

2024

CHARITY PARTNER PROGRAM



MEDTRONIC
TWIN CITIES MARATHON
WEEKEND

ABOUT THE PROGRAM

Benefits to Charity Partners

Twin Cities In Motion (TCM) offers non-profit organizations the opportunity to fundraise and increase cause awareness through the Twin Cities In Motion Charity Program during Medtronic Twin Cities Marathon Weekend (October 4 - October 6, 2024). Charity Partners are provided guaranteed entries into the Medtronic Twin Cities Marathon and Medtronic TC 10 Mile (Sunday, October 6, 2024) to use to recruit participants for fundraising efforts.

Benefits to Twin Cities In Motion

By participating in the Twin Cities In Motion Charity Partner program, you are recruiting participants for our events. It is the expectation of the Charity Partner to find and recruit participants to meet their registration entry goals as indicated on the Charity Program application (a number chosen by the charity partner).

DIRECTIONS TO REGISTER FOR THE CHARITY PROGRAM

1. Go to this [link](#) to start the registration process.
2. Choose your Charity Program level. Click "Register."
3. Fill out registration questions.
4. At the bottom of the online application form is the promo code box. If you would like to pay the program fee via check, please enter **24INVOICE** into the box.
 - a. *Note: There is a 3.5% Administrative Fee applied when paying by invoice.*
 - b. If you plan to pay right away via credit card, please skip #4.
5. Click "Continue."
6. Complete checkout.
7. Fill out the Commitment Statement and Contract (at the end of this packet).
8. Submit the completed **Commitment Statement & Contract** along with your **proof of non-profit status** to the Twin Cities In Motion office (address below) or submit electronically by emailing Olivia Gadberry at oliviag@tcmevents.org.
9. Twin Cities In Motion will contact you following completion of registration.

DISCOUNTED AND GUARANTEED ENTRIES

TCM offers marathon entries at an exclusive low price of \$129 (\$139 is the lowest public price) and guaranteed 10 mile entries at \$105.

CHARITY PARTNER EXPECTATIONS

1. Complete online registration and turn in the Commitment Statement & Contract, as well as the proof of nonprofit status by **Friday, February 23, 2024**.
2. Attend the 2024 Charity Program Kick-Off Zoom meeting *at 11 a.m. CST Wednesday, February 28, 2024*.
3. Charity Partners are responsible for overseeing their own fundraising campaign, including recruiting participants, collecting donations and total funds raised directly related to the efforts of the charity.
4. Charity Partners are responsible for the quantity of requested entries and thus will be invoiced for any unused entries following Medtronic Twin Cities Marathon Weekend (applicable for charities that chose to have the participant pay for their entry). Invoices will be sent by Thursday, October 31, 2024.
5. Charity Partners' should email oliviag@tcmevents.org to request participant transfers (person-to-person or distance). Transfers are not guaranteed.
6. Charity Partners are obligated to ensure registrations made with their codes are valid and are committed participants to their fundraising campaign.
7. Charity Partners are obligated to maintain communication with participants until event day.
8. Charity Partners will ensure all marathon and 10 mile participants are registered **before 11:59 p.m. CST Monday, September 30, 2024**.

CHARITY PARTNER BENEFITS

All Charity Partner levels receive the following benefits (plus additional benefits listed for their specific level):

1. Use of marathon logo in advertising and right to advertise as an “Official Charity Partner of the Medtronic Twin Cities Marathon” and “Official Charity Partner of the Medtronic TC 10 Mile” (TCM will provide logos and brand guidelines upon request)
2. TCM Charity Program Webpage exposure:
 - a. Website link and contact information
3. Discounted marathon pricing of \$129 + processing fees; Guaranteed entries into the Medtronic TC 10 Mile with pricing of \$105 + processing fees
4. Included in a drop-down list on marathon and 10 mile race registration forms by level to find registered participants interested in fundraising for their cause
 - a. *Note: Any already-registered participants that indicate fundraising interest cannot be used towards the charity’s requested number of marathon or 10 mile entries*
5. 25% discount on Health & Fitness Expo Booth (Friday, October 4 – Saturday, October 5). Please indicate during the registration process if your organization would have interest in participating in the expo (additional information will be sent to you at a later date).
6. Free on-course cheer zone space at the Mission Mile, OR discounted pricing for on-course cheer zone activation at an otherwise selected location. Please indicate during the registration process if your organization would have an interest in an on-course cheer zone activation (additional information will be sent to you at a later date).
7. Utilization of the preferred fundraising platform, Race Roster (also the registration platform). Please indicate during the registration process if your organization would have interest in utilizing the platform (instructions for creating your fundraising campaign will be sent to you following the 2024 Charity Program Kick-Off Meeting).

CHARITY PARTNER LEVELS

CHARITY PARTNER LEVEL Program Fee	GUARANTEED ENTRIES	ADDITIONAL BENEFITS
Premier Charity \$2,350	Marathon: 25-100 10 Mile: 30-50	Additional marketing opportunities: <ul style="list-style-type: none"> ○ Paragraph describing organization, and mission statement on the TCM Charity Program Webpage ○ Highlighted in (1) The Connection e-newsletter (160,000 circulation) ○ (1) Facebook, Twitter, & Instagram feed post, linking to charity page ○ (3) Facebook & Instagram stories, linking to charity page
Major Charity \$1,760	Marathon: 20-24 10 Mile: 25-29	Additional marketing opportunities: <ul style="list-style-type: none"> ○ Sentence describing organization, and mission statement on the TCM Charity Program Webpage ○ Highlighted in (1) The Connection e-newsletter (160,000 circulation) ○ (1) Facebook, Twitter & Instagram feed post, linking to charity page ○ (2) Facebook & Instagram story, linking to charity page
Associate Charity \$885	Marathon: 15-19 10 Mile: 20-24	Additional marketing opportunities: <ul style="list-style-type: none"> ○ (1) Facebook, Twitter & Instagram feed post, linking to charity page ○ (2) Facebook & Instagram story, linking to charity page
Partnering Charity \$595	Marathon: 10-14 10 Mile: 15-19	Additional marketing opportunities: <ul style="list-style-type: none"> ○ (2) Facebook & Instagram story, linking to charity page
Participating Charity \$300	Marathon: 5-9 10 Mile: 10-14	Additional marketing opportunities: <ul style="list-style-type: none"> ○ (1) Facebook & Instagram story, linking to charity page
Contributing Charity \$155*	Marathon: 2-4 10 Mile: 5-9	No additional benefits

