

2024 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 (Road Warrior Team Runners must individually fundraise a minimum of \$350 by Dec. 1, 2023)		✓	✓	✓	✓	✓
Corporate Benefits						
1	Logo Placement & Hyperlink in Newsletter	A			1	2
2	Logo in Charity Village @ RunFest	A			2	4
3	Logo on STAR HERO item received by all STAR HERO and SUPER HERO participants (Item subject to change)	A			✓	✓
4	Hoopla Station banner with company logo, RFAR logo, and benefiting charity name	A		✓	✓	✓
5	Opportunity to Provide an item for the HERO runners	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	6
13	Houston Marathon VIP Breakfast Invitation	A	2	2	2	2
14	RFAR logo for promotional use with approval from the HMC	✓	✓	✓	✓	✓
<p>A Road Warrior level partnership will have until Dec.1, 2023 to earn benefits. They will be able to receive the level benefits once the minimum fundraising is reached for each partnership level.</p> <p>* Road Warrior level partnership will require the individual runner to fundraise or donate to receive HERO benefits.</p>						