



13.1 Marathon™ Atlanta

October 4, 2009

Charity Affiliate Program

**US ROAD SPORTS &
ENTERTAINMENT GROUP**



2009 13.1 Marathon™ Atlanta Charity Affiliate Program



About the 13.1 Marathon™ Atlanta:

The 13.1 Marathon™ Atlanta (13.1™ Atlanta) is part of the 13.1 Marathon™ Series created by US Road Sports & Entertainment Group. The series was created in response to the growing demand for half marathons and support for the distance as a race for people looking for a lifetime accomplishment. The inaugural 13.1™ Atlanta is the 4th race in the series, serving some of America's top running communities with a stand-alone half marathon for locals to embrace and visitors to experience. The 13.1™ Atlanta is first time friendly and perfect for marathoners in training and other experienced runners looking for a run and memorable race experience. The race field will be limited to enable novice walkers and runners a less intimidating race experience compared to other large race events.

Charity Fundraising:

As running and walking experience a major boom in popularity, the concept of running for a cause is also gaining significant attention and growth. The 13.1 Marathon™ Atlanta is proud to work with non-profit groups and appreciates the integral role that charity fundraising plays in drawing new runners and promoting the sport. The opportunity to fundraise through road races provides a great avenue for charities to cut through the competitive world of fundraising. Cause-related running/walking has been taken to extraordinary heights in recent years. For example the London Marathon has 76% of its field taking part to raise money for different charities and has raised over \$200 million for charities since 1981. In 2009, 17 charity fundraising groups used the ING Georgia Marathon & Half Marathon® to raise funds for their causes.

Participants find that the struggles of training and running a half marathon relate to those of an individual who is fighting a disease. Participants view themselves as a hero on race day when they cross the finish line, having raised money for a cause they feel especially close to. Running has evolved into a sport that encourages completion versus competition. There are many sources of training information to help your charity runner complete the challenge of finishing the half marathon. The goal is to get them started so they can get going!

How does the fundraising work?

There are a number of creative and functional ways you can make the fundraising effort successful for your charity. The most common and effective way is by setting up a fundraising pledge program where runners collect pledges and donations based on the completion of their race. Each charity can develop a program according to your goals, resources and expected participants. The implementation and collection of the fundraising program is up to you and your participants.

How runners find out the charity is affiliated with the 13.1 Marathon™ Atlanta:

For groups participating in our Charity Affiliate Program, we are happy to help publicize your fundraising program by placing your logo, a brief description, and a link to your website on our Race Partner webpage at www.131Atlanta.com.



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How does the 2009 13.1 Marathon™ Atlanta Charity Affiliate Program work?

The 13.1™ Atlanta Charity Affiliate Program supports charity fundraising groups by providing entry fee discounts, visibility on the 13.1™ Atlanta website and additional race weekend benefits depending on the number of participants your group registers for the 13.1™ Atlanta by September 20, 2009 (2 weeks prior to the race).

How to participate in the 13.1™ Atlanta Charity Affiliate Program:

1. Fill out the Sign-up Form on the last page of this document, fax or email it along with a copy of your 501(c)(3) determination letter to Danielle Puckerin at 404-892-8384 or GA-RFSB@usroadsports.com and email your logo (eps format).
2. You will be emailed a discount code and instructions on how your group can register.
3. Race management will add your logo and mission description from your Sign-up Form along with a link to your webpage at www.131Atlanta.com under Race Partners.
4. By September 23, race management will email all participating Charity Affiliates the benefits earned and specific instructions for activating those benefits based on the number of participants in your group registered by September 20.

2009 13.1 Marathon™ Atlanta Charity Affiliate Program Benefits:

- 13.1% discounted entry fee (*applies to current entry fee; expires 9/20/09*)
- Guaranteed entry for all participants that register by 9/20/09
- Complimentary entry for coaches (*1 entry per 25 paid entries; must register by 9/20/09*)
- One (1) 10'x10' tent in the finish/post race area (*must have 50 paid entries registered by 9/20/09*)
- One (1) brochure, postcard or other promotional item inserted in 1,000+ race bags (*item supplied by group; due 9/1/09*)
- Logo, description and link displayed under Race Partners on 13.1™ Atlanta webpage
- Group featured on one (1) 13.1™ Atlanta e-newsletter - 30,000+ emails (*must have at least 250 paid entries by 9/20/09; message provided by group*)
- One (1) PA announcement per 50 paid entries at the finish/post race area (*limit 5 PA announcements per group*)
- Right to use 13.1™ Atlanta logo (*subject to approval by US Road Sports & Entertainment of Georgia, LLC*)



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Sign-up Form

Name of Organization: _____

Contact Name: _____

Phone: _____ Email: _____

Website Link for the Race Partner webpage: _____

One or two sentence description of the group's mission for the Race Partner Webpage:

What is your target number of participants? _____

What other races will you attend in 2009? _____

Which of the 2009 13.1™ Atlanta Charity Affiliate Program race weekend benefits are of interest to your group? *(Please check all that apply)*

- Finish Area Tent Insert in race bags PA announcement
- Coach comp entry E-newsletter

Do you have a special or inspiring story about the organization or a team member? *(Optional)* _____

I agree to coordinate the Affiliate Program activities for the organization named above and to follow the 2009 13.1™ Atlanta Charity Affiliate Program instructions outlined in this document.

Signature _____ Date _____

The selection criteria for Affiliates and the determination of benefits are solely at the discretion of US Road Sports & Entertainment of Georgia, LLC.

Please fax or email completed form to Danielle Puckerin at
(404) 892-8384 or GA-RFSB@usroadsports.com no later than August 20, 2009

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