

2023 RFAR Corporate Partnership Program

		Road Warrior	Elite	Champion	Olympian	Record Holder
Corporate Requirements						
DONATION	Minimum CORPORATE Donation to RFAR Official Charity Partner of Corporation's choice.	\$0*	\$2,500	\$5,000	\$7,500	\$10,000
FUNDRAISING	Road Warrior level corporate partners will require that runners fundraise to benefit the corporate selected charity partner. All other level corporate level partners should encourage their runners to fundraise for the selected charity partner, but will not be required.	Required	Not Required	Not Required	Not Required	Not Required
RUNNERS	Corporate partners are NOT required to have runners, but if they wish to have a team of this size, they must select the level of partnership to meet the size requirements.	5+	0-10	11-20	21-25	26+
ENTRIES	Corporate partners at Road Warrior level are required to purchase at least 5 half/full entries to distribute to their team. Beyond that, they can select for corporate paid entries or participant paid entries.	Corporate - 5 entries Option - 6+ entries	Corporate Paid Participant Paid Combination	Corporate Paid Participant Paid Combination	Corporate Paid Participant Paid Combination	Corporate Paid Participant Paid Combination
FEES	There is a 10% administrative fee to the charity associated with each partnership level. The HMC will coordinate with the charity to obtain this fee. The corporate partner can opt to cover this fee on the charities behalf and that option can be selected during Corporate Partnership Program registration. If this option is selected the company will make a donation to the charity + the amount of the fee (i.e. Record Holder \$11,000).	Fundraising Dependent	\$250	\$500	\$750	\$1,000
Runner Benefits						
	HERO Benefits to Runners (Runner must individually fundraise a minimum of \$350 by Dec. 1, 2022)	✓				
	HERO Benefits to Runners		✓	✓	✓	✓
Corporate Benefits						
1	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.	A			1	2
2	Logo in Charity Village @ RunFest Two (Olympian) or four (Record Holder) logo impressions in the Charity Village at RunFest, the official post-race party.	A			2	4
3	Logo on STAR HERO item received by all STAR HERO and SUPER HERO participants Item is to be determined but will be distributed by all participants who achieve STAR HERO status (raise \$1,000+ by December 1, 2022).	A			✓	✓
4	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). Only eligible if the organization will have a HOOPLA Station.	A		✓	✓	✓
5	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, 2022.	A		✓	✓	✓
6	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.	A		✓	✓	✓
7	Social Media Mention Company mentioned on social media outlet			✓	✓	✓
8	Logo at EXPO Logo placement at pre-event EXPO	A	✓*	✓	✓	✓
9	Logo in Official Race Day Program	A	✓*	✓	✓	✓
10	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)	A	✓*	✓	✓	✓
11	Logo & Hyperlink on App Page Logo & hyperlink to be featured on the race app.	A	✓*	✓	✓	✓
12	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, 2022. Runners receive HERO benefits.		2	2	4	6
13	Houston Marathon VIP Breakfast Invitation Race day Houston Marathon VIP Breakfast invitations: Pending confirmation of event taking place	A	2	2	2	2
14	RFAR logo for promotional use with approval from the HMC	✓	✓	✓	✓	✓
A Road Warrior level partnership will have until Dec.1, 2022 to earn benefits. They will be able to receive the level benefits once the minimum fundraising is reached for each partnership level. * Road Warrior level partnership will require the individual runner to fundraise or donate to receive HERO benefits. * Text instead of logo						