

Houston Marathon Committee, Inc. Sidewalk Squad Corporate Charity Program

2016-2017 Packages



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

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:

- | | | |
|---|---|---|
| <input type="checkbox"/> RECORD HOLDER - \$10,000 | <input type="checkbox"/> OLYMPIAN - \$7,500 | <input type="checkbox"/> 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.

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 or 713.957.3453.