



Greetings! In order to be considered as an official charity partner of the Kansas City Marathon, interested organizations must:

- Be officially classified as a nonprofit organization
- Agree to promote the Kansas City Marathon and our partnership to your database / network of contacts via email, website & social media
- Help staff an aid station on race day (minimum of 5 volunteers, a maximum of 30 volunteers) or contribute in another beneficial way to the race day experience
- Consider creating a running/walking team to help raise awareness for the race among your network. The Kansas City Marathon can provide a race discount for your runners & walkers, and these participants can also fundraise online for your cause if that is something you would like to do.
- Have Kansas City Marathon flyers available for pickup/distribution at your organization's offices and/or events whenever possible.

If your organization is selected as an official charity partner of the Kansas City Marathon, your organization will be provided with:

- Promotion to our 9,000+ runners – this will include promotion in emails, social media, on the event website and in our participant guide.
- Promotion in our online registration system - our runners will be encouraged to donate to your organization while they are registering for the Kansas City Marathon. Following the race, your organization will be written a check in the amount of money that was donated to your organization by our runners.
- A complimentary 10x10 booth space at the Kansas City Marathon Health & Fitness Expo at Union Station on Thursday, October 17 & Friday, October 18 (this is a \$1,000 value and will get your organization's brand in front of 12,000+ attendees). You will need to staff the expo booth for the duration of the event – 3 – 8 p.m. on Thursday and 11 a.m. – 8 p.m. on Friday.

The Kansas City Marathon's official charity partners give runners the opportunity to give back to great nonprofit organizations while they are taking part in a world-class running event.

The primary beneficiary of the Kansas City Marathon will continue to be the Kansas City Sports Commission & Foundation (KCSC&F), a 100% privately-funded nonprofit organization that has managed the Kansas City Marathon since 2005. For more than 50 years, the KCSC&F has advocated the lifetime benefits of sports, like running, to people of all ages and abilities in the greater Kansas City area. The organization produces more than 25 events each year that allow thousands to affordably participate in sports, including educational initiatives, tournaments and youth clinics that make the Kansas City community a better place to live, work and play.

The KCSC&F also benefits the region by attracting and managing major sporting events for Kansas City, including the Big 12 Men's Basketball Championship, the NCAA Division I Women's Volleyball Championship, the U.S. Figure Skating Championships and numerous other NCAA and Big 12 Championship events. These major national events serve to improve the quality of life for area residents, foster economic impact and elevate Kansas City's profile nationally and around the globe.