jetBlue

Long Beach

Marathon & Half Marathon

October 8, 2017

Marathon - Half Marathon - Bike Tour - Combos - Aquarium of the Pacific 5K and Kid's Run

CHARITY KIT

"Many unique causes, one great race"

Welcome to the 2017
JetBlue LONG BEACH MARATHON
Charity Program

We are excited to have your organization interested in becoming one of our Official Charities and look forward to working together to make this a successful fundraiser for your team.

The JetBlue Long Beach Marathon has raised over 6 million dollars for various causes since 2005. This year, our goal is to raise over $500,000 for local and national nonprofits. We strive to empower our charity partners to use our race as a platform to raise funds by offering exclusive discounted race entries, joint marketing opportunities, and much more.

The JetBlue Long Beach Marathon is celebrating its 33rd anniversary with a world-class race that few could have imagined when it was founded by a group of volunteers in 1982. More than three decades since its founding, the JetBlue Long Beach Marathon has morphed into an international race attended by tens of thousands of athletes and spectators alike. This year's event will feature 20,000-plus participants across all of its events including the: Marathon, Half Marathon, Bike Tour, and Aquarium of the Pacific 5K and Kids Fun Run. Runners and cyclists will travel across iconic landmarks like the Queensway Bridge, Queen Mary, Lighthouse, Rainbow Harbor, Marine Stadium and California State University Long Beach.

Our event also offers a premier 2-day Health and Fitness Expo and a one of a kind Finish Line Festival where nearly 50,000 supporters, family members and friends wait for their loved ones to finish. The JetBlue Long Beach Marathon is recognized as Southern California's Fall marathon event, an event you won't want to miss!

This year our event will feature three levels of charity involvement. Any non-profit can apply to become a charity partner. Please see the chart on page 2 to determine the level of involvement your non-profit would like to apply for.

CHARITY LEVELS

Charity Benefits			
Collect donations through online registration	✓		
Dedicated charity email blast	✓		
Free race entry	✓ ✓	✓	
Social media post	✓ ✓	✓	
Charity highlight in email blast	✓	✓	
Spotlight in Volunteer Newsletter	✓	✓	
Logo in Official Race Program	✓	✓	
Banner/flag display opportunities	✓	✓	✓
Health and Fitness Expo Booth (10/6 and 10/7)	✓	✓	✓
Finish Line Festival Booth (10/7 & 10/8)	✓	✓	✓
Discounted race registrations	✓	✓	✓
Logo on RunLongBeach.com	✓	✓	✓
Listed in Official Race Program	✓	✓	✓
Free fundraising platform from Crowdrise	✓	✓	✓
Access to incentive prizes for charity runners	✓	✓	✓
Charity bib for team members	✓	✓	✓
Discounted hotel accommodations	✓	✓	✓

CHARITY LEVELS

Charity Requirements	GOLD CHARITY PARTNER	SILVER CHARITY PARTNER	BRONZE CHARITY PARTNER
Must be a 501(c)3 organization	✓	✓	✓
Must purchase a minimum of discounted race entries	100	50	20
Fundraising minimum	$20,000	$10,000	$5,000

EXCULSIVE DISCOUNTED CHARITY ENTRY PRICING

Event	Public Price Opening-4/30	Public Price 5/1-6/30	Gold Level	Silver Level	Bronze Level
Full Marathon	**$120**	**$130**	$80	$90	$100
Half Marathon	**$105**	**$115**	$60	$70	$80
5K	**$35**	**$40**	$25	$30	$30
Bike Tour	**$35**	**$40**	$25	$30	$30
Half Marathon Combo	**$130**	**$140**	$85	$100	$110
5K Combo	**$65**	**$75**	$50	$60	$60
Super Combo	**$165**	**$180**	$110	$130	$140

(7/1 – 8/31)

Event	Regular Price	Gold Level	Silver Level	Bronze Level
Full Marathon	**$135**	$100	$110	$120
Half Marathon	**$120**	$80	$90	$100
5K	**$40**	$30	$35	$35
Bike Tour	**$40**	$30	$35	$35
Half Marathon Combo	**$150**	$110	$125	$135
5K Combo	**$75**	$60	$70	$70
Super Combo	**$185**	$140	$160	$170

Codes must be purchased in blocks of 20 or more. Codes must be redeemed online at runlongbeach.com by September 30, 2017. No charity codes will be accepted at the Expo. **For every 50 entries purchased your group will receive one complimentary entry. This deal is unlimited, with the next level being 100 entries giving you two complimentary entries. Limited combo spaces available.

Race Entries Purchasing Process

1. Once your application has been approved and you have been accepted into one of the three levels, you will need to purchase your discounted charity codes for entries into the race.

2. Complete the Charity Acceptance Application with the specific number of codes you wish to purchase per event (e.g. 10 Marathons 10 Half Marathons).

3. Submit the Charity Acceptance Application with payment. Payment must be made in FULL in ONE credit card payment or check made out to RUN Racing by May 31. Upon receipt of payment, you will receive a custom promotion code good for the number of entries purchased. Each code must be used online by September 30, 2017. An example of a charity code would be: ILOVELBM. If you purchased 10 marathon codes this code would be valid for 10 uses. CODE WILL NOT BE VALID AT THE EXPO.

4. Distribute and manage your charity codes as you choose (e.g. sell them, use them as motivation for your team members, donate them, etc.) We provide a Tool Kit with fundraising ideas and details once accepted.

