



RFAR Corporate Partnership Program Participation Guide

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 \$37MM 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 2025 official RFAR charity partner list can be found [here](#).

Why should your company become an RFAR Corporate 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.
- Your company can provide an active way to encourage wellness and team building.

Participation Guidelines

- 1) To confirm participation in the RFAR Corporate Partnership Program (CPP), [complete the 2025 RFAR CPP Registration](#) by Nov 8, 2024, to receive benefits.
- 2) Corporate Partners must select one of our RFAR Official Charity Partners to partner with and will be required to make a minimum corporate donation based on partnership level.
- 3) There is a 10% fee associated with each level of sponsorship. The CPP will have the option to cover this fee during the registration process. The CPP will donate 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 8, 2024, to receive benefits.

Runner & Entry Guidelines

- 1) If a CPP wishes to have a running team, they can select the level of sponsorship based on the number of runners they wish to have on the team. (This is based on a donation/runner basis – Elite/Champion/Olympian/Record Holder)
- 2) The CPP will receive the charity discounted price for purchasing entries (Marathon \$140, Half Marathon \$125, 5K \$35 (plus fees)).
- 3) Road Warrior level CPPs will be required to purchase at least five entries to distribute to their team.
- 4) Race entries must be requested by Nov 8, 2024, and must be utilized and paid for by Dec 1, 2024. Any unused entries as of Dec 1, 2024, will be forfeited and will not be eligible for refund. Entries are not deferrable or transferrable.

Runner Benefits can be found [here](#).

Detailed CPP Requirements and Benefits can be found [here](#).

For inquiries, please contact rfar@houstonmarathon.com