

# 2009 Bank of America Chicago Marathon Charity Program

Please carefully read all sections and complete  
the Short Essay and Commitment Statement.

Submit no later than Wednesday, January 21, 2009 to:

**Mail:** Bank of America Chicago Marathon  
Attn: Dave Louthan  
135 South LaSalle Street, Suite 2705  
MC IL4-135-27-05  
Chicago, IL 60603

**Email:** [david.louthan@bankofamerica.com](mailto:david.louthan@bankofamerica.com)

## **CHARITY PROGRAM SUMMARY AND ENTRY REQUIREMENTS**

### CHARITY PROGRAM

The 2009 Bank of America Chicago Marathon Charity Program (also referred to as the “Charity Program”) offers a unique fundraising platform for agencies or institutions engaged in worthwhile causes. Through the Charity Program, charitable organizations may secure guaranteed Bank of America Chicago Marathon entries to be used as revenue generators while receiving the opportunity to gain exposure for their causes through an international, high profile, and world class event. The Bank of America Chicago Marathon (also referred to as the “Event” or “Marathon”) is a tremendous way for charities to develop lasting relationships with members of its team by uniting in a cause and achieving great personal successes together.

### TIME & RESOURCES

In order to get the most out of your involvement with the Bank of America Chicago Marathon, a great deal of time and resources will need to be allocated toward the Charity Program. Each charity must comply with all Bank of America Chicago Marathon Event Rules & Guidelines and all Charity Program regulations and deadlines as set forth and, therefore, must be prepared to provide significant support throughout the duration of the program. In addition, each charity is required to designate one staff member as the point of contact for the program.

### NUMBER OF PARTICIPANTS

The 2009 Bank of America Chicago Marathon Charity Program is divided into five tiers based on the number of participants recruited to participate on behalf of that charity. Benefits awarded by the Marathon will be determined based on the tier the charity achieves by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.\*

The major distinction between the tiers is the number of participants the charity recruits and registers for the Event. Accepted charities must meet the minimum requirement of registered participants (listed below) no later than the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.\* The Charity Program tiers are:

- **Official Charity** – a minimum of 500 (five hundred) Event participants.
- **Partner Charity** – a minimum of 250 (two hundred fifty) Event participants.
- **Participating Charity** – a minimum of 70 (seventy) Event participants.
- **Associated Charity** – a minimum of 25 (twenty five) Event participants.
  
- **Contributing Charity** – less than 25 (twenty five) Event participants through open registration only.

\* The Bank of America Chicago Marathon has a participant capacity and registration policy of 45,000 registered participants. Registration will close when the capacity is reached.

### PROMOTION OF THE RACE

The charity must agree to promote the Bank of America Chicago Marathon as one of the world's premier races using the full name and official logo as provided. In order to secure the best results, the charity is strongly recommended to develop and submit a comprehensive marketing plan to effectively promote their program to prospective marathoners. In addition, it is important to maintain contact with participating runners throughout their training and to engage the participants' supporters, which will in turn encourage them to fundraise. The promotional effort made by the charity will serve as one of many components for us to evaluate the charity's future involvement in the program.

The Event will supply all charities accepted into the program with the Bank of America Chicago Marathon event logos in exchange for the charity's logos in EPS format. **Of note, charities wishing to use the Bank of America Chicago Marathon logo must submit any item containing the logo to the Marathon for approval prior to using the logo in any manner and may not use an Event logo from a previous year.** When referring to the Event in print and other materials, charities must always use the official name of the Event: Bank of America Chicago Marathon.

### REGULATION OF RUNNERS IN CHARITY PROGRAMS

All charity runners must follow all Bank of America Chicago Marathon Event Rules & Guidelines and all Charity Program regulations and deadlines as set forth. As a partner

of the Event, the charity must make sure its members are aware of all rules and regulations at the point of registration and prior to their race day participation.

All participants of your program must be advised that the Event has a strict 6-1/2 hour course time limit (enforced by the City of Chicago) and that early starters are not allowed. Individuals not starting with the Official Start will be disqualified from the Event and participants who do not finish before the course time limit cannot be guaranteed an official time or listing in the Official Results Book. Bib Numbers are non-refundable, non-transferable and may not be deferred or donated. Bib Numbers and timing chips MUST be worn only by the participant to whom they were assigned.

### REGISTRATION PROCEDURE

The 2009 registration pricing is as follows:

- Cost per U.S. charity entrant is: \$125.
- Cost per international charity entrant is: \$150.

When registering your runners, you must use one of the following options below:

Option 1 - If your program registration fee does not include the Marathon entry fee, instruct your charity runners to individually register online for the Bank of America Chicago Marathon at [www.chicagomarathon.com](http://www.chicagomarathon.com). You must obtain the registrant's confirmation number, which is included in the e-mail confirmation they will receive after completing registration.

Option 2 - If your program registration includes the Marathon entry fee, register your charity runners online for the Bank of America Chicago Marathon using the charity code that will be provided. In order to successfully complete registration, charities must obtain all details from registrants and enter all fields. *Please note that ALL charities will be given a charity code this year. You will need this code to register your participants online.* ALL registrants must also complete a paper registration form including signature. Signed documents must be provided to the Marathon for registration to be complete.

For Option #2, please note that participants will not be listed on the Registration Confirmation page of the Event website until the charity has registered them. Once the participant is listed on the Registration Confirmation page, the Participant may submit

proof of a qualifying time for placement in a seeded Starting Corral directly to the Event. *The Event will not be able to verify registration of a participant or make any change to his/her corral placement until the charity has registered that individual through the online registration process.*

### SEEDED START CORRALS

The Bank of America Chicago Marathon offers seeded Start Corrals to the fastest participants based on recent half marathon and marathon qualifying standards established each year by the Event.

While the Open Corral (or Open Start) is based on the self-seeded placement of participants by expected net finish time, the Seeded Start Corrals are secure start areas designed to offer a quicker and smoother start for qualified participants. Assignment to seeded Start Corrals is based on a submitted qualifying time and offered on a first come, first served basis. Seeded Start Corrals will close once they reach their maximum capacities.

Participants will be notified of start corral assignments by mail on their Confirmation Ticket or they may verify their corral placement through the Registration Confirmation page of the Event website once proof of the qualifying standard has been supplied.

*The Event will not be able to make any change to a corral placement for any participant until that participant is registered with the Event. Therefore, any charity that elects to register its participants (registration option #2 above) should notify each participant that he/she will not be able to request a change in their corral until the charity has actually registered that person with the Event.*

### FINAL SPREADSHEETS

All charity runner names must be submitted in a Microsoft Excel file no later than by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration. A template will be provided by the Bank of America Chicago Marathon. Please include all participant paper applications along with the final spreadsheets. The Bank of America Chicago Marathon will send a final invoice for these entries.

## FINAL FIGURE SUBMISSION

Charities must provide the Bank of America Chicago Marathon with a complete report of the following no later than November 27, 2009\*:

- Final number of runners raising money for your organization.
- Dollars generated as a result of fundraising for the Bank of America Chicago Marathon.
- Group Hotel and Airline travel information/breakdown.
- List of venues rented or events created for charity team.

\*Quality of the information provided may reflect on the charity's involvement in the 2010 Charity Program.

## RELATED EVENTS

The primary Marathon charity coordinator must notify Dave Louthan of the charity's Race Weekend events (e.g., Pasta Dinner, Awards Celebration, etc.). The charity is responsible for all aspects of their events including staffing.

## CATERING

Blue Plate is the official caterer (applicable to Official, Partner & Participating Charities) for the Bank of America Chicago Marathon. Blue Plate offers special race day packages for teams in Charity Village including breakfast favorites, snacks, and beverages. Visit [www.blueplatechicago.com](http://www.blueplatechicago.com) for a full list of pre-race and post-race menus.

All deliveries to the individual charity tents in the Charity Village must follow the Bank of America Chicago Marathon special delivery instructions. Instructions for this process will be provided at a later date.

## HOTEL ROOMS & ROOM BLOCKS

Experient is the Official Travel and Housing Partner of the 2009 Bank of America Chicago Marathon, offering special rates at the city's most desirable properties. Visit [www.chicagomarathon.com](http://www.chicagomarathon.com) for more information on how Experient can reduce costs and streamline hospitality options for your team.

Complete charity team details on hotel room rental and hotel room blocks are required in the final figures submitted by each charity no later than November 27, 2009.

COMMITMENT STATEMENT

The Charity's Executive Director and the staff member responsible for managing the organization's involvement in the 2009 Bank of America Chicago Marathon's Charity Program must sign the commitment statement before being considered as an affiliated charity in the Charity Program.

## CHARITY AGREEMENT

*The Bank of America Chicago Marathon reserves the right to limit the number of charities involved in the Bank of America Chicago Marathon Charity Program and to limit the number of charities at each level.*

### **OFFICIAL CHARITY** - *minimum of 500 runners required*

The Bank of America Chicago Marathon will provide the Charity with the following:

- Use of the 2009 Bank of America Chicago Marathon race name/logo in advertising and promotional materials. The Charity may only use the Event logo and/or Event name with prior written approval from the Event. The Event logo may not be used prior to acceptance into the Charity Program and may not be used after December 31, 2009. All promotional pieces using the Event name and/or logo including, but not limited to, applicable pages from the Charity's website must be submitted to the Event for approval prior to use by the Charity. Under no circumstances shall an Event logo from a prior year be used in any medium.
  
- Opportunity to secure guaranteed entries (amount TBD on acceptance into Charity Program) to be filled by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration following the close of open registration.
  - o Guaranteed entry pricing: \$125 Domestic \$150 International.
  
- Primary placement of the Charity's logo, link, and contact info on the Bank of America Chicago Marathon website - [www.chicagomarathon.com](http://www.chicagomarathon.com).
  
- Additional placement in an e-newsletter if the Charity has registered 50% of the number of guaranteed entries allotted by April 30, 2009.
  
- Dedicated page for Charity information on Event website.
  - o May include information on the cause, pictures, video, etc.
  
- Charity listed in drop down menu option on Event on-line registration form.

- Charity coupon code to register all Charity runners.
- Mention in at least one (1) Bank of America Chicago Marathon e-mail broadcast to all Marathon participants.
- Mention in the Bank of America Chicago Marathon Official Program, Results Book, and Media Guide.
- Opportunity to purchase a tent within Charity Village at the Start/Finish Area of the Bank of America Chicago Marathon based on availability. Once items are mutually agreed upon, the following will be ordered by the Charity through the Bank of America Chicago Marathon and directly billed to the Charity (unless provided by the a sponsor):
  - o Tent (size based on number of participants).
  - o Tent walls and heaters.
  - o Tent entrance signage.
  - o Tables/chairs (quantity TBD).
  - o Food and beverages (catering must be ordered through official caterer Blue Plate).
  - o Compound portable toilets/hand washing units.
  - o Generated power.
- Opportunity to insert a promotional piece as supplied by the Charity and pre-approved by the Bank of America Chicago Marathon (approx. value - \$3,000), into participant Goodie Bags by the deadline specified (quantity 42,000 in 2008).
- A discounted rate (TBD) for a 10' x 20' booth space (approx. value - \$4,800) at the Health & Fitness Expo including:
  - o Pipe and Drape.
  - o One (1) 8' Table.
  - o Two (2) Chairs.

Additional items will be at the Charity's expense (e.g. electrical, phone, carpet, drayage, etc.).

**Official Charity of the 2009 Bank of America Chicago Marathon agrees to the following:**

- 500 runners registered by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.
- Permission to use the Charity's name/logo in advertising and promotional material with prior written approval from the Charity. The Charity will provide its logo with its Application. Such Application will serve as the prior written approval from the Charity for use of its logo and name by the Event. The Charity logo may not be used after December 31, 2009.
- Designated Charity coordinator to serve as point of contact between the Charity and the Bank of America Chicago Marathon throughout the duration of Agreement.
- Registration, Expo Booth, Goodie Bag Insert and Charity Village payment submitted by September 15, 2009.
- Final figure breakdown of the following submitted no later than November 27, 2009:
  - o Final number of runners raising money for your organization.
  - o Dollars generated as a result of fundraising for the Bank of America Chicago Marathon.
  - o Group Hotel and Airline travel information/breakdown.
  - o List of venues rented or events created for Charity team.
- End of the month reports of recruiting and fundraising totals.
- Detailed description of training program in place no later than March 31, 2009.
- Detailed information on all services, benefits, and fundraising support provided to runner.
- Inclusion of Event name in all press releases.
- Inclusion of Event logo/link on Charity website.

- Online fund-raising mechanism.

- Signed registration forms submitted for all entries:

o All guaranteed entry forms must be submitted no later than by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.

Please forward to:

Bank of America Chicago Marathon  
Attn: Dave Louthan  
MC IL4-135-27-05  
135 South LaSalle Street  
Suite 2705  
Chicago, Illinois USA 60603

Please forward to the Event office above using an overnight/courier service (e.g. Federal Express).

- Charity agrees to comply with all Bank of America Chicago Marathon Event Rules & Guidelines and all Charity Program regulations and deadlines as set forth and communicate them to their runners.

\*Failure to meet any or all of the Charity responsibilities may affect the Official Charity status of Charity for future years.

## CHARITY AGREEMENT

*PARTNER CHARITY – minimum of 250 runners required*

**The Bank of America Chicago Marathon will provide the Partner Charity with the following:**

- Use of the 2009 Bank of America Chicago Marathon race name/logo in advertising and promotional materials. The Charity may only use the Event logo and/or Event name with prior written approval from the Event. The Event logo may not be used prior to acceptance into the Charity Program and may not be used after December 31, 2009. All promotional pieces using the Event name and/or logo including, but not limited to, applicable pages from the Charity's website must be submitted to the Event for approval prior to use by the Charity. Under no circumstances shall an Event logo from a prior year be used in any medium.
- Opportunity to secure guaranteed entries (amount TBD upon acceptance into Charity Program) to be filled by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.
  - o Guaranteed entry pricing: \$125 Domestic \$150 International.
- Secondary placement of the Charity's logo, link, and contact info on the Bank of America Chicago Marathon website - [www.chicagomarathon.com](http://www.chicagomarathon.com).
- Additional placement in an e-newsletter if Charity has registered 50% of the number of guaranteed entries allotted by April 30, 2009.
- Charity listed in drop down menu option on on-line registration form.
- Mention in at least one (1) Bank of America Chicago Marathon e-mail broadcast to all Marathon participants.
- Mention in the Bank of America Chicago Marathon Official Program, Results Book, and Media Guide.

- Charity coupon code to register all Charity runners.
  
- Opportunity to purchase a tent within the Charity Village at the Start/Finish Area of the Bank of America Chicago Marathon based on availability. Once items are mutually agreed upon, the following will be ordered by the Charity through the Bank of America Chicago Marathon and directly billed to the Charity (unless provided by a sponsor):
  - o Tent (size based on number of participants).
  - o Tent walls and heaters.
  - o Tent entrance signage.
  - o Tables/chairs (quantity TBD).
  - o Food and beverages (catering must be ordered through official caterer Blue Plate).
  - o Compound portable toilets/hand washing units.
  - o Generated power.
  
- A discounted rate (TBD) to insert a promotional piece as supplied by the Charity and pre-approved by the Bank of America Chicago Marathon (approx. value - \$3,000), into participant Goodie Bags by the deadline specified (quantity 42,000 in 2008).
  
- A discounted rate (TBD) for a 10' x 10' booth space (approx. value - \$2,700 to \$3,100) at the Health & Fitness Expo including:
  - o Pipe and Drape.
  - o One (1) 8' Table.
  - o Two (2) Chairs.

Additional items will be at the Charity's expense (e.g. electrical, phone, carpet, drayage, etc.).

**Partner Charity of the 2009 Bank of America Chicago Marathon agrees to the following:**

- Two hundred fifty (250) runners registered by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.
- Permission to use the Charity's name/logo in advertising and promotional material with prior written approval from the Charity. The Charity will provide its logo with its Application. Such Application will serve as the prior written approval from the Charity for use of its logo and name by the Event. The Charity logo may not be used after December 31, 2009.
- Designated Charity coordinator to be point of contact between the Charity and the Bank of America Chicago Marathon.
- Registration, Expo Booth, Goodie Bag Insert and Charity Village payment submitted by September 15, 2009.
- Final figure breakdown of the following submitted no later than November 27, 2009:
  - o Final number of runners raising money for your organization.
  - o Dollars generated as a result of fundraising for the Bank of America Chicago Marathon.
  - o Group Hotel and Airline travel information/breakdown.
  - o List of venues rented or events created for Charity team.
- End of the month reports of recruiting and fundraising totals.
- Detailed description of training program in place no later than March 31, 2009.
- Detailed information on all services, benefits, and fundraising support provided to runners.
- Inclusion of Event name in all press releases.
- Inclusion of Event logo/link on Charity website.

- Online fund-raising mechanism.
- Signed registration forms submitted for all entries:
  - o Guaranteed entry forms submitted no later than by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.
- Charity agrees to comply with all Bank of America Chicago Marathon Event Rules & Guidelines and all Charity Program regulations and deadlines as set forth and communicate them to their runners.

\*Failure to meet any or all of the Charity responsibilities may affect the Charity Partner status

## CHARITY AGREEMENT

*PARTICIPATING CHARITY - minimum of 70 runners required*

**The Bank of America Chicago Marathon will provide the Charity with the following:**

- Use of the 2009 Bank of America Chicago Marathon race name/logo in advertising and promotional materials. The Charity may only use the Event logo and/or Event name with prior written approval from the Event. The Event logo may not be used prior to acceptance into the Charity Program and may not be used after December 31, 2009. All promotional pieces using the Event name and/or logo including, but not limited to, applicable pages from the Charity's website must be submitted to the Event for approval prior to use by the Charity. Under no circumstances shall an Event logo from a prior year be used in any medium.
- Opportunity to secure guaranteed entries (amount TBD upon acceptance into Charity Program) to be filled by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.
  - o Guaranteed entry pricing: \$125 Domestic \$150 International.
- Placement of the Charity's logo, link and contact information on the Bank of America Chicago Marathon website - [www.chicagomarathon.com](http://www.chicagomarathon.com).
- Additional placement in an e-newsletter if charity has registered 50% the number of guaranteed entries allotted by April 30, 2009.
- Mention in the Bank of America Chicago Marathon Official Program, Results Book, and Media Guide.
- Charity listed in drop down menu option on Event on-line registration form.
- Charity coupon code to register all Charity runners.
- Opportunity to purchase a tent within the Charity Village at the Start/Finish Area of the Bank of America Chicago Marathon based on availability. Once items

are mutually agreed upon, the following will be ordered by the Charity through the Bank of America Chicago Marathon and directly billed to the Charity (unless provided by a sponsor):

- o Tent (size based on number of participants).
  - o Tent walls and heaters.
  - o Tent entrance signage.
  - o Tables/chairs (quantity TBD).
  - o Food and beverages (catering must be ordered through our official caterer Blue Plate).
  - o Compound portable toilets/hand washing units.
  - o Generated power.
- A discounted rate (TBD) to insert a promotional piece as supplied by the Charity and pre-approved by the Bank of America Chicago Marathon (approx. value - \$3,000), into participant Goodie Bags by the deadline specified (quantity 42,000 in 2008).
- A discounted rate (TBD) for a 10' x 10' booth space (approx. value - \$2,700 - \$3,100) at the Health & Fitness Expo including:
- o Pipe and Drape.
  - o One (1) 8' Table.
  - o Two (2) Chairs.

Additional items will be at the Charity's expense (e.g. electrical, phone, carpet, drayage, etc.).

**Participating Charity of the 2009 Bank of America Chicago Marathon agrees to the following:**

- Seventy (70) runners registered by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.
- Use of the Charity's name/logo in advertising and promotional material with prior written approval from the Charity. The Charity will provide its logo with its Application. Such Application will serve as the prior written approval from the Charity for use of its logo and name by the Event. The Charity logo may not be used after December 31, 2009.
- Designated Charity coordinator to be point of contact between the Charity and the Bank of America Chicago Marathon.
- Registration, Expo Booth, Goodie Bag Insert and Charity Village payment submitted by September 15, 2009.
- Final figure breakdown of the following submitted no later than November 27, 2009:
  - o Final number of runners raising money for your organization.
  - o Dollars generated as a result of fundraising for the Bank of America Chicago Marathon.
  - o Group Hotel and Airline travel information/breakdown.
  - o List of venues rented or events created for Charity team.
- End of the month reports of recruiting and fundraising totals.
- Detailed description of training program in place no later than March 31, 2009.
- Detailed information on all services, benefits, and fundraising support provided to runners.
- Inclusion of Event name in all press releases.
- Inclusion of Event logo/link on Charity website.

- Online fund-raising mechanism.

- Signed registration forms submitted for all entries:

o Guaranteed entry forms submitted no later than by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.

-Charity agrees to comply with all Bank of America Chicago Marathon Event Rules & Guidelines and all Charity Program regulations and deadlines as set forth and communicate them to their runners.

Failure to meet any or all of the Charity responsibilities may affect the Participating Charity status.

## CHARITY AGREEMENT

*ASSOCIATED CHARITY - minimum of 25 runners required*

**The Bank of America Chicago Marathon will provide the Charity with the following:**

- Use of the 2009 Bank of America Chicago Marathon race name/logo in advertising and promotional materials. The Charity may only use the Event logo and/or Event name with prior written approval from the Event. The Event logo may not be used prior to acceptance into the Charity Program and may not be used after December 31, 2009. All promotional pieces using the Event name and/or logo including, but not limited to, applicable pages from the Charity's website must be submitted to the Event for approval prior to use by the Charity. Under no circumstances shall an Event logo from a prior year be used in any medium.
- Opportunity to secure guaranteed entries (amount TBD upon acceptance into Charity Program) to be filled by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.
  - o Guaranteed entry pricing: \$125 Domestic \$150 International.
- Placement of the Charity's logo, link, and contact information on the Bank of America Chicago Marathon website - [www.chicagomarathon.com](http://www.chicagomarathon.com).
- Mention in the Bank of America Chicago Marathon Official Program, Results Book, and Media Guide.
- Charity listed in drop down menu option on on-line registration form.
- Charity coupon code to register all Charity runners.
- A discounted rate (TBD) for a 10' x 10' booth space (approx. value - \$2,700 to 3,100) at the Health & Fitness Expo including:
  - o Pipe and Drape.
  - o One (1) 8' Table.

o Two (2) Chairs.

- Additional items will be at the Charity's expense (e.g. electrical, phone, carpet, drayage, etc.).

**Associated Charity of the 2009 Bank of America Chicago Marathon agrees to the following:**

- Twenty-five (25) runners registered by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.
- Use of the Charity's name/logo in advertising and promotional material with prior written approval from the Charity. The Charity will provide its logo with its Application. Such Application will serve as the prior written approval from the Charity for use of its logo and name by the Event. The Charity logo may not be used after December 31, 2009.
- Designated Charity coordinator to be point of contact between the Charity and the Bank of America Chicago Marathon.
- Registration, Expo Booth, and Goodie Bag Insert payment submitted by September 15, 2009.
- Final figure breakdown of the following submitted no later than November 27, 2009:
  - o Final number of runners raising money for your organization.
  - o Dollars generated as a result of fundraising for the Bank of America Chicago Marathon.
  - o Group Hotel and Airline travel information/breakdown.
  - o List of venues rented or events created for Charity team.
- End of the month reports of recruiting and fundraising totals.
- Detailed description of training program in place no later than March 31, 2009.
- Detailed information on all services, benefits, and fundraising support provided to runners.
- Inclusion of Event name in all press releases.
- Inclusion of Event logo/link on Charity website.

- Online fund-raising mechanism.

- Signed registration forms submitted for all entries:

o Guaranteed entry forms submitted no later than by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.

- Charity agrees to comply with all Bank of America Chicago Marathon Event Rules & Guidelines and all Charity Program regulations and deadlines as set forth and communicate them to their runners.

Failure to meet any or all of the Charity responsibilities may affect the Associated Charity status.

## CHARITY AGREEMENT

*CONTRIBUTING CHARITY - less than 25 runners*

**The Bank of America Chicago Marathon will provide the Charity with the following:**

- Mention of Charity on the Bank of America Chicago Marathon website – [www.chicagomarathon.com](http://www.chicagomarathon.com).
- Mention in the Bank of America Chicago Marathon Media Guide.

