



SMITH ROCK RACE GROUP, LLC OFFICIAL CHARITY PROGRAM

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2010 Charity Program

The Smith Rock Race Group (SRRG) LLC Charity Program is designed to assist participating charities to achieve financial support from event participants and volunteers through participation in events, fundraising, and donation activity. All event participants and volunteers are encouraged to get involved and help raise money for charity, collecting pledges and donations from their family, friends and coworkers.

SRRG Events include:

- **Smith Rock Sunrise Summer Classic Half Marathon/10K/5K, July 10, 2010**
- **Cascades Lakes Relay, July 30-31, 2010**
- **Bend's First 1000 Lights Community Walk & Family Festival, December 31, 2010**
- **Three Sisters Marathon, June 4, 2011**

The Smith Rock Race Group, LLC is proud of its mission statement to provide charities with fundraising opportunities through the event or by one of its other charitable donation programs offered through our events. Each charity is responsible for overseeing its own fundraising campaign, and the total amount of money raised correlates directly to the efforts of the charity organization.

Fundraising ideas, tools and information will be offered by the event to benefit the charity's campaign efforts.

Opportunities for Charity in Association with SRRG:

Include, but are not limited to:

- Partner with successful events with a mission statement of charity involvement and successful fundraising support.
- Limited overhead and administrative expense with existing event support programs in place to assist you.
- Media, advertising, recruitment and fundraising opportunities and exposure through print and website ads, signage, on-site presence at expo, and Event.

- Use of Event logo for charity print advertising, promotion or in-house publications and out-reach fundraising during the term of the agreement.
- Space allocated to charity vignettes in SRRG newsletters.
- Exposure of charity to a new group of potential donors whose lifestyle and general social economic views lend to connections with charities.
- Direct exposure to event participants: (2009)
 - Smith Rock Sunrise Summer Classic Half Marathon (560)
 - Cascades Lakes Relay (1250).
 - Bends First 1000 Lights Community Walk & Family Festival (125)
 - Three Sisters Marathon (a 2011 event!).
- Direct exposure to event volunteers: (2009)
 - Smith Rock Sunrise Summer Classic Half Marathon (50.)
 - Cascades Lakes Relay (250).
 - Bends First 1000 Lights Community Walk & Family Festival (10).
 - Three Sisters Marathon (a 2011 event!).
- Potential to evolve and add Event supported charity outreach, team in training, and corporate programs to existing charity constituents.
- Direct website support through a designated Charity information and donation page on applicable event website.
- Donation option during Event Registration of all participants and volunteers.
- Fundraising tool, provided through SRRG which allows personalized fundraising pages for all your participants and volunteers to send to family & friends.
- SRRG and its related events welcome participants and volunteers into an atmosphere of support and fun where the spirit of giving is encouraged.

Multi-year agreement:

- Charity logo and advertisements are available on Event website year-round if renewal completed within one month following Event for the upcoming season.
- Collateral logo and advertisement of Event required on Charity website, in event calendar and additional appropriate placements year round.
- Fundraising/donations accepted through approximately eight (8) weeks post-event applied to current season. Collected funds after that period will be applied to the following season.

Annual agreement:

- 2010 Season: Charity logo and advertisements stay on website for approximately (eight) weeks post-event.
- Collateral logo and advertisement of Event required on Charity website in event calendar and additional appropriate placements for dates specified, as above.
- Fundraising/donations accepted through end of dates, as specified above.

Return For Profit (RFP) Requirements of Charity:

Application Process:

501(c) 3 Organizations:

Organizations must apply to become an official charity. Applications are available on the Event website, and must be returned electronically before the specified deadline. Approximately ten new charities are accepted as official charities each year, depending on

the number of qualified applicants and the number of spots available within the program. Mid-season applications are not accepted after the deadline. Along with the application, each charity must submit a copy of its 501(c)3 letter. Information about how to request an application is included at the end of this document.

Non 501(c) 3 Organizations:

Please submit your application as noted above with documentation of your event government status, if applicable. If your organization is not registered with a governing agency, provide as much information regarding your charity as possible. All applications will be reviewed for appropriate placement in our Official, and un-official programs.

