The Chevron Houston Marathon Run for a Reason charity program links thousands of runners with participating nonprofits and provides a platform for charities to raise awareness and funds, as well as educate others about their cause.

In the 2015-2016 season, the Run for a Reason charity program raised over $2.3M, benefiting 61 charities. The season marked the sixth consecutive year the Run for a Reason program has surpassed the $2M mark, generating more than $24 million in the program’s 20-year history.

Your company can partner with the Run for a Reason program by becoming a Sidewalk Squad Corporate Charity donor and help raise funds for one of the participating nonprofits.

As a corporate charity donor, your company will be aligned with a 45 year community event that has become the nation’s premier winter marathon. Plus, your company’s name will be seen by approximately 33,000 participants, 7,500 volunteers, 250,000 spectators and half a million television viewers – all while contributing a tax-deductible donation to the official Run for a Reason charity of your choice.

The 2016-2017 Sidewalk Squad Corporate Charity packages offer a variety of opportunities for local businesses and organizations to be recognized as a prominent supporter of the Run for a Reason charity program.

**Become a Sidewalk Squad Corporate Charity Donor**

* Join a unique organization committed to the Houston community with an economic impact of over $51M
* Support a 45 year community tradition that now attracts approximately 33,000 participants, 6,500 volunteers, 250,000 spectators and half a million television viewers
* Strategic marketing opportunities for your company before, during and after race weekend
* Association with other race weekend events, including a two-day health and fitness EXPO, Hoopla station along the course and post-race party exposure
* Premier branding and exposure opportunities to a large and diverse demographic
* Exclusive hospitality benefits
* Marathon and half marathon race entries
* Support an official charity with a tax-deductible donation
* Build teamwork and camaraderie among employees outside the workplace
* Create a fun, exciting opportunity for employees, clients and vendors to cheer on thousands of runners along a designated area of the course
* Experience the excitement of race weekend and the satisfaction of knowing that your company is contributing to a worthy cause that directly benefits the local community

**2016-2017 Run for a Reason Official Charities**

|  |  |
| --- | --- |
| 3 “A” Bereavement  ALS Association Texas Chapter  Alzheimer's Association, Houston & SE Texas Chapter  American Heart Association  American Liver Foundation  The Arbor School  Be An Angel  Bel Inizio  Bo's Place  Buffalo Bayou Partnership  The Cade R. Alpard Foundation for Pediatric Liver Disease  CanCare, Inc.  The Center  Child Advocates, Inc.  Citizens for Animal Protection  Covenant House Texas  Crohn's & Colitis Foundation of America  CYCLE  Cystic Fibrosis Foundation  Down Syndrome Association of Houston  Dress for Success Houston  Epilepsy Foundation Texas  Family Houston  The Galveston Bay Foundation  The HEART Program  Houston Aphasia Recovery Center  Houston Area Parkinson Society  Houston Area Women's Center  Houston Food Bank  Houston Marathon Foundation | Houston Police Foundation  Houston SPCA  Juvenile Diabetes Research Foundation  Kids' Meals, Inc.  The Leukemia & Lymphoma Society  Living Water International  Lupus Foundation of America  Marathon Kids  Memorial Hermann Foundation  The Montrose Center  National Kidney Foundation  Open Door Mission  Organization for Autism Research  Parent Project Muscular Dystrophy  The Parish School  Presbyterian Children's Homes and Services  Reach Unlimited  Ronald McDonald House  The Salvation Army of Greater Houston  San Jose Clinic  SEARCH Homeless Services  Snowdrop Foundation  St. Jude Children's Research Hospital  Star of Hope Mission  Sunshine Kids Foundation  Texas Center for the Missing  Texas Children's Hospital  The Todd Krampitz Foundation  Vita-Living, Inc.  The Women's Home  Young Audiences of Houston  Young Texans Against Cancer |

|  |  |
| --- | --- |
|  |  |

**2016 Participant and Race Demographics**

* 33,000 runners in three races - marathon, half marathon & 5K
* 51% female, 49% male
* 78% are from the Greater Houston area
* 89% are from Texas
* 98% are from the United States
* 2% are international
* 250,000+ spectators on course
* Over 480,000 local television viewers
* 2,000,000 website page views
* Over 30,000 Facebook “Likes”
* Over 4,500 Instagram followers
* Over 14,400 Twitter followers
* In 2016, $2.3M raised benefiting 61 charities
* Since its inception in 1995, more than $24 million has been raised for local charities

**2016-2017 Packages**

**RECORD HOLDER ($10,000)**

* $9,000 donation to an official charity of your choice (tax-deductible)
* $1,000 to the Houston Marathon Committee (non tax-deductible)

Package includes:

