



## Charity Partners & Associates Application

Please complete this application and return it to: [charity@aimghana.com](mailto:charity@aimghana.com) (Submit button)

**Application deadline is 1 August 2017**

Charity's/NGO's Name: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_

Primary Contact's Name: \_\_\_\_\_

Phone Number(s): \_\_\_\_\_

Email Address: \_\_\_\_\_

Charity's/NGO's Website Address: \_\_\_\_\_

Brief description of Charity's/NGO's Mission Statement and objectives:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Number of Employees: \_\_\_\_\_ Members: \_\_\_\_\_ Volunteers: \_\_\_\_\_

How many volunteers can you provide for Race Day support? \_\_\_\_\_

Provide an overview of the benefits the partnership will bring to you and the Accra International Marathon:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

List literature and/or give-aways you will be distributing \_\_\_\_\_

\_\_\_\_\_

For each event category, indicate how many participants you will be registering:

Category	Adults (Qty)	Youths (Qty)
Marathon		N/A
Half Marathon		
10K		
5K		
Team Relay		

► Please email your **high-resolution** logo (vector graphic preferred) and photos to help us promote your organization. Deadline: 31 August 2017.

\_\_\_\_\_

Date

\_\_\_\_\_

Authorized Name

\_\_\_\_\_

Authorized Signature

**For more information call 027 780 2378 or 026 243 8348 email: [charity@aimghana.com](mailto:charity@aimghana.com)**

## AIM Corporate Challenge for Charity™ benefiting our Charity Partners

*These terms and conditions will apply to all CPs who submit their completed application and fee after 1 August 2017. In addition to the team(s) raised by the CP, Corporate Champions (Champions) will be recruited and incentivized to raise funds for their choice of our CPs.*

### Incentives

- Deluxe hampers for members of fastest relay team
- Deluxe hampers for members of relay team that raises the most funds
- Plaque for Corporate Champion: Fastest Team
- Plaque for Corporate Champion: Most Funds Raised
- Rewards for relay team members of Champions raising at least Gh¢2,500
- Cash prize of ¢1,500 to the CP adjudged by the AIM management team to have put in exemplary effort to ensure their own fundraising success. This prize will not be awarded if no CP qualifies for it.

### Charity Partner Rewards

- We:** Match donations for funds raised through the [AIMing to Care platform](#) (initial matching commitment for 2017 is ¢2,500 per CP, and we hope to exceed ¢5,000 in matching for each qualifying CP)
- Host your customized fundraising page
- Recruit and incentivize your Champions and their relay team members
- Appeal for funds from our audiences
- Inclusion in selected print and electronic ads and interviews
- Inclusion in selected event flyers
- Linked logo with brief appeal for funds statement from event website
- All the other rewards provided for Charity Associates [\[see below\]](#)

### Charity Partner Requirements

- Register at least one relay team plus 2 individuals; Champions can do this on behalf of their chosen CP
- Pay Charity Partnership fee of Gh¢1,500
- Provide at least 2 volunteers (at least one must have access to a vehicle on AIM Day) to take charge of assigned relay changeover or water station
- Support and cheer on your Champions in diverse ways
- Promote participation to CP's own audiences

### Corporate Champions' Rewards

- The kind of goodwill and benevolent publicity that money alone can't buy
- Fundraising support from the AIM management team as well as from your chosen CP
- Plaques for winning (Fastest & Most Funds Raised) Champions
- Vote in selection of following year's Charity Partners

### Corporate Champion Requirements

- Register at least one relay team
- Raise funds for the selected Charity Partner(s)

### Charity Associates Rewards

- CA's logo and a link to your website on our website's [Charity Partners & Associates page](#);
- Canopied space (table & 2 chairs) at Finish Line venue for exhibition or distribution;
- Personalized race bibs, CA and participant names (up to 20 characters) (18 September deadline);
- Coupon Codes for discounts up to 12% off the registration fees:
  - 20+ registrations: 5%
  - 30+ registrations: 8%
  - 40+ registrations: 12%

**Disclosure:** *Please note that only 6% of all funds raised goes towards reasonable program administration and no more than 14% goes towards fundraising expenses.*

## **AIM Charity Associates Program**

*Thank you for your interest in becoming a Charity Associate (CA) with the Accra International Marathon (AIM). To participate, registered charitable organizations must complete and submit the attached application form along with the specified payment. Upon approval, the following rewards and requirements will apply.*

### **Charity Associates Rewards**

CA's logo and a link to your website on our website's [Charity Partners & Associates page](#);

Canopied space (table & 2 chairs) at Finish Line venue to exhibit/distribute CA's literature and other giveaways;

Race bibs of your registered participants will be personalized with CA and participant names (up to 20 characters combined) (18 September deadline);

Coupon Codes for discounts up to 12% off the registration fees:

- ✓ 20+ registrations: 5%
- ✓ 30+ registrations: 8%
- ✓ 40+ registrations: 12%

### **Charity Associates Requirements**

Pay Gh¢200 processing fee;

Register at least 4 participants into any event category; and

Agree to promote CA participation in the Accra International Marathon on CA website and social media