



2012 New Jersey Marathon Charity Affiliate Program

Platinum Charity Partner

500 Participants or more

Benefits*:

- There are three (3) basic registration formats:
 - 1) A charity can pre-purchase a set number of registrations at the current listed price for the Full or Half Marathon. **(Example: 20 Full Marathon and 15 Half Marathon entries). These registrations must be submitted on-line by April 15, 2012. A special registration code will be set-up, the charity will pay 25% of the cost initially with the remaining amount invoiced, prior to race day.**
 - 2) A charity can sign an agreement to purchase a set number of registrations for a mid-price point **(Example: \$100 for Full and \$75 for Half)** and must register them on-line by April 15, 2012. **A special code will be set up and the charity will be invoiced prior to race day for the number registered using the registration code.**
 - 3) A charity can request a registration code that can be used to track their runners through the registration process and a report of runners using said code can be provided to the charity on a periodic basis. Fund raisers will register on Active.com, prior to April 15, 2012, and use the charity specific code prior to completing their registration.
- Guaranteed entry for all participants, online registration available via customized charity code **(must be registered by April 15, 2012)**
- Complimentary entry for coaches for the marathon or half marathon (1 for every 25 entries)
- Discounted room rate at host hotel near race site (subject to availability)
- Hotel meeting room for group meetings, hospitality, etc. (subject to availability)
- Opportunity to come to select New Jersey Marathon promotion/recruiting events,
- One (1) 30'x20' space near the start area,
- One (1) 40'x30' tent at the finish area in Charity Village,
- One (1) 30'x10' booth at the Health & Fitness Expo to be held at Monmouth Park
- Four (4) Public Address announcements at the Health & Fitness Expo
- Brochure/postcard inserted in 12,000 race bags (items supplied by charity & should be delivered by March 1)
- Six (6) banners along course and recovery/party area (banners supplied by charity)
- Logo (large) and link to be displayed on race website within the Platinum charity tier and on the training groups webpage
- Charity featured on two (2) NJ Marathon and Long Branch Half Marathon e-newsletters
- Plaque of appreciation presented to program director
- Opportunity to man a fluid station/ cheer zone (volunteers provided by charity)
- Four (4) Public Address announcements at the marathon finish line (message provided by charity)
- Logo placement on official race promotional poster distributed locally
- An official charity is permitted to use the event logo for recruiting, fundraising, and marketing campaigns. The charity must notify US Road Sports on how and where the logo will be used. The logo will be provided upon request.

* To qualify for these benefits, the participants must be registered before 04/15/12.



2012 New Jersey Marathon Charity Affiliate Program

Gold Charity Partner

250 to 499 Participants

Benefits*:

- There are three (3) basic registration formats:
 - 1) A charity can pre-purchase a set number of registrations at the current listed price for the Full or Half Marathon. **(Example: 20 Full Marathon and 15 Half Marathon entries). These registrations must be submitted on-line by April 15, 2012. A special registration code will be set-up, the charity will pay 25% of the cost initially with the remaining amount invoiced, prior to race day.**
 - 2) A charity can sign an agreement to purchase a set number of registrations for a mid-price point **(Example: \$100 for Full and \$75 for Half)** and must register them on-line by April 15, 2012. **A special code will be set up and the charity will be invoiced prior to race day for the number registered using the registration code.**
 - 3) A charity can request a registration code that can be used to track their runners through the registration process and a report of runners using said code can be provided to the charity on a periodic basis. Fund raisers will register on Active.com, prior to April 15, 2012, and use the charity specific code prior to completing their registration.
- Guaranteed entry for all participants, online registration available via customized charity code **(must be registered by April 15, 2012)**
- Complimentary entry for coaches for the marathon or half marathon (1 for every 25 entries)
- Discounted room rate at host hotel near race site (subject to availability)
- Hotel meeting room for group meetings, hospitality, etc. (subject to availability)
- One (1) 10'x20' space near the start area,
- One (1) 20'x20' tent at the finish area in Charity Village,
- One (1) 20'x10' booth at the Health & Fitness Expo to be held at Monmouth Park
- Two (2) Public Address announcements at the Health & Fitness Expo (message to be provided by charity)
- Video sent via email as well as on the NJ Marathon website encouraging runners to join a charity, with focus on Platinum Charity Partner
- Opportunity to have brochure/postcard or other promotional material inserted in 12,000 race bags at cost (items supplied by charity; contact us for pricing must be in by March.1)
- Four (4) banners along course and recovery/party area (banners supplied by charity)
- Logo (large) and link to be displayed on race website within the Gold charity tier
- Charity featured on one (1) NJ Marathon and Long Branch Half Marathon e-newsletter
- Plaque of appreciation presented to program director
- Opportunity to man a fluid station / cheer zone (volunteers provided by charity)
- Two (2) Public Address announcements at the marathon finish line (message to be provided by charity)
- Logo on official race promotional poster distributed locally
- An official charity is permitted to use the event logo for recruiting, fundraising, and marketing campaigns. The charity must notify US Road Sports on how and where the logo is being used. The logo will be provided upon request.

*To qualify for these benefits, the participants must be registered before 04/15/12.



2012 New Jersey Marathon Charity Affiliate Program

Silver Charity Partner

100 to 249 Participants

Benefits*:

- There are three (3) basic registration formats:
 - 1) A charity can pre-purchase a set number of registrations at the current listed price for the Full or Half Marathon. **(Example: 20 Full Marathon and 15 Half Marathon entries). These registrations must be submitted on-line by April 15, 2012. A special registration code will be set-up, the charity will pay 25% of the cost initially with the remaining amount invoiced, prior to race day.**
 - 2) A charity can sign an agreement to purchase a set number of registrations for a mid-price point **(Example: \$100 for Full and \$75 for Half)** and must register them on-line by April 15, 2012. **A special code will be set up and the charity will be invoiced prior to race day for the number registered using the registration code.**
 - 3) A charity can request a registration code that can be used to track their runners through the registration process and a report of runners using said code can be provided to the charity on a periodic basis. Fund raisers will register on Active.com, prior to April 15, 2012, and use the charity specific code prior to completing their registration.
- Guaranteed entry for all participants, online registration available via customized charity code **(must be registered by April 15, 2012)**
- Complimentary entry for coaches for the marathon or half marathon (1 for every 25 entries)
- Discounted room rate at host hotel near race site (subject to availability)
- Hotel meeting room for group meetings, hospitality, etc. (subject to availability)
- Video sent via email as well as on the NJ Marathon website encouraging runners to join a charity, with focus on Platinum Charity Partner
- One (1) 10'x10' space near the start area,
- One (1) 20'x10' tent at the finish area in Charity Village,
- One (1) 10'x10' booth at the Health & Fitness Expo to be held at Monmouth Park
- Two (2) Public Address announcements at Health & Fitness Expo (message to be provided by charity)
- Opportunity to have brochure/postcard or other promotional material inserted in 12,000 race bags at 'cost' (items supplied by charity; contact us for pricing, material should be delivered by March 1.)
- Two (2) banners along course (banners supplied by charity)
- Logo (medium) and link to be displayed on race website within the Silver charity tier
- Plaque of appreciation presented to program director
- Opportunity to man a fluid station / cheer zone (volunteers provided by charity)
- An official charity is permitted to use the event logo for recruiting, fundraising, and marketing campaigns. The charity must notify US Road Sports on how and where the logo is being used. The logo will be provided upon request. Once the event has ended the use of the logo will no longer be permitted.

*To qualify for these benefits, the participants must be registered before 04/15/12.



2012 New Jersey Marathon Charity Affiliate Program

Bronze Charity Partner

50 to 99 Participants

Benefits*:

- There are three (3) basic registration formats:
 - 1) A charity can pre-purchase a set number of registrations at the current listed price for the Full or Half Marathon. **(Example: 20 Full Marathon and 15 Half Marathon entries). These registrations must be submitted on-line by April 15, 2012. A special registration code will be set-up, the charity will pay 25% of the cost initially with the remaining amount invoiced, prior to race day.**
 - 2) A charity can sign an agreement to purchase a set number of registrations for a mid-price point **(Example: \$100 for Full and \$75 for Half)** and must register them on-line by April 15, 2012. **A special code will be set up and the charity will be invoiced prior to race day for the number registered using the registration code.**
 - 3) A charity can request a registration code that can be used to track their runners through the registration process and a report of runners using said code can be provided to the charity on a periodic basis. Fund raisers will register on Active.com, prior to April 15, 2012, and use the charity specific code prior to completing their registration.
- Guaranteed entry for all participants, online registration available via customized charity code **(must be registered by April 15, 2012)**
- Complimentary entry for coaches for the marathon or half marathon (1 for every 25 entries)
- Discounted room rate at hotel near race site (subject to availability)
- Hotel meeting room for group meetings, hospitality, etc. (subject to availability)
- One (1) 10'x10' space near the start area,
- One (1) 10'x10' tent at the finish area in Charity Village,
- One (1) 10'x10' space near the start area in Charity Village,
- Opportunity to rent one (1) 10'x10' booth at the Health & Fitness Expo to be held at Monmouth Park (\$TBD December 2011)
- Opportunity to have brochure/postcard or other promotional material inserted in 12,000 race bags at 'cost' (items supplied by charity; contact us for pricing; material should be delivered by March 1)
- Logo (medium) and link to displayed on race website within the Bronze charity tier
- Plaque of appreciation presented to program director
- Opportunity to man a fluid station / cheer zone (volunteers provided by charity)
- An official charity is permitted to use the event logo for recruiting, fundraising, and marketing campaigns. The charity must notify US Road Sports on how and where the logo is being used. The logo will be provided upon request. Once the event has ended the use of the logo will no longer be permitted.

*To qualify for these benefits, the participants must be registered before 04/15/12.



2012 New Jersey Marathon Charity Affiliate Program

Participating Charity Partner

10 to 20 (L1) & 21 to 49 (L2) Participants

Benefits*:

- There are three (3) basic registration formats:
 - 1) A charity can pre-purchase a set number of registrations at the current listed price for the Full or Half Marathon. **(Example: 20 Full Marathon and 15 Half Marathon entries). These registrations must be submitted on-line by April 15, 2012. A special registration code will be set-up, the charity will pay 25% of the cost initially with the remaining amount invoiced, prior to race day.**
 - 2) A charity can sign an agreement to purchase a set number of registrations for a mid-price point **(Example: \$100 for Full and \$75 for Half)** and must register them on-line by April 15, 2012. **A special code will be set up and the charity will be invoiced prior to race day for the number registered using the registration code.**
 - 3) A charity can request a registration code that can be used to track their runners through the registration process and a report of runners using said code can be provided to the charity on a periodic basis. Fund raisers will register on Active.com, prior to April 15, 2012, and use the charity specific code prior to completing their registration.
- Guaranteed entry for all participants, online registration available via customized charity code **(must be registered by April 15, 2012)**
- Discounted room rate at host hotel near race site (subject to availability)
- L1 - Opportunity to rent one (1) 10'x10' tent at the finish area in Charity Village, (\$TBD December 2011)
- L1 - Opportunity to rent one (1) 10'x10' booth at Health & Fitness Expo (\$TBD December 2011)
- L2 - One (1) space near the start area,
- L2 - One (1) 10'x10' tent at the finish area in Charity Village,
- L2 - Opportunity to rent one (1) 10'x10' booth at Health & Fitness Expo (\$TBD December 2011)
- Logo (small) and link displayed on race website within the Participating charity tier
- An official charity is permitted to use the event logo for recruiting, fundraising, and marketing campaigns. The charity must notify US Road Sports on how and where the logo is being used. The logo will be provided upon request. Once the event has ended the use of the logo will no longer be permitted.

*To qualify for these benefits, the participants must be registered before 04/15/12.