



Corporate Partnership Program

2024

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 **\$35M** 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 2024 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 2024 RFAR Corporate Partnership Program, complete the [2024 Corporate Partnership Program Registration](#).
- Corporate Partnership Program registrations must be completed by **Nov. 10, 2023** to receive benefits.
- Corporate Partner must select one of the 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. 10, 2023** to receive benefits.
- Road Warrior fee will depend on the level of fundraising reached as of **Dec.1, 2023**.

		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. 10, 2023**.
- Race entries must be utilized and paid for by **Dec.1, 2023**. Any unused entries as of Dec. 1, 2023 will be forfeited and will not be eligible for a refund.

Runner Benefits

- Runners on a Road Warrior level team will receive HERO benefits, if the individual \$350 fundraising minimum is reached by **Dec.1, 2023**.
- Runners on a Road Warrior team will have until **Dec. 1, 2023** to earn HERO benefits. The Road Warrior team will need to fundraise \$2,500 or more in order to receive benefits.
- Runners on an Elite, Champion, Olympian, or Record Holder level corporate partnership team will receive HERO benefits. If the runner is fundraising in addition to the CPP, then the runner will be eligible to receive the milestone level benefits (HERO, STAR HERO, SUPER HERO) based on funds raised as of **Dec. 1, 2023**.

	HERO	STAR HERO	SUPER HERO
HERO Commemorative Coaster – RFAR Official Charity Design	★	★	★
HERO Bathrooms Pre-Race (Sunday Only)	★	★	★
HERO Tent at RunFest	★	★	★
STAR HERO Gift		★	★
STAR HERO Medal		★	★
VIP Parking (Sunday Only)			★

★ RAISE \$350 BY DEC. 1
 ★ RAISE >\$1000 BY DEC. 1
 ★ RAISE >\$2500 BY DEC. 1

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		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)		✓	✓	✓	✓	✓

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		Road Warrior	Elite	Champion	Olympian	Record Holder
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>^x Road Warrior level partnership will require the individual runner to fundraise or donate to receive HERO benefits.</p>						