check in the amount of \$100 made payable to the Atlantic City Marathon Race Series and a proof of 501c3 status.

Charity Team Name: _____

Charity Team Participant Size: _____

Name: _____ Title: _____

Organization: _____ Date: _____