

Houston Marathon Committee, Inc.

Sidewalk Squad Corporate Partner Program



2021 Opportunities

The Chevron Houston Marathon Run for a Reason Program (RFAR) connects the philanthropic community to passionate race participants willing to raise funds and create awareness for meaningful causes. In 2020, the Run for a Reason Program surpassed **\$32M** raised for various local, national and international charities since the program's inception in 1995.

As a 2021 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. In addition, all Sidewalk Squad Partner opportunities include a limited amount of race entries into the historically sold out Chevron Houston Marathon, Aramco Houston Half Marathon and We Are Houston 5K presented by Aramco and Chevron.

The 2021 official Run for a Reason charity list can be found [here](#).

Why should you become an RFAR Sidewalk Squad Partner?

- **Social company activities lead to employee engagement, satisfaction and retention**
- **Showcasing your charitable initiatives demonstrates social responsibility throughout the city of Houston and in the community**
- **Involvement aligns your brand with the positive, inspirational imagery of race weekend**

2021 Sidewalk Squad Corporate Donation Levels

	Elite \$2,500	Champion \$5,000	Olympian \$7,500	Record Holder \$10,000
Logo Placement & Hyperlink in Newsletters			1	2
Logo in Charity Village @ RunFest			2	4
Hoopla Station Banner with Company RFAR & Charity Logo		✓	✓	✓
Logo on Sidewalk Squad T-Shirts	✓*	✓	✓	✓
Logo at EXPO	✓*	✓	✓	✓
Logo in Official Race Day Program	✓*	✓	✓	✓
Logo & Hyperlink on Sidewalk Squad page on Houston Marathon website	✓*	✓	✓	✓
Optional Race Day on-course Party Box	✓	✓	✓	✓
Race Entries	2	2	4	6
Houston Marathon VIP Breakfast Invitation	2	2	4	6
Charity Luncheon Invitations	2	2	2	2
* Text instead of Logo				

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 – 100,000+)
- 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 through the end of the 2021 fiscal year (April 30)
- Optional race day on-course party box for 20 (Must contact HMC office to secure a location on the course)
- Six (6) race entries, with an opportunity to purchase up to 20 additional entries, to be used by December 1, 2020
- Six (6) race day Houston Marathon VIP Breakfast invitations
- Two (2) invitations to the end of season charity luncheon celebration (Spring 2021)

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 – 100,000+)
- 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
- Optional race day on-course party box for 15 (Must contact HMC office to secure a location on the course)
- Four (4) race entries, with an opportunity to purchase up to 15 additional entries, to be used by December 1, 2020
- Four (4) race day Houston Marathon VIP Breakfast invitations
- Two (2) invitations to the end of season charity luncheon celebration (Spring 2021)

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
- Optional race day on-course party box for 10 (Must contact HMC office to secure a location on the course)
- Two (2) race entries, with an opportunity to purchase up to 10 additional entries, to be used by December 1, 2020
- Two (2) race day Houston Marathon VIP Breakfast invitations
- Two (2) invitations to the end of season charity luncheon celebration (Spring 2021)

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
- Optional race day on-course 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, 2020
- Two (2) race day Houston Marathon VIP Breakfast invitations
- Two (2) invitations to the end of season charity luncheon celebration (Spring 2021)

Participation Guidelines

- 1) To confirm participation in the 2021 Sidewalk Squad Corporate Partner Program [complete this commitment form](#).
- 2) All Sidewalk Squad Registrations must be submitted by **November 20, 2020**
- 3) All race entries offered to Sidewalk Squad partners must be utilized by **December 1, 2020**
- 4) Additional race entries are available to be purchased by the Sidewalk Squad in accordance with the committed sponsorship level.
 - a. Additional race entries can be specified in the registration & commitment form or they can be requested by email at rfar@houstonmarathon.com
 - b. Additional race entries must be requested by **November 20, 2020**
 - c. Additional race entries must be paid for and utilized by **December 1, 2020**