

Holiday
**HALF MARATHON
5K & KID'S RUN**
December 8-9, 2018

Official Charity Program





Eligibility/Requirements



Must be a 501(c)3 organization	✓	✓	✓
Must purchase a minimum of discounted race entries	30	20	10
Fundraising minimum	\$3,000	\$2,000	\$1,000

Charity Benefits



Free race entry	✓✓	✓	
Included in Editorial Email	✓✓	✓	
Listing on charity page of website	✓	✓	✓
10'x10' space in Team Village	✓	✓	✓
Discounted Expo Booth	✓	✓	✓
Discounted race registrations	✓	✓	✓
Free fundraising platform with Grassrootz	✓	✓	✓
Volunteer opportunities	✓	✓	✓
Discounted hotel accommodations	✓	✓	✓



Charity Discounts

Entries to be purchased	30+	29-20	19-10
Discount off current event prices	20%	15%	10%

Processing fees will apply. Codes must be redeemed online at motivrunning.com/holiday-halfmarathon by December 6, 2018. No charity codes will be accepted at the Expo. **For every 20 entries purchased your group will receive one complimentary entry. This deal is unlimited, with the next level being 30 entries giving you two complimentary entries. No group bib pick-up allowed, each team member must pick up their bib at the Expo.

Additional Event Opportunities

Holiday Half Expo

Book a booth to promote your cause at the festive Holiday Half Expo. A variety of exhibitors featuring the latest in run technology, nutrition, fitness, as well as local businesses. It's an exciting and interactive Expo that's free to the public and has something for the whole family.

Location: Main Plaza of the Fairgrounds at Fairplex, 1101 W McKinley Avenue, Pomona, California 91768

Saturday December 8, 2018 7:00am – 12:00pm

Sunday December 9, 2018 6:00am – 12:00am

Vendor booths are \$500 for a 10x10 space. Must booth space by December 1.

Charity Discounted Booth	Complimentary	\$250	\$300
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Applications & Discounted Race Entries

Application Process

To become an Official Charity of the Holiday Half Marathon, charities must submit an online application by November 30, 2018. Applications will be reviewed within two business days; next charities will be notified if they are accepted into the program. Once accepted, charities will be asked to agree to the charity requirements (charity agrees to recruit, fill, and actively participate in fundraising with their registered runners) and pre-purchase discounted race entries or fulfill minimum race entries. Application can be found on our website motivrunning.com/holiday-halfmarathon/get-involved/charity/

Purchase Process

All Official Charities will receive discounted race entries based on the level of involvement. Purchases must be submitted by a specific date in conjunction with the selected event. We offer two ways to register for charity members;

- 1) Bulk discounted race entries can be purchased through Active and an account will be set up to manage and distribute the race entries. All major credit cards are accepted.
- 2) A team discount code can be created, distributed for team members to use and personally pay for the discount race entry. Team minimums (10 for Bronze, 20 for Silver and 30 for Gold) will need to be fulfilled by December 6th. The charity would be responsible for paying for the difference of any slots if minimum was not met by December 6th.

Registering Participants

- 1) Once a charity has completed their payment for their specified entries, the charity will be able to register their runners. You will receive access to your Team Center on ACTIVE where you can invite runners to register into one of your pre-paid slots, register runners into a pre-paid slot yourself, or share a link with your runners so they can register into a pre-paid slot. Registrations must be redeemed online before **December 6th**. Pre-paid registrations cannot be redeemed at the Expo.
- 2) Team members would register on Active, use the provided discount code, join your team and pay for the registration.

Refunds/Transfer Policy

Please be aware that ALL entries are non-transferable and non-refundable. After a charity agrees to, and purchases entries, they cannot be refunded, and cannot be transferred to another distance. Entries are good only for the year they are intended. Entries cannot be deferred from one year to the next and are non-transferable from person to person. This applies whether or not the runner may be injured, has moved, or any other reason. We cannot make any exceptions to this policy.



Fundraising Platform

Holiday Half Marathon utilizes Grassrootz as its preferred fundraising platform. Grassrootz is a full-service fundraising platform complete with a Holiday Half Marathon event page, individual pages, donation collection, integration with Active registration platform, media resources, reporting tools and much more. We encourage our charity partners to use this platform.

Marking & Promotion

Website Content

All Charities will be highlighted in the charity section of the Holiday Half Marathon website. Charities are required to provide content including vector logo, description, mission, fundraising goals, and how to contact the charity manager to become an official runner.

Logo use & brand guidelines

Use of the Holiday Half Logo must be approved by Holiday Half Marathon. Make sure to submit any use of the logo to awootton@motivsports.com for approval.

PR Opportunities

Send inspirational stories to be considered for PR opportunities. Though no coverage can be guaranteed, we will submit as many stories as possible for consideration through our media partners.

Social Media Opportunities

Each month Holiday Half will highlight a Charity on our social media and email campaigns. Submit your charity and an inspirational story for a chance to be highlighted. Also, be sure to update your fundraising amounts monthly for additional opportunities to be featured! Stay tuned for more information regarding charity specific social media contest.



Master Timeline

October

- Accepting Applications
- Create and build charity team through Active platform
- Start fundraising for your cause

November

- Price increase
- Work on building your charity team and fundraising
- November 30th Deadline to submit applications

December

- December 4 Team minimum must be fulfilled in Active via bulk purchase or discount code
- December 6 All charity entries must be claimed online. Online registration closes December 7.
*Codes will not be valid at the Expo.
- December 8
 - 7:00am-12:00pm Expo
 - 8:30am- 5k Start
 - 9:45am-Kids Penguin Waddle Wave start
- December 9 RACE DAY!
 - 5:30am-Tailgate set up
 - 6:00am-12:00pm Finish Line Festival/ Expo
 - 8:00am-Half Start