

# ATLANTA MARATHON N

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## HALF MARATHON • THANKSGIVING DAY

### 2009 Atlanta Marathon and Half Marathon Charity Partner Program

The Atlanta Track Club and the Atlanta Marathon and Half Marathon are proud to announce the Charity Partner Program for the 2009 event.

The Atlanta Marathon and Half Marathon provides a platform on which to promote worthy causes that extend far beyond the 26.2 and 13.1 miles of the marathon and half marathon. Local, national and international nonprofits alike can utilize the Atlanta Marathon and Half Marathon as a fun, unique and effective vehicle to raise both awareness and funds for their organization.

Fundraising has added a new purpose and meaning to the sport of running, and fundraising programs give runners the opportunity to transform their passion for running into something more. Runners have the opportunity to make their Atlanta Marathon or Half Marathon experience even more meaningful by teaming with a Charity Partner. Supporting a meaningful cause and giving back to those in need offers race participants additional inspiration to take on the challenge of completing a long distance event.

In addition to completing the race, the Atlanta Marathon and Half Marathon charity team participants agree to fundraise on behalf of a charitable organization. Fundraising dollars go directly to the charity itself. In exchange for runners' fundraising success, charities provide support such as reimbursement of registration fee, team apparel, training programs, race day hospitality and social events. The Atlanta Marathon and Half Marathon values runners motivated by charity support programs and is committed to teaming with its charity partners to help provide this much deserved support.

## **Why partner with the Atlanta Marathon and Half Marathon?**

***The Season of Giving:*** The Atlanta Marathon and Half Marathon has been a Thanksgiving tradition in the Southeast for nearly 50 years. Thanksgiving is a time to be grateful for what we have as well as a time to consider those less fortunate than ourselves. What better way to celebrate this great American holiday than by giving back? The Atlanta Marathon and Half Marathon Charity Partner Program is here to help runners make the most of their miles by fundraising for those in need. Also, what better way to earn that extra helping of turkey, mashed potatoes, or pumpkin pie? Guilt be gone!

- The Atlanta Marathon is the only U.S. marathon run on an Olympic course.
- The Atlanta Marathon and Half Marathon has a strong local presence with 84% of the participants living in the state of Georgia.
- The Atlanta Marathon and Half Marathon continues to grow each year with 11,500 registered runners in 2008.
- In addition to the Thanksgiving Day event, the Atlanta Marathon and Half Marathon includes a two-day health and fitness expo that is open to the public. Nearly 12,000 attended the Atlanta Marathon and Half Marathon health and fitness expo in 2008.
- The 2008 Atlanta Marathon and Half Marathon featured race enhancements such as technical, long-sleeve shirts for all participants, race timing using the new ChronoTrack D-Tag timing system and starting corals for the half marathon to ease congestion at the start.

## **How does the Atlanta Marathon and Half Marathon Charity Partner Program Work?**

If your organization is interested in participating in the Atlanta Marathon and Half Marathon Charity Partner Program, follow the steps below:

1. Fill out the attached Registration Form, and fax it to 404.364.0708 and e-mail your organization's logo, mission and website link to [tlott@atlantatrackclub.org](mailto:tlott@atlantatrackclub.org). Charity Partner forms should be returned to the Atlanta Track Club no later than September 30, 2009.
2. The Atlanta Track Club will add your logo, link, and mission to the Charity Partner page on the Atlanta Marathon and Half Marathon website.
3. Your participants will need to sign-up online for the event at [www.atlantatrackclub.org](http://www.atlantatrackclub.org). Participants will need to enter your organization name on the online registration form under affiliated charity. The deadline for individual participants to register for the Atlanta Marathon and Half Marathon with an affiliated charity is October 31, 2009.
4. After October 31, 2009, the Atlanta Track Club records the number of participants registered under each Charity Partner. The number of participants as of October 31 will determine the Charity Partner level and the corresponding benefits.
5. By November 4, 2009, the Atlanta Track Club will email all Charity Partners their program level, the benefits earned, and instructions for activating those benefits.

## **Atlanta Marathon and Half Marathon Charity Partner Levels and Benefits**

### Level One (10 -24 Participants)

- Logo with link and mission displayed on the Atlanta Marathon and Half Marathon Charity Partner page of the Atlanta Track Club website

### Level Two (25 - 74 Participants)

- Logo with link and mission displayed on the Atlanta Marathon and Half Marathon Charity Partner page of the Atlanta Track Club website
- Opportunity to sponsor a Cheer Zone along the Half Marathon Course
- Right to use the Atlanta Marathon and Half Marathon logo (subject to approval by the Atlanta Track Club)

### Level Three (75 - 124 Participants)

- Logo with link and mission displayed on the Atlanta Marathon and Half Marathon Charity Partner page of the Atlanta Track Club website
- Opportunity to sponsor a Cheer Zone along the Half Marathon Course
- Right to use the Atlanta Marathon and Half Marathon logo (subject to approval by the Atlanta Track Club)
- Opportunity to have one (1) Insert in approximately 13,000 Participant Bags (items to be supplied by the Charity Partner)
- One (1) 10x10 Tent in Finish/Post-Race Area
- Charity Partner name and link in one (1) Official Race E-Newsletter

### Level Four (125 + Participants)

- Logo with link and mission displayed on the Atlanta Marathon and Half Marathon Charity Partner page of the Atlanta Track Club website
- Opportunity to sponsor a Cheer Zone along the Atlanta Half Marathon Course
- Right to use the Atlanta Marathon and Half Marathon logo (subject to approval by the Atlanta Track Club)
- Opportunity to have one (1) Insert in approximately 13,000 Participant Bags (items to be supplied by the Charity Partner)
- One (1) 10x20 Tent in Finish/Post-Race Area
- Logo, Link and Special Feature in one (1) Official Race E-Newsletter
- Discount on a Booth at Race Expo
- Two (2) Public Address Announcements at Race Start, Finish, and Expo