

Corporate Running Team Program



The Houston Marathon Committee strives to promote a healthy lifestyle and camaraderie through running. The Corporate Running Team Program is an active way to encourage wellness, team building and charitable giving within your organization and alongside other likeminded companies. For their participation and fundraising efforts, team members will receive amenities that will enhance their race weekend experience!

Requirements & Participation Details

- 1) Corporate teams must have a minimum of three (3) participants and can consist of employees (full-time/part-time/contracted), family members and friends
 - Participants may participate in any combination of races – Marathon, Half Marathon, or 5K
 - 5K: Saturday, January 16, 2021
 - Marathon/Half Marathon: Sunday, January 17, 2021
 - Corporate Running Teams must have at least the minimum number of participants registered by **December 1, 2020** in order to receive Corporate Running Team benefits
- 2) Race registration fees can be paid by each individual participant or by the company and is paid separately from the fundraising amounts listed below
- 3) The team selects one of the [62 official Run for a Reason charity partners](#) to partner with
 - Members use a team fundraising page on the Houston Marathon website
 - Fundraising Set-Up Guide Provided
 - Website/Portal Training available upon request
 - Fundraising can be completed by team members or company contribution
 - Incentives are listed below with potential additional perks provided by the selected charity
 - Minimum 75% of Fundraising commitment must be met by **December 7, 2020** to receive incentives
 - Remaining fundraising commitment must be met by February 1, 2021
- 4) Corporate Running Team to select an administrator to:
 - Serve as a liaison with the Houston Marathon Committee and the selected Charity Partner
 - Actively engage with charity and charity administrator to maximize benefits of the partnership
- 5) Official registration as a Corporate Running Team via the following link:
[Corporate Running Team Registration & Commitment Form](#)
- 6) Top Corporate Running Team Fundraising Award to the Corporate Running Team that raises the most funds (Awarded at post-event RFAR Charity Luncheon)

Participation Levels & Incentives

3 – 11 team members: \$300 average fundraising amount per member

- Offered lowest price point for race registration*
 - 5K \$35
 - Half Marathon \$125
 - Marathon \$140
- Ability to register until December 1, 2020 for a consecutively sold out race
- Opportunity for an on-course HOOPLA station for Corporation to support their team's runners +
 - Deadline to apply for HOOPLA station will be July 1, 2020 (available upon request if team registers after this deadline)
- Participants will receive a HERO bib which will offer race day amenities including+
 - Special HERO Bib
 - HERO participant packet
 - Pre-Race bathrooms
 - Post-Race Massage (at RunFest on Discovery Green)
- Access to Corporate Running Team tent at official post-race party
 - Team members visiting the CRT tent post race will be eligible for door prizes (raffled post-event)+
- Text Placement on Houston Marathon website and opportunity for Logo Placement on the website for all teams meeting a \$2,500 fundraising minimum by December 7, 2020

12 – 24 team members: \$250 average fundraising amount per team member

- All benefits listed above
- Banner with company logo in Corporate Running Team tent on race day
- Back bib customized with the name of the chosen charity

25 + team members: \$200 average fundraising amount per team member

- All benefits listed above
- Tech hat for each team member
- Two (2) invitations to the post-event RFAR Charity Luncheon (Spring 2021)

* Plus processing fees

+ Marathon/Half Marathon ONLY

For questions, please contact Augie Rayner at rfar@houstonmarathon.com or 713-957-3453 x 59.