



Welcome to the Shamrock Charity Partner Program! We are excited to work together with amazing Charities that want to blend fitness and community to provide a unique experience for race weekend participants wanting to run for a cause. Below you will find the details regarding the Shamrock Charity Partner Program:

***To be considered for the Shamrock Charity Partner Program, organizations must meet the following requirements:***

- Be a tax-exempt charitable organization under section 501(c)3 of the Internal Revenue Code.
- Have been in operation a minimum of two years.
- Identify a staff member as the point of contact.
- Serve constituents in Coastal Virginia.
- Organization will maintain regular and frequent communication with its current runners and potential runners regarding fundraising guidelines and deadlines. Runner instructions must note that all charity runners are required to officially register for the distance of their choice.
- Organization must have a representative on-site throughout race weekend.

***Shamrock Charity Partner Program Guidelines:***

Organizations will be classified into tiered levels based on the number of participants with that charity. Tier Levels are as follows:

	<b>Minimum Number of Entries</b>	<b>Administrative Fee</b>	<b>Benefits</b>
<b>Tier One</b>	10 Entries: Minimum Registration Revenue Requirement = \$1,000	\$150*	<ul style="list-style-type: none"> <li>● Listing on Charity page with link</li> <li>● Virtual Goodie Bag Ad</li> <li>● 15% off booth space at the Shamrock Sports &amp; Fitness Expo</li> </ul>
<b>Tier Two</b>	25+ Entries: Minimum Registration Revenue Requirement = \$2,500	\$225*	<ul style="list-style-type: none"> <li>● 10X10 space at the Shamrock Sports &amp; Fitness Expo</li> <li>● Priority listing on Charity page with link</li> <li>● Virtual Goodie Bag Ad</li> </ul>

*\*Please note that all payments made via credit card will receive an additional processing fee.*



### ***Shamrock Charity Partner Program Details:***

An annual, one-time administrative fee will be assessed to each official charity to cover costs related to participation in the Shamrock Charity Partner Program based on the tier level of participation. If selected, you will be invoiced at a later date and agree to pay the invoice by the established deadline.

To meet the Minimum Registration Revenue Requirement, the charity will be responsible for covering the cost equivalent of 10 entries totalling at least \$1000 for Tier 1 and 25 entries totalling at least \$2,500 for Tier 2. Runner entries in any distance will count toward the minimum requirement. If the Minimum is not met, the charity will be required to pay the remaining balance by the established deadline.

### ***Charity entries will be priced at mid-tier pricing and will not escalate with price increases:***

- Yuengling Shamrock Marathon: \$110
- Anthem Shamrock Half Marathon: \$100
- TowneBank Shamrock 8K: \$50
- Operation Smile Shamrock Final Mile: \$25
- Dolphin Challenge (8K and Half Marathon): \$155
- Whale Challenge (8K and Marathon): \$165

### ***Shamrock Charity Partner Program Deadlines:***

- **September 18, 2024 - December 1, 2024-** Charity Partner Application Window
  - Charity Partner notified of acceptance within 2 weeks of application submission
  - Charity marketing information due within 2 weeks of application approval
- **November 1, 2024-** Runner registration instructions & codes distributed to approved Charities
- **December 1, 2024-** Charities invoiced for charity level administrative fee and required minimum
- **January 6, 2025-** Charity Partner invoice payments due
- **January 15, 2025-** Last day to register as a charity runner; Charities invoiced for all bibs redeemed
- **February 1, 2025-** All final payments due



***Additional Guidelines:***

- Charity runners must be self-registered prior to race sell-out.
- Use of the Yuengling Shamrock Marathon Weekend event logo must be approved by J&A Racing if the Charity Partner plans to use the logo on materials to promote fundraising efforts (logo may not be used on clothing).
- If using a fundraising platform outside of Haku, charity must report final fundraising totals by March 31, 2025.
- Charity must submit marketing materials within 2 weeks of being approved to include:
  - High resolution logo file (.ai or .eps) in full color, white and black
  - Brief paragraph description of charity mission (150 words or less)
  - Complete intake information in charity management page as required (fundraising minimums, etc)

If you have any additional questions about the Shamrock Charity Partner Program, please reach out to Jamie Rhoades - [jamie@jandaracing.com](mailto:jamie@jandaracing.com).