Collecting and Recording Donations

Our 2017 charity fundraising goal is $500,000 and we are here to support your team and make this goal a reality. We have partnered with Crowdrise to be our official donation platform. We request that each of our partners create a landing page for their team. This page is a great tool to collect donations, manage your team, market your cause and much more. If you happen to have a different donation platform already in place, we still ask you to have a Crowdrise page to reflect the funds raised through the JetBlue Long Beach Marathon. All funds need to be recorded by 10/31/17.

MARKETING DETAILS

Health & Fitness Expo Booth *A $1,700 value!*
Showcase your charity at our two day Health & Fitness Expo with over 100 vendors and 50,000 visitors.

Partners will receive a complimentary 10'x10' expo booth space, 8ft table and 2 chairs. A $500.00 deposit is required at the time of applying. The JetBlue Long Beach Marathon will refund you your deposit after the event if your booth is staffed for the full duration of the Expo; Friday 10/6 12pm-7pm & Saturday 10/7 9am-6pm

Finish Line Festival Booth *A $750 value!*

Partners will receive a designated 10'x10' meeting location at the Finish Line Festival on race day (availability 10/7 for the 5K or 10/8 for the full/half/bike). Note the charity is responsible for providing tables, chairs, or canopies. Items can be rented from the event if desired. Rental orders must be placed by 9/15/17 to guarantee availability. This is a great opportunity where you can meet with your team participants to celebrate your accomplishments and show off your cause to the 50,000 visitors.

Charity Bib

Receive one charity bib for each of the charity codes you purchase. This is a great way to show off your cause to thousands of people on race day. These bibs are to be placed on the participants back in addition to the participant's official race bib, which must be worn on the front. Announcements will be made at the Expo and at the Finish Line about the bibs.

Finish Line Festival Banners/Flags

Provide two 2'X10' banner with grommets or 2+ tear drop flags and to be placed at our finish line festival. This will give you exposure to thousands of finishers.

Official Race Program

20,000 copies are distributed to our participants. This program is full of key information for race weekend details from maps to start times, stories, partnerships, and more. Participants enjoy reading this program from cover to cover.

Partner's logo will be displayed in a prime location on the charity page

Partner's logo will be displayed on the charity page

Partner's names will be listed on the charity page

*Additional ad space can be purchased to enhance exposure.

Virtual Event Bag

Charity partners will have the opportunity to purchase an ad in our Virtual Event Bag for $250 ($500 value). The "bag" is emailed to 20,000+ participants pre and post-race weekend. Ads can feature upcoming charity events, donation incentives, charity messaging, congratulations notes, etc.

Volunteer

Volunteer event weekend as a group and promote your charity! Pick a shift that your charity would like to assist with, come dressed ready to impress and show off your nonprofit to the thousands of participants, community partners, Long Beach citizens and many more. The more volunteers you can have together the more exciting it will be! Contact Allison early to secure volunteer shifts/locations. Visit www.runlongbeach.com/volunteers for more information. We provide training, a t-shirt, snacks, community service credit for each volunteer.

Water Stations

Be a part of the race day experience by hosting a water station on course. All water stations require a team leader, a water station truck driver, 30 plus volunteers and must attend a mandatory water station training session. Space is limited, contact Allison as soon as possible if you are interested.

Accommodations Headquarters

Book your hotel rooms now! If your charity wishes to book rooms for the 2017 JetBlue Long Beach Marathon & Half Marathon, please call 1-800-829-6999 for discounted group rates, room blocks and hotel details.

Important Dates

June 30	Application submission deadline
June 30	Purchase at least 20 race entries
July 12	@ 6pm Mandatory Charity Kick Off Meeting
August 31	Last chance to purchase any additional codes
September 30	All charity codes must be redeemed online
October 6-8	Event weekend
October 31	All funds need to be recorded on CrowdRise

Race Weekend

Friday, October 6	Health and Fitness Expo - 12:00pm to 7:00pm
Saturday, October 7	Health and Fitness Expo – 9:00am to 6:00pm
	5K Run/Walk @ the Aquarium of the Pacific – 7:30am
Sunday, October 8	Marathon Starts @ 6:00am
	Bike Tour Starts @ 6:00am
	Half Marathon @ 7:30am

Charity Application

Official Charity Name (will be used on all publications)

Mission Statement

Fundraising Goal Amount (minimum $5,000) 501c3 #:

Charity Website

Charity Contact

Email Address Telephone Number

Mailing Address City State Zip

We would like to apply to be a:

- ☐ Gold Charity Partner (100 race entries and $20,000 fundraising minimum)
- ☐ Sliver Charity Partner (50 race entries and $10,000 fundraising minimum)
- ☐ Bronze Charity Partner (20 race entries and $5,000 fundraising minimum)

Has your organization fundraised through any other events?

- ☐ No, this will be our first fundraising event
- ☐ Yes, we have fundraised through events in the past
  If yes, please list the events & how much you raised here:

Have you engaged in peer to peer fundraising? ☐ No ☐ Yes, when

Do you have any business or sponsor partners that plan to support your team at this event?

Please initial that you understand and committee to the following:

____ As a charity partner I understand that we must purchase a minimum of 20 race entries by June 30, 2017

____ As a charity partner we commit to recording all funds raised through the JetBlue Long Beach Marathon on our Crowdrise page.

Name (Print)

Signature Date

*Please email, fax or mail completed Charity Campaign to:

Allison Wootton
Office: 562-753-1359
Fax: 562-795-8935
Email: awootton@motivsports.com

Mailing Address:
Long Beach Runs LLC
10545 Humbolt St.
Long Beach, CA 90720

Box for Office Use:

Date Received:	Payment:

Other Notes: