



# Corporate Partnership Program

**RUN HOUSTON**



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# RFAR Corporate Partnership Program

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. Since its inception in 1995, the RFAR Program has raised over **\$32M** for various local, national and international charities.

The Houston Marathon Committee (HMC) strives to promote a healthy lifestyle and camaraderie through running. The HMC and RFAR, and charity partners invite your corporation to be an active participant in encouraging wellness, team building, and promote charitable giving within your organization. Your company and your running team, if you opt to have one, will be recognized through a variety of advertising, marketing and networking benefits that will be activated before, during and after race weekend.

The 2022 official Run for a Reason charity partner list can be found [here](#).



# Why should your company join the RFAR Corporate Partnership Program?

- 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.
- Your company can provide an active way to encourage wellness and team building.



# Something for Everyone



# Participation Guidelines

- To confirm participation in the 2022 RFAR Corporate Partnership Program, complete the [2022 Corporate Partnership Program Registration](#).
- Corporate Partnership Program registrations must be completed by Nov. 19, 2021.
- Corporate Partner must select one of the 61 RFAR Official Charities to partner with.



# DONATIONS & FEES

- Minimum Corporate donation for each partnership level (except for Road Warrior)
- 10% fee associated with each level of corporate partnership. The corporate partner will have the option to cover this fee for their benefiting charity during the registration process. Corporate partner will make one payment to the charity partner through the marathon fundraising page or directly to the charity. HMC will invoice the charity partner separately. Donations must be made no later than **Nov. 19, 2021**.
- Road Warrior fee will depend on the level of fundraising reached as of Dec.1, 2021.

		Tax-deductible donation to charity partner (\$)	Non tax-deductible donation to HMC (\$)	Total Corporate Donation (\$)
Road Warrior		10% of donations by Road Warrior team as of Dec.1, will be collected by the HMC from the charity		-
				-
Elite	No Fee	2,250	250	2,500
	With Fee	2,500	250	2,750
Champion	No Fee	4,500	500	5,000
	With Fee	5,000	500	5,500
Olympian	No Fee	6,750	750	7,500
	With Fee	7,500	750	8,250
Record Holder	No Fee	9,000	1,000	10,000
	With Fee	10,000	1,000	11,000



# RUNNERS & ENTRIES

- Corporate partners ARE NOT required to have runners.
- If a corporate partner wishes to have a team and wishes to make a corporate donation, they can select the level of sponsorship (Elite, Champion, Olympian, Record Holder) based on the number of runners they wish to have on the team.
- If a corporate partner wishes to have a team, but wishes to have the participants be responsible for the fundraising, then they will select the Road Warrior level partnership.
- Road Warrior level corporate partners will be required to purchase at least five entries to distribute to their team.
- Corporate partners will have the option to purchase entries to distribute to their team (employees, friends, family), require the participant to purchase their entry, or do a combination of corporate sponsored entries and participant paid entries.
- Corporate partners will have the option to purchase entries at the discounted price (Marathon \$140, Half Marathon \$125, and 5K \$35) up to the maximum number of entries for the selected partnership level, beyond that, the partner will be required to increase their partnership level. This can be reviewed on a case by case level (contact HMC).
- Race entries must be requested by **Nov. 19, 2021** .
- Race entries must be utilized and paid for by **Dec.1, 2021**.



# Runner Benefits

- Runners on a Road Warrior level team will receive HERO benefits, if the individual \$350 fundraising minimum is reached by Dec.1, 2021.
- Runners on an Elite, Champion, Olympian, or Record Holder level corporate partnership team will receive HERO benefits.
- Runners on an Elite, Champion, Olympian, or Record Holder level corporate partnership team will be eligible to attend the complimentary post-race RFA Corporate Partnership Program tent. Road Warrior will have until Dec. 1, 2021 to earn this benefit. The Road Warrior team will need to fundraise \$2,500 or more in order to receive this benefit.

HERO
\$350 fundraising minimum by Dec. 1
HERO Participant Packet
HERO Runner Bib
Exclusive Pre-Race Bathrooms
Complimentary Post Race Massage





# Corporate Benefits

2022 RFAR Corporate Partnership Program					
	Road Warrior	Elite	Champion	Olympian	Record Holder
<b>Corporate Benefits</b>					
1	Logo Placement & Hyperlink in Newsletter	A		1	2
2	Logo in Charity Village @ RunFest	A		2	4
3	Logo on HERO item received by all HERO participants	A		✓	✓
4	Hoopla Station banner with company logo, RFAR logo, and benefiting charity name	A		✓	✓
5	Opportunity to Provide an item for the HERO participant bag	A		✓	✓
6	Social Media Mention on Instagram Stories during Charity Awards Announcement	A		✓	✓
7	Social Media Mention			✓	✓
8	Logo at EXPO	A	✓*	✓	✓
9	Logo in Official Race Day Program	A	✓*	✓	✓
10	Logo & Hyperlink on RFAR Corporate Partnership Program page on Houston Marathon Website	A	✓*	✓	✓
11	Logo & Hyperlink on App Page	A	✓*	✓	✓
12	Race Entries		2	2	4
13	Houston Marathon VIP Breakfast Invitation	A	2	2	4
14	RFAR logo for promotional use with approval from the HMC	✓	✓	✓	✓
<p>A Road Warrior level partnership will have until Dec.1, 2021 to earn benefits. They will be able to receive the level benefits once the minimum fundraising is reached for each partnership level.                      * Text instead of logo</p>					



# Corporate Benefits Explanation

## Benefits below will depend on level of partnership

- **Logo Placement & Hyperlink in Newsletter**

The newsletter will be distributed to the Houston Marathon Committee database that will reach over 100,000 recipients and placements will appear in a newsletter once prior to race week and once after (Record Holder ONLY) race week.

- **Logo in Charity Village @ RunFest**

Two (Olympian) or four (Record Holder) logo impressions in the Charity Village at RunFest, the official post-race party.

- **Logo on HERO item received by all HERO participants**

Item is to be determined but will be distributed by all participants who register as a HERO or raise \$350+ by December 1, 2021.

- **Hoopla Station banner with company logo, RFAR logo, and benefiting charity name**

The banner is to be utilized at the Hoopla station at your pre-determined location (recommended to be located with your benefiting charity).

- **Opportunity to Provide an item for the HERO participant bag**

The HERO participant bag will be distributed by all participants who register as a HERO or raise \$350+ by December 1, 2021.

- **Social Media Mention on Instagram Stories during Charity Awards Announcement**

Appreciation message during Charity Awards Announcement which will take place post-race. Stories will feature a swipe up to company's corporate community page or corporate webpage.

- **Social Media Mention**

Company mentioned on social media outlet

- **Logo at EXPO**

Logo placement at pre-event EXPO

- **Logo in Official Race Day Program**

- **Logo & Hyperlink on RFAR Corporate Partnership Program page on Houston Marathon Website**

Recognition, logo placement and hyperlink on RFAR Corporate Partnership Program page of event website from time of commitment through the end of the fiscal year (April 30)

- **Logo & Hyperlink on App Page**

Logo & hyperlink to be featured on the race app.

- **Race Entries**

Number of race entries depends on the partnership level, with an opportunity to purchase up to team size level (Runners above) additional entries at discounted charity price, to be used by December 1, 2021. Runners receive HERO benefits.

- **Houston Marathon VIP Breakfast Invitation**

Race day Houston Marathon VIP Breakfast invitations: Pending confirmation of event taking place

- **RFAR logo for promotional use with approval from the HMC**