Marketing Plan:

Once chosen as an official charity, a detailed Marketing Plan must be submitted within 30 days. SRRG encourages every official group to fully utilize the opportunity presented. We will evaluate the program you intend to employ to ensure that your charity will perform at an acceptable level during the race season. Your program plan should include information about what human resources you intend to use as well as how you will market your program to your constituents and the running community.

- Recruitment Goals (number of expected participants) with lists of participating chapters/members/sponsors, etc and contact information for each.
- Media Marketing Plan for each chapter including newsletter, website, and internet announcements, email and direct mail lists, print ads, public service announcements, i.e. posters, radio, TV, video.
- Recruitment Plan for each chapter, including but not limited to all information, kick-off and commitment formats for participants. Provide all chapters and members with information promoting Charity involvement with the Event to encourage maximum participation by all interested parties.
- Fundraising Plan and Goals including expected fundraising techniques and minimums for raising funds through participation in the Event and recommitment dates for each chapter/member at regular intervals concluding within 30 days prior to Event date.
- Pre- and Post- Race Reporting of estimates and real numbers of race participants, by chapter/city at regular intervals of 30 days from signing of this agreement through Event date. Concluding report to be filed within 30 days of Event, to include total numbers of participants by event, and net funds raised by member/chapter/city.

Website Exposure:

SRRG will provide you with an html-ready page to add to your website. This page will be completed by the Charity with information on the donation/fundraising options provided by the Event and Charity in partnership. This page must remain on the Charity website for the duration of the Event fundraising season and link back to the event's registration form. For multi-year agreements, this page is to remain up and updated with the upcoming event information within 2 weeks of the completion of the event.

Evaluation Process:

After each race season, SRRG staff evaluates the performance of that year's official charities. Groups that do not raise enough money through the program are not automatically accepted into the following year's event but must wait at least one year before reapplying for any open spots on the charity roster.

Application submission after the deadline (to be determined by Event)**Waiting List:**

If your organization contacts the SRRG office after the official charities for the year have been chosen, your organization will be placed on a list to receive an application for the following year.

You can still participate:

Just because your charity is not an “official charity” for this race year does not prevent you from using our event to raise money. Many participants choose to raise funds for a charitable organization that is *not* an official group. Although the online donation tools are only available to official charities, you can still raise money for your group through traditional methods.

Unofficial Charity participation:

Charities that are not on the official charity list may still develop a pledge form for people who want to participate on your behalf. Participants can use this form and informative brochures about your cause to solicit donations from their friends and family, exactly as they would for an official charity. Participants should turn in collected donations directly to the charity.

If you would like to become an official charity, report any fundraising activity to the SRRG office after the event. Special consideration is given to organizations that display independent fundraising success. In other words, raising money in conjunction with a SRRG Event *before* becoming an official charity is highly favorable and beneficial during the application process. Please note that the majority of funds raised through the SRRG are received through traditional means, not online. This suggests that any group can be highly successful with standard methods, regardless of access to online donation tools.

Return For Profit (RFP) Benefits Provided by Event:

Marketing Plan and Materials Assistance:

SRRG will provide charity with approved event name, logo and descriptions designated for use during the term of this agreement.

Marketing Campaign:

Event will designate charity as **an** Official Charity of the SRRG in all agreed upon event media materials and venues so outlined in this agreement. Access to exposure opportunities is available based on Charity interest level and availability.

Reservations and Hotel Selection Support:

The Event provides assistance and support in procuring individual reservations and block rooms for groups of ten or more through the SRRG Travel Program located on the official website at <http://www.SmithRockRaceTravel.rovia.com>

Official Charity Donation Minimum Requirement

SRRG sets a minimum fundraising level for all charities. Charities that do not raise the minimum amount will not be asked to join the following year, and must reapply for a spot in the program at a later time if they wish to re-join. Minimum amounts can be a total of reported on-line and off-line donations in combination. This helps the Event personnel track the progress and promotion efforts of each charity.

