



MEDTRONIC
TWIN CITIES
MARATHON
WEEKEND

**CHARITY
PARTNER
PROGRAM
2019**

Information & Application

ABOUT THE PROGRAM:

Twin Cities In Motion (TCM) offers non-profit organizations the opportunity to fundraise and increase cause awareness through the Charity Program at the Medtronic Twin Cities Marathon, Medtronic TC 10 Mile, TC 10K and TC 5K (October 4-6, 2019). Charity Partners are provided guaranteed entries into the Medtronic Twin Cities Marathon and Medtronic TC 10 Mile to use to recruit participants for fundraising efforts.

GUARANTEED ENTRIES:

TCM guarantees the spots in the marathon and 10 mile are available for the charity, while the charity requests a quantity of entries and guarantees that they will fill those slots or pay for their unused entries.

CHARITY PARTNER EXPECTATIONS:

1. Complete and submit the 2019 Charity Program Application items by Tuesday, January 22, 2019.
 - a. Application form
 - b. Program fee, payable to "Twin Cities In Motion"
 - c. Proof of 501(c)3 non-profit status
 - d. Commitment Statement & Contract form
2. Charity Partners are responsible for overseeing its own fundraising campaign, including recruiting runners, collecting donations and total money raised directly related to the efforts of the charity.
3. Charity Partners are responsible for the quantity of requested entries and thus will be invoiced for any unused entries after Sunday, October 6, 2019
4. Attend the 2019 Charity Partner meeting on Thursday afternoon, January 24, 2019 (*more details upon acceptance*)
5. Complete and return all necessary items by their corresponding deadlines (*more details upon acceptance*).
6. Charity Partners are obligated to check and approve each registration report that is provided monthly by TCM and maintain communication with runners until event.
7. Charity Partners will ensure all 10 mile participants are registered before 5:00 p.m. Friday, August 28, 2019 and ensure all marathon participants are registered before 5:00 p.m. Friday, September 27, 2019

*All forms should be submitted via electronic mail to kelli@tcmevents.org and US mail to:

Twin Cities In Motion – Charity Program
ATTN: Kelli Haapala, 2635 University Ave. W, Suite 190
St. Paul, MN 55114-1060

FEES AND PAYMENT OPTIONS:

1. Program Fee (dependent on charity team level, \$150-\$2,240)
2. Guaranteed Entries (multiple ways to pay)
 - a. Charity Partner covers the cost of participants' entries including the 4.0% administrative fee, upfront.
 - b. Charity Partner covers the cost of participants' entries including the 4.0% administrative fee by being invoiced on or shortly after Tuesday, March 12, 2019.
 - c. Participants will pay for their individual entries at the time of registration.
3. Health & Fitness Expo Booth Fee (*optional*)
4. 27th Mile Charity Village Tent Fee (*optional*)
5. **All credit card payments will include a 5% administrative fee – fee is applied to the portion paid by credit card**

CHARITY PARTNER LEVELS AND BENEFITS:

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

- Use of marathon logo in advertising and right to advertise as an “Official Charity Partner of the Medtronic Twin Cities Marathon” (TCM will provide logos and brand guidelines)
- TCM Charity Program Webpage exposure:
 - Website link, and contact information
- First block pricing for guaranteed entries
 - **\$108 Marathon entry fee + 4.0% administration fee**
 - **\$85 10 Mile entry fee + 4.0% administration fee**
- Included in a drop down list on race registration by level
- 25% discount on booth space (10’ x 10’) at the two-day Health & Fitness Expo at the RiverCentre in St. Paul on Friday, October 4 and Saturday, October 5. (Attendees ~42,000)
- Limited opportunity to have tent space in the 27th Mile Finisher area at the State Capitol grounds on Sunday, October 6, 2019 (50,000 expected attendees)
 - Space is allocated on a first come, first serve basis

CHARITY PARTNER LEVEL Program Fee	GUARANTEED ENTRIES	ADDITIONAL BENEFITS
Premier Charity \$2,240	Marathon: 62-100 10 Mile: 50-75	<ul style="list-style-type: none"> • Additional marketing opportunities: <ul style="list-style-type: none"> ○ Paragraph describing organization, and mission statement on the TCM Charity Program Webpage ○ Guest blog post on tcmevents.org ○ Highlighted in (1) Mile Marker e-newsletter (160,000 circulation) ○ (1) Facebook post , with photo, linking to charity page ○ (3) Tweets, with photo, linking to charity page
Major Charity \$1,680	Marathon: 42-61 10 Mile: 35-49	<ul style="list-style-type: none"> • Additional marketing opportunities: <ul style="list-style-type: none"> ○ Sentence describing organization, and mission statement on the TCM Charity Program Webpage ○ Highlighted in (1) Mile Marker e-newsletter (160,000 circulation) ○ (1) Facebook post, with photo, linking to charity page ○ (1)Tweet, with photo, linking to charity page
Associate Charity \$845	Marathon: 22-41 10 Mile: 20-24	<ul style="list-style-type: none"> • Additional marketing opportunities: <ul style="list-style-type: none"> ○ (1) Facebook post, with photo, linking to charity page ○ (1)Tweet, with photo, linking to charity page
Partnering Charity \$565	Marathon: 12-21 10 Mile: 15-19	<ul style="list-style-type: none"> • Additional marketing opportunities: <ul style="list-style-type: none"> ○ (1)Tweet, with photo, linking to charity page
Participating Charity \$285	Marathon: 7-11 10 Mile: 10-14	<ul style="list-style-type: none"> • No additional benefits
Contributing Charity \$150**	Marathon: 2-6 10 Mile: 5-9	<ul style="list-style-type: none"> • No additional benefits

**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 entries. Organizations interested in only 10K and 5K participation should inquire to TCM about finding a fit for their organization.