* Logo placement and hyperlink in two (2) email newsletters (Database: 136,000+)
* Four (4) logo impressions on bannering outlining Charity Village at the RunFest post-race party

(Art deadline: December 2, 2016)

* Race day Hoopla party box for 20 (HERO caps, thundersticks, clappers, Sidewalk Squad t-shirts)
* Space within Charity Village
* Highly visible signage on your area of the course
* Logo placement on Sidewalk Squad t-shirts
* Recognition and logo placement at EXPO
* Recognition and logo placement in official Race Day Program
* Recognition, logo placement and hyperlink on event website
* Six (6) race entries - entry deadline: December 2, 2016
* Opportunity to purchase additional guaranteed race entries
* Six (6) race day We Are Houston breakfast invitations
* Two (2) charity luncheon invitations (Luncheon to be held in the spring of 2017)

**OLYMPIAN ($7,500)**

* $6,750 donation to an official charity of your choice (tax-deductible)
* $750 to the Houston Marathon Committee (non tax-deductible)

Package includes:

* Logo placement and hyperlink in one (1) email newsletter (Database: 136,000+)
* Two (2) logo impressions on bannering outlining Charity Village at the RunFest post-race party

(Art deadline: December 2, 2016)

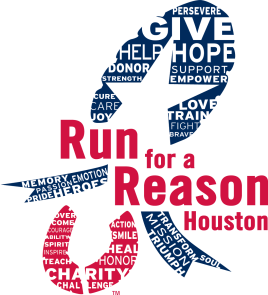
* Race day Hoopla party box for 15 (HERO caps, thundersticks, clappers, Sidewalk Squad t-shirts)
* Highly visible signage on your area of the course
* Logo placement on Sidewalk Squad t-shirts
* Recognition and logo placement at EXPO
* Recognition and logo placement in official Race Day Program
* Recognition, logo placement and hyperlink on event website
* Four (4) race entries - entry deadline: December 2, 2016
* Opportunity to purchase additional guaranteed race entries
* Four (4) race day We Are Houston breakfast invitations
* Two (2) charity luncheon invitations (Luncheon to be held in the spring of 2017)

**CHAMPION ($5,000)**

* $4,500 donation to an official charity of your choice (tax-deductible)
* $500 to the Houston Marathon Committee (non tax-deductible)

Package includes:

* Race day Hoopla party box for 10 (HERO caps, thundersticks, clappers, Sidewalk Squad t-shirts)
* Highly visible signage on your area of the course
* Logo placement on Sidewalk Squad t-shirts
* Recognition and logo placement at EXPO
* Recognition and logo placement in official Race Day Program
* Recognition, logo placement and hyperlink on event website
* Two (2) race entries - entry deadline: December 2, 2016
* Opportunity to purchase additional guaranteed race entries
* Two (2) race day We Are Houston breakfast invitations
* Two (2) charity luncheon invitations (Luncheon to be held in the spring of 2017)

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**Sidewalk Squad Commitment Form**

Please complete and return the contract below with payment to confirm your participation in the

2016-2017 Sidewalk Squad Corporate Charity Program. Thank you for your support!

Company Name:

(As to be listed on all signage, banners, advertising, etc.)

Contact Name: Title:

Street Address (No P.O. Boxes):

City: State: Zip: Web address:

Phone: Email:

**Run for a Reason Official Charity to receive donation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Contribution Levels:**

RECORD HOLDER - $10,000 OLYMPIAN - $7,500 CHAMPION - $5,000

- **Amount to charity**: $9,000 (tax-deduct.) - **Amount to charity**: $6,750 (tax-deduct.) - **Amount to charity**: $4,500 (tax-deduct.)

- **Amount to HMC, Inc**: $1,000 (non tax-deduct.) - **Amount to HMC, Inc**: $750 (non tax-deduct.) - **Amount to HMC, Inc**: $500 (non tax-deduct.)

*You will be contacted by the Houston Marathon Committee, Inc. office to confirm your Sidewalk Squad hoopla station location, corporate logo information, signage, runner registration, etc.*

**I agree to submit this Commitment Form and one (1) check payable to the designated charity for the tax-deductible amount listed. Charity will provide address where to the check should be sent.**

**I agree to submit one (1) check payable to the Houston Marathon Committee for the non-tax deductible amount listed. The check should be mailed to the address below.**

**I understand that the payment deadline is December 2, 2016.**

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Signature Printed Name/Title

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Name Date

**Submit Houston Marathon Committee Payment to:**

Houston Marathon Committee, Inc.

Attn: Erin Kasperek

720 N. Post Oak Road, Suite 200

Houston, TX 77024

For questions, please contact Erin Kasperek at [ekasperek@houstonmarathon.com](mailto:ekasperek@houstonmarathon.com) or 713.957.3453.