First Year	Second Year	Third Year and Thereafter
\$2,000.00	\$4,000.00	\$8,000.00

Donations and Fundraising

Pledge Forms:

SRRG encourages each charity create a pledge form to distribute to participants and volunteers who have signed up on the charity's behalf. [A pledge form is available through the Event, which can be personalized for your charity.](#) Please request this form at rosemary@smithrockrace.com. Participants and volunteers can email and/or take these forms to their families, friends, and coworkers to solicit and collect donations. It is helpful to provide participants and volunteers with informative brochures about your cause, as many potential donors may wish to know about the charity before donating. Participants and volunteers can collect flat dollar donations or take pledges per mile for any amount.

Fundraising Tips:

SRRG will be happy to provide to the charity fundraising tips and on-line fundraising guidelines upon request.

Donation Tracking and Reporting

On-line Donations:

Each charity receives access to online administrative tools and reports by using an assigned unique username and password. This allows charities to view donations from fundraising in real-time. This system displays not only the donation amounts, but also information about the donors and the runners or volunteers they choose to sponsor. You can log in to view your total donations in real time from anywhere in the world, at any time of day. These tools are available exclusively for participating charities; the general public does not have access.

Off-line Donations:

SRRG requires every charity to report the total amount of money raised each year. Reports are formatted as a list of participants and how much each raised, both on and offline and are required within two months following the event.

Official Charity Fees:

Application fee:

SRRG charges all official charities an application fee of \$100, which is the only flat cost associated with being an official charity. The check must accompany the charity application, and will be returned to the charity if they are not selected as an official charity.

This fee covers the hard costs that the event incurs on behalf of the charities, including standard set-up fees charged by our website technology provider.

Off-line Donations:

There are *no* fees incurred by collecting cash or check donations through traditional means. All such contributions go directly to the charity and will not be processed in any way by either the SRRG or Sign Me Up. Checks written to a charity should always be sent directly to that charity's listed headquarters.

On-line donations:

On-line donations involve a processing fee of no more than 9.5%. This includes all of the administrative fees, and the variable rate charged by the credit company for use of the card. Every charity must agree to activate the donation and fundraising options on the event website and agree to the associated fees before using the on-line system. Charities will receive checks on an agreed upon schedule from the Event. Donations may continue to come in even after the event concludes, so the event will leave the online donation tool open through eight (8) weeks following an Event, and send out a last call for donations on behalf of each official charity within one-month following each SRRG Event.

SRRG Charity Program Participants:**Constituent Participants:**

Many event participants are already involved with a charity and decide to use SRRG Events as an additional avenue to support their favorite cause. Most official charities promote the program through their newsletter, website, social networks or word of mouth within their constituency. Even those who have never participated in a road race before can get involved in the excitement of the SRRG while raising money for those in need.

Non-Constituent Participants:

Runners who already plan to participate in one of the SRRG Events may also choose to race in support of a charity. Donation opportunities will be offered during the event registration process for a participant who is not yet affiliated with a charity to become involved. Additional Donation and Fundraising opportunities will be made available through the Event, by the individual charities information section on the official website.

Volunteers:

All volunteers who register on line will be provided with information regarding fundraising through pledges and are encouraged to utilize this and other formats to raise funds for your cause while volunteering at the many positions available at each SRRG Event. Additionally, all volunteers can, and are encouraged to, select to fundraise for a charity by the same method outlined above. This service for personalized fundraising pages is provided to all official charities by the Event.

Volunteer Individual and Team Program:

SRRG Events have many varied positions available for individual volunteers, charity groups, and entertainment groups who assist with the Events and are a part of the official Volunteer program each year.

Your Charity is provide anywhere from 50-100 volunteers as participants in the many volunteer activities provided by the SRRG Events. Registration for these groups is available on the website at <http://www.smithrockrace.com/SRR> see Volunteer Registration.

For additional information on our Direct Giving Team Volunteer Program, visit <http://www.smithrockrace.com/SRR> To select to fundraise for an official charity, select the “Donate/fundraise” button located by the description of the charity of your choice on the official Event website.

How To Apply for the Official Charity Program

Applications may be downloaded at: [http://www.smithrockrace.com/SRR Charity Details.pdf](http://www.smithrockrace.com/SRR%20Charity%20Details.pdf)

Please submit your completed application to:
Rosemary Douglass, Office Administration
Rosemary@smithrockrace.com

Or via mail at:
Smith Rock Race Group LLC
1686 NE Tucson Way
Bend, OR 97701