10 MILE ONLY CHARITY PARTNER LEVELS

CHARITY PARTNER LEVEL Program Fee	GUARANTEED ENTRIES	ADDITIONAL BENEFITS
Premier 10 Mile Only \$2,350	10 Mile: 30-50	Additional marketing opportunities: <ul style="list-style-type: none"> ○ Paragraph describing organization, and mission statement on the TCM Charity Program Webpage ○ Highlighted in (1) The Connection e-newsletter (160,000 circulation) ○ (1) Facebook, Twitter & Instagram feed post, linking to charity page ○ (3) Facebook & Instagram stories, linking to charity page
Major 10 Mile Only \$1,760	10 Mile: 15-29	Additional marketing opportunities: <ul style="list-style-type: none"> ○ Sentence describing organization, and mission statement on the TCM Charity Program Webpage ○ Highlighted in (1) The Connection e-newsletter (160,000 circulation) ○ (1) Facebook, Twitter, Instagram feed post, linking to charity page ○ (2) Facebook & Instagram stories, linking to charity page

PLEASE NOTE: Exact number of entries requested needs to be selected within the appropriate level’s range. Requests for a small increase can be made if entries are available.

*If an organization is unable to pay the program fee, it can still apply to be a part of the charity program at the Contributing level. All benefits would be foregone with the exception of marathon and 10 mile entries. Organizations interested in 10K and 5K participation should inquire to TCM about finding a fit for their organization.

FEES AND PAYMENT OPTIONS

1. Program Fee (dependent on charity team level): \$155-\$2,350 + processing fees
2. **CHARITY PAY**
 - a. Charity will pay for all marathon entries requested at a price of \$129 + processing fees per entry. An invoice will be sent following acceptance to the program.
 - b. Charity will pay for all 10 mile entries requested at a price of \$105 + processing fees per entry. An invoice will be sent following acceptance to the program.
3. **PARTICIPANT PAY**
 - a. Participants will pay for their individual marathon entries at the time of registration. Price will be \$129 + processing fees.
 - b. Participants will pay for their individual 10 mile entries at the time of registration. Price will be \$105 + processing fees. Charities will be invoiced for any unused entries following Medtronic Twin Cities Marathon Weekend.
4. *TCM’s preferred invoice payment method is check. If a charity elects to pay by credit card, all payments will include a 3.5% credit card processing fee.*

IMPORTANT DATES/DEADLINES

Additional details and instructions will be provided upon acceptance into the Charity Program.

Dates	Event/Deadline
February 23	Charity Program online application & related documents due
February 28	2024 Charity Program Kick-Off Meeting; 11 a.m. CST. 45 minutes - <i>*Attendance is mandatory for all partners who are new for 2024 and is recommended for all.</i>
March 5	Marathon and 10 Mile Registration Opens
May 15	Check-In Call; 11 a.m. CST. 30 minutes - <i>Optional</i>
June 17	Deadline to request additional 10 mile entries
July 24	Check-In Call; 1 p.m. CST. 30 minutes - <i>Optional</i>
September 30	Marathon & 10 Mile Registration Closes at 11:59 p.m. CST - No exceptions
Oct 4 - Oct 6	Medtronic Twin Cities Marathon Weekend

FORCE MAJEURE

In the event the race is cancelled due to an event outside of TCM's control, TCM charity program fees will not be refunded. Race entry fees will be subject to the general participant cancellation policy as stated in registration.



COMMITMENT STATEMENT & CONTRACT

Twin Cities In Motion reserves the right to limit the acceptance of organizations in the 2024 Twin Cities In Motion Charity Program, as well as the right to revoke participation in the program at any time. Charity applicants agree to the following statement:

I, _____ (Executive Director/President), agree to and certify the accuracy of all statements made in the application for _____

(Charity Name) to join the 2024 Twin Cities In Motion Charity Program. I also understand that, in the event that Medtronic Twin Cities Marathon Weekend is cancelled due to any circumstance, our organization will not receive a refund for the program fee.

I, _____ (Primary Contact/Program Coordinator), am authorized to be the primary contact for _____ (Charity Name) in all partnership with Twin Cities In Motion. In case of my departure from the organization for any reason, I assume full responsibility to ensure that my successor is trained to manage the 2024 Twin Cities In Motion Charity Program, and to notify Twin Cities In Motion of this change.

Charity Partner Executive Director/President Name **Signature** **Date**

Charity Partner Primary Contact Name **Signature** **Date**

Dean Orton _____
Twin Cities In Motion President Name **Signature** **Date**

Please submit the completed Commitment Statement & Contract, as well as proof of 501(c)3 nonprofit status via mail (address below) or email (oliviag@tcmevents.org). If you are paying an invoice associated with the Twin Cities In Motion Charity Program by check, please mail to the address below:

CONTACT INFORMATION

Olivia Gadberry
Partnerships & Charities Coordinator
Email: oliviag@tcmevents.org
Phone: (651) 289-7714

Twin Cities In Motion – Charity Program
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St. Paul, MN 55102