

## **2017 Novo Nordisk New Jersey Marathon Charity Partner Program**

We're pleased to provide a fundraising platform for your 501(c)(3) organization. With several distances to choose from, you can reach out to all athletes including avid marathoners, beginning runners and anyone in-between. The flat, fast, scenic course is a favorite for first-timers and veterans, providing your organization with a great fund-raising platform. We look forward to partnering and assisting in the growth of your organization.

### **Do you want to run for a Charity?**

Interested in fund-raising for a charity? Check out this NJM CrowdRise page to view our CrowdRise-listed charity partners. Click on the Charity image to access each charity's fundraising page and get started with using CrowdRise to set up your own fundraising page for the charity of your choice.

### **What are we offering our Charity Partners?**

\* Organizations receive official charity partner status and program benefits with a commitment of 20+ race registrations. Similar to our Groups registration opportunity, we offer a 10% off Charity Partner entry discount to all of your charity fundraisers as they register for any of the 2017 New Jersey Marathon race distances. When your number of charity race entries reaches 50+ we also offer the opportunity for you to request/reserve a space for your tent/table in the race morning start area.

\* We are utilizing the CrowdRise platform to present your Logo, your charity mission/description, and a web page or link for prospective supporters to find details and contacts on your fundraising campaign on our web site.

### **What do we need from you?**

We will ask you to complete the partner application form, and to authorize the race entries agreement between the New Jersey Marathon and your charity. We additionally will ask you to provide CrowdRise with the basic items for a presence on our NJM Charity Partner landing page.

### **How will it work?**

When the agreement is received and authorized by the NJM, we will work with you on the two aspects of the program:

**Discounted Race Entries** - we will provide a registration entry code for you to distribute to your fundraisers. Each Charity Partner runner will need to complete their own race entry using the code to receive their entry discount and to be identified as a member of the Charity group. We will update the Charity contact person pre-race to confirm the roster of registrations that used the charity discounted entry code. Contact - [events@runpacers.com](mailto:events@runpacers.com)

**Direct Donations and Fund Raising** - we will provide your contact information to the CrowdRise team and you will administer your donations/fundraising program directly with CrowdRise and your runners. The CrowdRise team will advise you on what their needs are for web presentation and financials. Contact - [newjerseymarathon@crowdrise.com](mailto:newjerseymarathon@crowdrise.com)

### **Another thought?**

We value your partnership for fundraising participants and also suggest that in addition to runners, charities may have non-running supporters who want to be a part of the event on your behalf by volunteering for any of the many needs of the event. Please see the Volunteer program details for adding this important opportunity for charity revenues to your New Jersey Marathon Charity Partnership.