

Houston Marathon Committee, Inc. Sidewalk Squad Corporate Partner Program

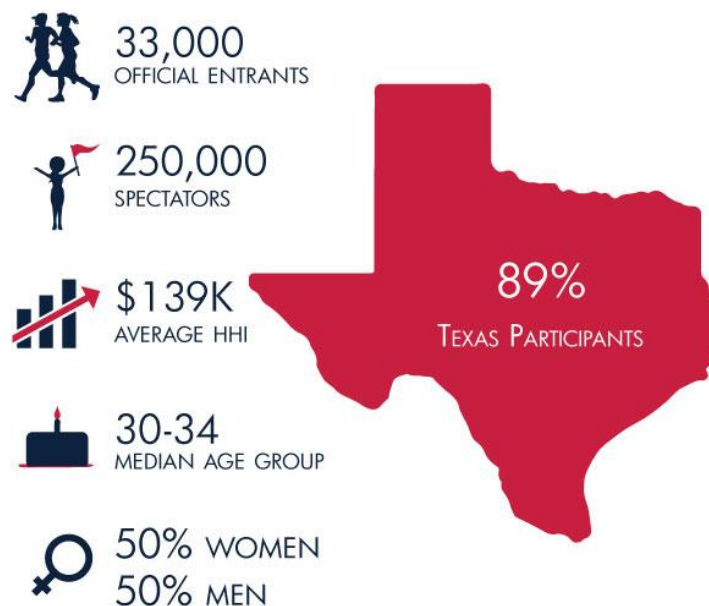


2018 Opportunities

The Chevron Houston Marathon Run for a Reason Program connects the philanthropic community to passionate race participants willing to raise funds and awareness for meaningful causes. In 2017, participants raised over \$2 million dollars for 62 charitable organizations - a benchmark that has been surpassed for seven consecutive years. Since the program's inception in 1995, more than \$26 million has been raised to benefit various charities.

As a 2018 Sidewalk Squad Corporate Partner, your company will be recognized as a prominent supporter of the Run for a Reason program through a variety of advertising, marketing and networking benefits that will be activated before, during and after race weekend. By contributing a tax-deductible donation to an official Run for a Reason charity, your company's name and logo will appear on the race course, at the pre-event EXPO, on the event website and more. All opportunities include a limited amount of race entries.

The 2018 official Run for a Reason charity list can be found at www.runforareasonhouston.org.



Why should you participate?

- Social connectedness leads to employee engagement, satisfaction and retention
- Promoting your philanthropic initiatives demonstrates your social responsibility in the Houston community
- Participation aligns your brand with the positive, inspirational imagery of race weekend

2018 Sidewalk Squad Corporate Donation Levels

RECORD HOLDER - \$10,000

\$9,000 **tax-deductible** donation to an official charity **and** \$1,000 **non-tax-deductible** donation to the Houston Marathon Committee

Support at this level includes:

- Logo placement and hyperlink in two (2) email newsletters (HMC Database – 136,000+)
- Four (4) logo impressions in the Charity Village section of RunFest, the official post-race party
- Banner with company logo, Run for a Reason logo and charity name
- Logo placement on Sidewalk Squad t-shirts, at pre-event EXPO and in the official Race Day Program
- Recognition, logo placement and hyperlink on Sidewalk Squad page of event website
- Race day party box for 20 (Must contact HMC office to secure a location on the course)
- Six (6) race entries to be used by December 1, 2017, with an opportunity to purchase up to 20 additional entries
- Six (6) race day We Are Houston breakfast invitations
- Two (2) invitations to the end of season charity luncheon celebration (Spring 2018)

OLYMPIAN - \$7,500

\$6,750 **tax-deductible** donation to an official charity **and** \$750 **non-tax-deductible** donation to the Houston Marathon Committee

Support at this level includes:

- Logo placement and hyperlink in one (1) email newsletters (HMC Database – 136,000+)
- Two (2) logo impressions in the Charity Village section of RunFest, the official post-race party
- Banner with donor company logo, Run for a Reason logo and charity name
- Logo placement on Sidewalk Squad t-shirts, at pre-event EXPO and in the official Race Day Program
- Recognition, logo placement and hyperlink on Sidewalk Squad page of event website
- Race day party box for 15 (Must contact HMC office to secure a location on the course)
- Four (4) race entries to be used by December 1, 2017, with an opportunity to purchase up to 15 additional entries
- Four (4) race day We Are Houston breakfast invitations
- Two (2) invitations to the end of season charity luncheon celebration (Spring 2018)

CHAMPION - \$5,000

\$4,500 **tax-deductible** donation to an official charity **and** \$500 **non-tax-deductible** donation to the Houston Marathon Committee

Support at this level includes:

- Banner with donor company logo, Run for a Reason logo and charity name
- Logo placement on Sidewalk Squad t-shirt, at pre-event EXPO and in the official Race Day Program
- Recognition, logo placement and hyperlink on Sidewalk Squad page of event website
- Race day party box for 10 (Must contact HMC office to secure a location on the course)
- Two (2) race entries to be used by December 1, 2017, with an opportunity to purchase up to 10 additional entries
- Two (2) race day We Are Houston breakfast invitations
- Two (2) invitations to the end of season charity luncheon celebration (Spring 2018)

ELITE - \$2,500

\$2,250 **tax-deductible** donation to an official charity **and** \$250 **non-tax-deductible** donation to the Houston Marathon Committee

Support at this level includes:

- Text placement on Sidewalk Squad t-shirt, at pre-event EXPO and in the official Race Day Program
- Recognition, text placement and hyperlink on Sidewalk Squad page of event website
- Race day party box for 5 (Must contact HMC office to secure a location on the course)
- Two (2) race entries to be used by December 1, 2017
- Two (2) race day We Are Houston breakfast invitations
- Two (2) invitations to the end of season charity luncheon celebration (Spring 2018)

2018 Sidewalk Squad Commitment Form

Complete and return this form with payment to confirm your participation in the 2018 Sidewalk Squad Corporate Partner Program.



RFAR Official Charity to receive donation: _____

Company Name: _____

(Will be listed as above on all banners, signage, advertising, etc.)

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Street Address (No P.O. Boxes): _____

City, State and Zip Code: _____

Contribution Levels:

RECORD HOLDER - \$10,000

- Amount to charity: \$9,000 (tax-deductible)
- Amount to HMC: \$1,000 (non tax-deductible)

OLYMPIAN - \$7,500

- Amount to charity: \$6,750 (tax-deductible)
- Amount to HMC, Inc: \$750 (non tax-deductible)

CHAMPION - \$5,000

- Amount to charity: \$4,500 (tax-deductible)
- Amount to HMC: \$500 (non tax-deductible)

ELITE - \$2,500

- Amount to charity: \$2,250 (tax-deductible)
- Amount to HMC: \$250 (non tax-deductible)

- I agree to submit one (1) check payable to the designated charity for the tax-deductible amount listed. Payment address will be provided by the charity.
- I agree to submit one (1) check payable to the Houston Marathon Committee for the non-tax deductible amount listed.
Houston Marathon Committee, Attn: Erin Kasperek, 720 N. Post Oak Road, Suite 200, Houston, TX 77024
- I understand that the payment deadline is **Friday, December 1, 2017.**
- I understand that the company must provide a vector file for single color **and** full color logos.
- I understand that the company name will appear in text if appropriate logos are not provided by Friday, December 1, 2017.

By signing below, I acknowledge and agree to the terms and conditions set forth above.

Signature

Printed Name/Title

Date

For questions, please contact Erin Kasperek at ekasperek@houstonmarathon.com or 713.957.3453