



# Corporate Partnership Program



# Run for a Reason & Corporate Partnership

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 \$42 MM 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.



**HOUSTON 2026**

# How to Participate as a Corporate Partner

## Participation Guidelines:

- Visit our Corporate Partnership Program (CPP) webpage and complete the registration by **Nov 1, 2026** to receive benefits.
- Select one of our official RFAR Charities to partner with.
- 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 15, 2026.

## Runner & Entry Guidelines:

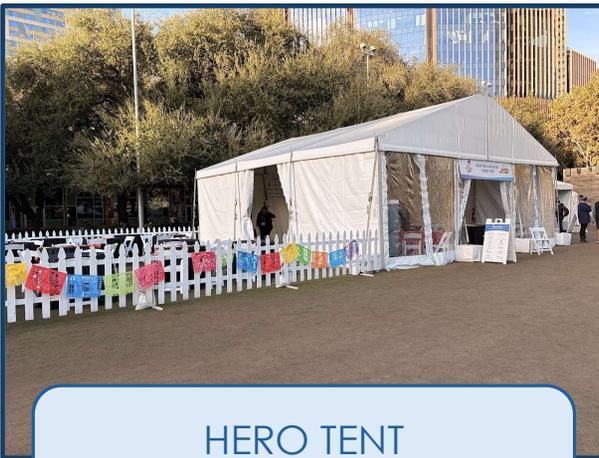
- If a CPP wishes to have a running team, they can select the level of sponsorship based on the number of runners they wish to have on the team. (This is based on a donation/runner basis – Elite/Champion/Olympian/Record Holder).
- The CPP will receive the charity discounted price for corporate paid entries (Marathon \$150, Half Marathon \$130, 5K \$35 (plus fees)), and participant paid entries will be offered at the current tier price.
- Road Warrior level CPPs will be required to purchase at least five entries to distribute to their team.
- Race entries must be requested by Nov 1, 2026, and must be paid for before they can be accessed. Race entries must be utilized by Nov 15, 2026. Any unused entries as of Nov 15, 2026, will be forfeited and will not be eligible for refund. **Entries are not deferrable or transferrable.**
- **If a CPP registers after the race is sold out, the only available entries to that organization will be the complimentary race registrations based on partnership level.**
- Once the races are sold out, CPPs that registered prior to the sell out date will not be eligible to purchase *additional* corporate paid entries. Unused allocated participant paid entries will be forfeited once the races are sold out.



**HOUSTON 2026**

# Corporate Partner Benefits

- Benefits will vary based on partnership level
- Visit our website [here](#) for all CPPs benefits & CPP features
- Complimentary Race Registrations
- [Race Week Program](#)
- Newsletters & Social Media
- Race Weekend App
- Hospitality Services
- Race Weekend Parking & More



**HERO TENT**  
Sunday @RunFest  
Banner featuring CPPs inside



**HERO BOOTH**  
2026 Packet Pickup  
T-Base Signage with CPP logos

**RunFest**  
A-Frame  
Signage with  
Record Holder  
& Olympian  
Logos



**Race Week Program**  
Full page with  
CPP Logos



# Corporate Partnership Program Runner Benefits

- CPP Team Dashboard managed by CPP Lead – access to all CPP runners registered through CPP team.
- Exclusive CPP Link for runners to register and automatically added to the CPP team.
- Opportunity for runners to raise funds individually with the selected RFAR Charity partner.
- Exclusive RFAR HERO Benefits to all CPP Runners which include:
  - Exclusive HERO Restrooms & Changing Area at the George R. Brown (GRB) for Sunday's events.
  - Access to the Taqueria Arandas HERO Tent for the runner + friends & family.
- Exclusive RFAR HERO Experience at Packet Pick-up.

