

2020 Novo Nordisk New Jersey Marathon & Half Marathon  
Official Charity Partner Program

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**ATHLETE, do you want to run in the NJ Marathon & Half Marathon on behalf of a charity?**

Interested in fundraising for a charity? Check out the Official Charity Partner list on our website and follow the link to the charity organization's home to get started fundraising through their partnership with the 2020 NJM.

**CHARITY PARTNER, welcome!**

The Novo Nordisk NJ Marathon & Half Marathon is pleased to offer you assistance in the way of registration incentives as you provide runners with a fundraising opportunity for your 501(c)(3) organization. With several distances to choose from, you can reach out to all levels of athletes including avid marathoners, beginning runners and anyone in-between. The flat, fast, scenic courses are favorites for first-timers and veterans which coupled with the NJM partner incentive programs, provides your organization with a great opportunity for a successful campaign.

**What are we offering?**

Organizations receive Official Charity Partner status and program benefits with a commitment of as small a group as 5 race registrations. We offer a 10% off Charity Partner registration discount to all of your charity fundraisers as they register for any of the 2020 NJM distances. The additional incentives to you and your athletes will increase as the number of affiliated charity runners grows -- and range from a special gift item up to a customized medal and commemorative race bib.

**What do we need from you?**

Please complete the Official Charity Partner Application and Agreement forms. We will ask you to provide organization contact information, and an URL to which we can point prospective fundraisers - a "home" web-type page address. And when you have it available, a fundraising site address. (If you don't already have a provider, we recommend RunSignUp for the best features, tools, and pricing in the non-profit fundraising industry!)

**How does it work?**

When the completed application and agreement is received and authorized, we will provide a registration code for you to distribute to your runner-fundraisers as described in the agreement. Each runner-fundraiser will complete their own race registration online using the code to receive their discount and to be identified as a member of the Official Charity Partner group. Rosters can be requested semi-monthly, and a full accounting for incentive fulfillment will be on April 1, 2020. Please note all deadlines associated with levels according to the Official Charity Partner Program Details.

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# of Registrants	By Date	Benefit
5+	Immediate	10% entry discount code
10+	Immediate	10% entry discount code
	April 1, 2020	NJM premium item (e.g. bandana, buff, etc.)
20+	Immediate	10% entry discount code
	April 1, 2020	NJM premium item (e.g. bandana, buff, etc.)
	Issued Race Wk	\$10 credit on \$20+ purchase of Official Race Merchandise at Race Exposition*
	April 1, 2020	Position in Finish Festival (10' x 10') for charity owned tent (\$225 value) OR NJM provides tent (10' x 10') for \$225
50+	Immediate	10% entry discount code
	April 1, 2020	NJM premium item (e.g. bandana, buff, etc.)
	Issued Race Wk	\$10 credit on \$20+ purchase of Official Race Merchandise at Race Exposition*
	April 1, 2020	Position in Finish Festival (10' x 10') for charity owned tent (\$225 value) OR NJM provides tent (10' x 10') for no additional cost.
150+	Immediate	10% entry discount code
	April 1, 2020	NJM premium item (e.g. bandana, buff, etc.)
	Issued Race Wk	\$10 credit on \$20+ purchase of Official Race Merchandise at Race Exposition*
	April 1, 2020	Position in Finish Festival (10' x 20') for charity owned tent (\$225 value) OR NJM provides tent (10' x 20') for no additional cost.
	February 1, 2020	Custom premium item to include group logo
500+	Immediate	10% entry discount code
	April 1, 2020	NJM premium item (e.g. bandana, buff, etc.)
	Issued Race Wk	\$10 credit on \$20+ purchase of Official Race Merchandise at Race Exposition*
	April 1, 2020	NJM provides tent (Size TBD) for no additional cost.
	February 1, 2020	Custom premium item to include group logo
	December 1, 2019	"Double Bling" / Medal add-on customized to group
	February 1, 2020	Commemorative race bib customized to group (no timing chip)
		*Merchandise discount code issued to group electronically prior to race weekend.