IMPORTANT DATES/DEADLINES

Additional details, dates, deadlines and instructions will be provided upon acceptance into the Charity Program

Date (2019)	Description
Jan 22	Charity Program Application Documents Due
Jan 24	2019 Charity Partner Meeting
March 12	Charity Marathon Registration Opens
March 12	Charity 10 Mile Registration Opens
Aug 28	10 Mile Registration Closes @ 5:00 p.m. CST
Sept 27	Marathon Registration Closes @ 5:00 p.m. CST
Oct 4-6	Medtronic Twin Cities Marathon Weekend

2019 CHARITY PARTNER MEETING

- TCM will host a kick-off and training meeting for Charity Partners on Thursday, January 24, 2019, from 4:00 – 5:00 p.m. CST (details to be announced). Attendance is mandatory for all partners who are new for 2019, and is recommended for all

FAQ: [Click here](#)

CONTACT INFORMATION

Twin Cities In Motion
2635 University Ave. W, Suite 90
St. Paul, MN 55114-1060

Kelli Haapala
Volunteer & Community Outreach Manager
Email: kelli@tcmevents.org
Phone: 651-283-1904
Fax: 651-289-7720

2019 TCM CHARITY PROGRAM APPLICATION

Please complete the following information. Once your application has been reviewed, you will be notified of its acceptance.

1. ORGANIZATION INFORMATION

Charity Organization: _____

Executive Director/President: _____

Primary Contact: _____ Title: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Business Phone Number: _____ Cell Phone Number: _____

Email Address: _____

2. PLEASE ATTACH PROOF OF OF 501(c)3 NON-PROFIT STATUS

3. INFORMATION TO BE LISTED ON TCM WEBSITE

Contact: _____ Phone: _____

Email Address: _____ Website Link: _____

4. LEVEL OF PARTICIPATION

- Premier** (62-100 guaranteed marathon entries; 50-75 ten mile entries; \$2,240 program fee)
- Major** (42-61 guaranteed marathon entries; 25-49 ten mile entries; \$1,680 program fee)
- Associate** (22-41 guaranteed marathon entries; 20-24 ten mile entries; \$845 program fee)
- Partnering** (12-21 guaranteed marathon entries; 15-19 ten mile entries; \$565 program fee)
- Participating** (7-11 guaranteed marathon entries; 10-14 ten mile entries; \$285 program fee)
- Contributing** (2-6 guaranteed marathon entries; 5-9 ten mile entries; \$150 program fee)
- *My charity is unable to pay the program fee. We understand we will not be listed on the website or receive any other perks associated with the Charity Program, other than guaranteed entries within the Contributing level range.
- *My charity would like to receive guaranteed entries only for the 10K and/or 5K. We understand we will not be listed on the website or receive any other perks associated with the Charity Program, other than the number of agreed upon guaranteed entries.

Number of guaranteed MARATHON entries requested: _____

Your organization is responsible for the number of entries selected, and will be billed for unused entries. Small **increases** may be possible later in the registration window, but no decreases. (We recommend committing to the lowest amount you expect to use.). If you increase your number of entries and you move to the next level of partnership, TCM will provide an invoice for the difference in program fee.

Number of guaranteed TEN MILE entries requested: _____

Your organization is responsible for the number of entries selected, and will be billed for unused entries. Small **increases** may be possible later in the registration window, but no decreases. (We recommend committing to the lowest amount you expect to use.). If you increase your number of entries and you move to the next level of partnership, TCM will provide an invoice for the difference in program fee.

Number of guaranteed 10K entries requested: _____

Number of guaranteed 5K entries requested: _____

5. ENTRY PAYMENT PLAN

____ My charity would like to cover the cost of our participants’ entries upfront. I have included payment and the 4.0% administrative fee for the number of entries requested above.

____ My charity would like to cover the cost of our participants’ entries. Please invoice my organization for the total cost of the entries (including 4.0% administrative fee) requested on page 6 of this application. I understand Twin Cities In Motion will invoice my organization on or soon after **Tuesday, March 12, 2019.**

____ Our participants will pay for their individual entries at the time of registration. I understand that by applying to be part of the Charity Program, my charity is responsible for the quantity of entries requested on page 6 of this application form, and thus will be invoiced for any unused entries after **Sunday, October 6, 2019.**

6. ADDITIONAL OPPORTUNITIES

____ My charity is interested in reserving a 27th Mile Charity Village Tent space. (Specific tent offerings and pricing for items will be sent at a later date. Twin Cities In Motion will generate an invoice based on tent needs.)

____ My charity is interested in reserving a booth at the Health & Fitness Expo.

7. PAYMENT DUE NOW:

Entry Fees (if Charity is paying for entries upfront)

of guaranteed marathon entries _____ x \$108 = \$ _____

of guaranteed 10 mile entries _____ x \$85? = \$ _____

Program Fee = \$ _____

Total Amount Enclosed = \$ _____

Note: All race registrations paid for by the charity will include a 4.0% administrative fee.

Note: All credit card payments will include a 5.0% administrative fee – fee is applied to the portion paid by credit card.

COMMITMENT STATEMENT & CONTRACT

Twin Cities In Motion reserves the right to limit the acceptance of organizations in the 2019 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 this application for _____

(Charity Name) to join the 2019 Twin Cities In Motion Charity Program.

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 2019 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**

Twin Cities In Motion Executive Director Name **Signature** **Date**

Please send full application, payment AND proof of 501(c)3 non-profit status to:

***Twin Cities In Motion – Charity Program
ATTN: Kelli Haapala, 2635 University Ave. W, Suite 190
St. Paul, MN 55114-1060***