**A Contributing Charity of the 2009 Bank of America Chicago Marathon agrees to the following:**

- Use of the Charity's name/logo in advertising and promotional material with prior written approval from the Charity. The Charity will provide its logo with its Application. Such Application will serve as the prior written approval from the Charity for use of its logo and name by the Event. The Charity logo may not be used after December 31, 2009.
- Designated Charity coordinator to be point of contact between the Charity and the Bank of America Chicago Marathon
- Final figure breakdown of the following submitted no later than November 27, 2009:
  - o Final number of runners raising money for your organization.
  - o Dollars generated as a result of fundraising for the Bank of America Chicago Marathon.
  - o Group Hotel and Airline travel information/breakdown.
  - o List of venues rented or events created for Charity team.
- Charity agrees to comply with all Bank of America Chicago Marathon Event Rules & Guidelines and all Charity Program regulations and deadlines as set forth and communicate them to their runners.

\*Failure to meet any or all of the Charity responsibilities may affect the Contributing Charity status.

## CONTACT INFORMATION

### Charity Program Contact:

**Dave Louthan**

Phone: +1 (312) 992-6626

Fax: +1 (312) 904-9820

E-mail: david.louthan@bankofamerica.com

### Health & Fitness Expo Contact:

**Paul Brackey**

Phone: +1 (312) 904-9812

Fax: +1 (312) 904-9820

E-mail: paul.brackey@bankofamerica.com

### Volunteer Contact:

**Jonathan Broutin**

Phone: +1 (312) 992-6617

Fax: +1 (312) 904-9820

E-mail: jonathan.broutin@bankofamerica.com

### Public Relations Contact:

**Marianne Caponi**

Phone: +1 (312) 992-6618

Fax: +1 (312) 904-9820

E-mail: marianne.caponi@bankofamerica.com

**CHARITY PROGRAM DEADLINE INFORMATION SUMMARY**

**Charity Logo Submission\* ..... Due with Application**

Please supply two of each:

- Digital File (EPS vector file e.g. Adobe Illustrator)
- Black & White Logo Slick (if available)
- Four-Color Logo Slick (if available)

**Charity Mission Statement Submission. .... Due with Application**

250 word statement detailing the Charity’s Mission Statement for marketing purposes.

**Registration Plan in Place\* ..... March 2, 2009**

\*registration cap of 45,000 runners

Registration options:

- Individuals register on their own – Charity coordinator collects all confirmation numbers.
- Charity registers all runners online on with charity code provided by the Marathon.

**Program Descriptions. .... March 31, 2009**

Detailed description of training program for runners.

Detailed description of all services, benefits, and fundraising support provided to runners.

Provide link to Charity team online fundraising website.

Form will be provided by the Bank of America Chicago Marathon.

**Registration Incentive. . . . . April 30, 2009**

Additional placement in an e-newsletter if Charity has recruited 50% of the total number of guaranteed entries allotted.

**Registration Close . . . . . latter of June 30, 2009 or 30 (thirty) days following the close of open registration.**

*NO entries will be accepted after this deadline.*

**Signed Participant Entry Forms. . . . . no later than by the latter of June 30, 2009 or 30 (thirty) days following the close of open registration.**

Copies of signed entry forms for all participants registered using coupon code.

**Runner Storylines . . . . . June 1 – August 28, 2009**

Background on registered runners for development of human interest stories, Event publications, or Event website.

Forms will be provided.

**Expo Booth Advance Pricing Closed. . . . . June 30, 2009**

Online ordering website will be provided

**Goodie Bag Insert Advance Pricing Closed. . . . . June 30, 2009**

Online ordering website will be provided.

**Charity Village Advance Pricing Closed. . . . . June 30, 2009**

- Applicable to Official, Partners, and Participating Charities Only
- Tent size, number of chairs/tables, signage
- Heaters, generators, compound security, and portable toilets will be shared
- Online ordering website will be provided

**Credential Request** ..... **September 1, 2008**

Please submit requests online at [www.chicagomarathon.com](http://www.chicagomarathon.com) for Media and Photographer credentials only

**Goodie Bag Insert Delivery**: ..... **TBD (date will be in early August)**

**Registration, Expo Booth, Goody Bag Insert and Charity Village Payment**: ..... **September 15, 2009**

Make checks payable to:

Bank of America Chicago Marathon  
Attention: Howard Kambara  
135 South LaSalle Street, Suite 2705  
MC IL4-135-27-05  
Chicago, Illinois, U.S. 60603

