



## 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 2018**

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: 1 August 2018.

\_\_\_\_\_

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 Challenge for Charity™ benefiting our Charity Partners

*AIM: to raise funds as well as awareness for reputable but under-resourced local charities*

## **Incentives**

Deluxe hampers for members of fastest relay team | Must raise funds totaling at least GHS1,000

Deluxe hampers for members of relay team that raises the most funds | Team must run, jog or walk

Plaque for Corporate Champion: Fastest Team | Must raise funds totaling at least GHS1,000

Plaque for Corporate Champion: Most Funds Raised | Team must run, jog or walk

Rewards for relay team members of Champions raising at least GHS2,500

Cash prize of GHS1,500 to the CP adjudged by the AIM management team to have put in exemplary effort to ensure their own fundraising success. Prize will not be awarded if no CP qualifies for it.

## **Charity Partner Rewards**

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

We recruit and incentivize Champions to raise funds

Appeal for funds from our audiences

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 filing fee of GHS1,500

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 Charity Champions in diverse ways

Publicize CP's participation to CP's own audiences

## **Charity Champions' Rewards**

The kind of goodwill and benevolent publicity that money alone can't buy

Fundraising support from the AIM management team

Plaques for winning (Fastest or Most Funds Raised) Champions—See above for terms & conditions

Vote in selection of following year's Charity Partners

## **Charity 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.*