



THE OFFICIAL ING HARTFORD MARATHON AND HALF MARATHON CHARITY PARTNERSHIP PROGRAM

The 2012 ING Hartford Marathon "Official Charity" program is limited exclusively to a small number of outside nonprofit organizations. This limited offering allows our charity partners to maximize the promotion and value of their involvement with the Hartford Marathon Foundation (HMF).

Runners have the freedom to run on behalf of any nonprofit organization of their choosing but the Hartford Marathon Foundation will only authorize the "official charity" status and all its benefits to the designated organizations.

Benefits to Charity Partners

- Use of the ING Hartford Marathon logo for marketing purposes. HMF must review and approve the use of the logo prior to publication.
- HMF will offer a number of guaranteed slots in the marathon and half marathon to our official charities.
- Official charities have the opportunity to be included in the Charity Village on race day in Bushnell Park. Charity Village is an area of individual charity tents which serves as a gathering location for fundraising athletes and their families. HMF offers a menu of setup options including tent size, tables, chairs and private portalets. Options are reasonably priced at our cost. This gives our charity partners a valuable promotional opportunity to reach the expected 40,000 attendees.
- If you have an official training program associated with your charity, HMF will promote it on our site. Otherwise, your runners are welcome to join any of the HMF training programs.
- HMF will highlight our official charities on www.INGHartfordMarathon.com and through a series of charity spotlight emails to our database. The limited number of official charities will make this highly effective for you. No paper flyers will be accepted for distribution by HMF.
- HMF offers the online fundraising tools of CrowdRise for your use (www.crowdrise.com). Charities are not obligated to use CrowdRise; your own online fundraising tool is acceptable. We only require that you report your fundraising success through the marathon to us for tracking purposes.
- Official ING Hartford Marathon t-shirt or jacket for each volunteer who is registered and works their assigned race operations shift.
- Individualized team registration and packet pickup convenience.



Obligations of Official Charities

- First year charity applicants must include proof of successful fundraising through participation in other events, similar in scope to the ING Hartford Marathon.
- All charities must provide a brief marketing plan which outlines how your charity will use your status as an "Official Charity" for the ING Hartford Marathon to raise money for your cause and provide a minimum of 30 volunteers for the event.
- Provide a designated contact person who will facilitate all communications with HMF and coordinate the charity's volunteers.
- Provide a minimum of 30 volunteers for HMF race weekend operations.
- 50% of volunteer names and contact information should be submitted to our Volunteer Management Office by **August 1, 2012** with the remaining 50% submitted by **August 24, 2012**. Failure to provide 30 volunteers by these dates will jeopardize your status as an Official Charity.
- Complete a brief survey and financial report by **November 15, 2012** detailing how much money was raised from your charity's involvement as an Official Charity of the ING Hartford Marathon. The survey will ask for candid feedback on the marathon experience of your runners, volunteers and staff.

Next Step

If you would like to be considered for an official charity slot in 2012, please complete and return the application form with IRS proof of your 501 (c) 3 status to by February 13, 2012. You will be contacted after we receive your letter.

Hartford Marathon Foundation
Attn: Charity Coordinator
41 Sequin Drive
Glastonbury, CT 06033