**Final Figures Submission**: ..... **November 27, 2009**

- Final number of runners raising money for your organization
- Dollars generated as a result of fund raising for The Bank of Chicago Marathon
- Group Hotel and Airline travel information/breakdown
- Hospitality and venues rented on behalf of running team

**All submissions and requests should be forwarded to :**

[david.louthan@bankofamerica.com](mailto:david.louthan@bankofamerica.com)

**CHARITY CONTACT INFORMATION FORM**

*Please complete the contact form below as well as the attached Excel spreadsheet contact form.*

Company Name

Contact

Address

City  Zip/Postal Code

Country/Prov.

Phone Country Code

Office Phone  Cell Phone

Email Address

Website URL

## SHORT ESSAY QUESTIONS

1. Who is your Executive Director? How many years has he/she been in the position?
2. Who will manage the Marathon program? How many years has he/she been in the position? What are his/her qualifications?
3. How many additional people in your organization will be involved in this program and what will their responsibilities be? (List the titles of these individuals and an approximate percent of time to be devoted to the program.)
4. What is the history of funds raised through affiliation with the Marathon or another marathon, if applicable? Please explain how these funds were used (i.e., medical research, development programs, educational programs, mentoring, etc).
5. How many runners have participated in your charity program? (List the years of participation and the number of runners each year.)
6. Is your organization affiliated with other races or events? What is the history of participation in these events (e.g., funds raised and number of runners)? Please list a reference that we can contact.
7. Briefly outline your advertising and/or public relations activities surrounding your involvement in the Chicago Marathon Charity Program in a marketing plan. (How will you promote the Marathon and how do you plan to attract both runners and donors to your program?)
8. What tier (Official Charity, Charity Partner, Participating Charity, Associated Charity, or Contributing Charity) of the Charity Program is most suitable for your organization in the coming year? Please justify how your organization will meet the requirements (e.g., number of runners) of the level that you have chosen. Please note, past performance in the Event will be reviewed.
9. What are your specific goals for the program?
  - a) number of participants,
  - b) dollars raised, and
  - c) publicity gained.

10. Why do you feel that your organization deserves to be a part of the 2009 Bank of America Chicago Marathon Charity Program? How can your Charity benefit the Event?

11. The Bank of America Chicago Marathon would like to provide ongoing support programs to both the charities and their participants. Please provide a list of incentives that you feel would benefit both your organization and your Charity runners (i.e., free entries into the 2010 Marathon to the top Charity fundraiser, Marathon merchandise, charity runner discount on race fee, etc.)

12. How much of the money raised will go towards research & development versus overhead/staffing costs?

13. If your organization participated in the 2008 Charity Program what were your major challenges? What would you do differently in 2009?

**In order to participate in the Bank of America Chicago Marathon Charity Program, charities must provide proof of their §501(c)(3) status. Please include a copy of this information with your 2009 signed proposal. Proposals will not be accepted with out this proof/information.**

## COMMITMENT STATEMENT

The Bank of America Chicago Marathon must limit the number of Charity Organizations accepted to its Official Charity Program (“Charity Program”). The Bank of America Chicago Marathon reserves the right to revoke any organization’s right to participate in the Charity Program at any time.

I, \_\_\_\_\_, certify that all statements made in this request for Proposal is correct and that \_\_\_\_\_ (name of organization) is committed to following the guidelines of the level to which it may be assigned in the Charity Program.

I, \_\_\_\_\_, am hereby authorized to be the primary contact for \_\_\_\_\_ (name of organization) in its association with the 2009 Bank of America Chicago Marathon.

In the case that I need to leave the organization for any reason, I will assume full responsibility for training my successor to manage \_\_\_\_\_ (name of organization) in the Bank of America Chicago Marathon and its Charity Program.

\_\_\_\_\_  
Primary Bank of America Marathon Charity Program Coordinator

\_\_\_\_\_  
Executive Director

All organizations will be notified of their accepted level of involvement in the 2009 Bank of America Chicago Marathon Charity Program no later than Friday, February 13, 2009.

The Charity Workshop scheduled in February 2009 (exact date to be determined) will serve as an introduction to the program and a handout detailing all deadlines for the program will be distributed at that time.