



Scotiabank
CALGARY MARATHON

CANADA'S LONGEST RUNNING MARATHON

48TH ANNUAL RACE

MAY 27, 2012

**SCOTIABANK GROUP
CHARITY CHALLENGE**

IN CONJUNCTION WITH
SCOTIABANK CALGARY MARATHON



calgarymarathon.com



Marathon • Half Marathon • 10K • 5K Walk & Run • Kids Marathon

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OUR UNIQUE CONCEPT

The Scotiabank Group Charity Challenge is an opportunity for runners and walkers to fundraise for charities in our community!

THE OBJECTIVE

Encourage people to participate in any one of the Scotiabank Calgary Marathon's five running events while raising funds for the official charity of their choice.

A DISTANCE FOR EVERYONE

- Marathon (42.2 km)
- Half-Marathon (21.1km)
- 10K
- 5K Fun Run/Walk;
- Kids' Marathon

Walkers are invited to participate in all events with precautions for the marathon distance.

THE SCOTIABANK GROUP CHARITY CHALLENGE PRIZES

A chance for all official charities to win one of six cash prizes (See Important Rules):

- \$3,000 to the charity with the highest fundraising total
- \$1,500 to the charity with the second highest fundraising total
- \$3,000 to the charity with the largest fundraising team (minimum \$10 raised per team member)
- \$1,500 to the charity with the second largest fundraising team (minimum \$10 raised per team member)
- \$3,000 awarded to the charity with the highest average dollar amount raised per runner (minimum 10 members)
- \$1,500 awarded to the charity with the second highest average dollar amount raised per runner (minimum 10 members)
- \$2,000 awarded to the charity of the top individual fundraiser

BENEFITS TO YOUR CHARITY

- Encourages participation by allowing registrants in any of the five running events at the Scotiabank Calgary Marathon to raise funds for the official charity of their choice.
- Reduces risk by removing many of the costs associated with organizing a stand-alone fundraising event.
- Raises awareness for your cause by teaming up with a world-class event.
- Adds the convenience and security of online fundraising through Artez Interactive at no cost. No transaction fees of any kind!
- Opportunity to recruit and promote at the 3-day Health and Fitness Expo at the Grandstand at the Stampede Grounds on May 24th, 25th and 26th with approximately 17,000 health and fitness enthusiasts passing through.

BENEFITS TO YOUR TEAM

- Discounted entry fees reward runners for fundraising for your charity. Each charity will receive a discount code to give supporters a charity discount on their registration fee.
- Free, personalized online fundraising through Artez Interactive – with all costs covered by Scotiabank – makes fundraising easy!

BENEFITS TO YOUR CHARITY/DONORS OF USING ARTEZ INTERACTIVE FOR ONLINE FUNDRAISING

- Quick reporting: Real-time fundraising reports containing registrant details and cumulative or individual donation information, including tax receipt numbers.
- Easy tax receipting: Tax receipts are generated electronically through a non-alterable PDF (the only format allowed by the CRA) and issued instantly to the donor's email address.
- Secure: Artez Interactive uses the latest high encryption technology to ensure safe transactions.
- Lower administration costs: Less handling of cash/cheque donations means more time to recruit and encourage participants. Donations are collected instantly via credit card.
- Personalization: From their personal accounts, participants are able to customize their own fundraising page by uploading a personal picture, setting their individual fundraising goal, adding their own text message and tailoring email solicitations before they are emailed to family, friends and co-workers. Users can easily upload email address books in one easy step, reaching their entire social network with just a few clicks.
- Real-time results: Users can easily track pledges as they head towards their fundraising goal, sending out customized thank you emails to donors.

IMPORTANT RULES

Fundraising totals and awards will be based on standings as of 12:00 p.m. on Friday, June 15, 2012.

- Charities are not able to win more than one cash prize. In the event that a charity should win in more than one category, they will be awarded the prize for the category in which they have the widest margin of victory. The second place finisher(s) in the affected category/categories will then win the other award(s).

HOW TO BECOME AN OFFICIAL CHARITY

Sign up today! There is a one-time Charity Registration Fee of \$500. This entitles your team to \$500 in race entries (credited at preferred charity discount rates) in any of the five events offered at the Scotiabank Calgary Marathon.

CHARITY RACE ENTRY DISCOUNTED RATES

RACE *	CHARITY DISCOUNT ENTRY	NUMBER OF ENTRIES
SCOTIABANK MARATHON	\$60	8
HALF MARATHON	\$55	9
10K	\$33	15
5K	\$25	20
KIDS MARATHON	\$15	25

* Or any combination of the Scotiabank Calgary Marathon five events which the discount rates total \$500.

Charities can use these free entries as an incentive for participants to raise pledges for your cause.

Example 1: Raise \$200 for (Your Charity) and receive a free entry to the event of your choice

Example 2: The first 10 people (or more depending on race entered) to sign up to run and fundraise for (Your Charity) receive a free entry.



FREQUENTLY ASKED QUESTIONS

Why do you charge a registration fee?

- By paying a one-time Charity Registration Fee, you demonstrate that your charity is committed to the event – and committed to recruiting at least 10 runners to help you achieve your fundraising goal.

How many free entries will the \$500 registration fee provide?

- Please see the chart on page 3. Any combination of the charity discount registration rates for any of the five running events noted totalling \$500

What about my team members who are paying for their own race entries?

- Participants who do not qualify for a free entry based on the incentives you choose will still receive a special charity discounted rate for entry into any of the five running events offered at the Scotiabank Calgary Marathon.

What is the deadline for registering my charity?

- Round One by Wednesday, December 07, 2012. This will allow us time to set up an information page on the Scotiabank Calgary Marathon website, and set up your free online fundraising page for your charity so your charity will have as much time as possible to recruit supporters who will get out there and fundraise on your behalf.

Do I need to know the names of each team member before I register?

- No, you can add individual runners online up until May 25 or in person at the 3-day Health and Wellness Expo on May 24th, 25th and 26th, 2012. However, the earlier you get out and recruit, the earlier your runners can start fundraising for your cause.

Are there any other costs associated with this event?

- No. We provide a great world-class event with zero risk to you with free online fundraising for all official charities of the Scotiabank Group Charity Challenge. Your charity receives 100% of the funds raised through Artez Interactive.

What will our charity receive?

- Website promotion through www.calgarymarathon.com as well as complimentary online fundraising on Artez Interactive courtesy of Scotiabank;
- Digital artwork to promote the event, which you can customize with your charity's logo and fundraising information;
- Support for your PR and media events by the Scotiabank Group Charity Challenge Coordinator to promote your charity and encourage participation/fundraising on your behalf;
- Opportunity to purchase booth space – at special charity rates – at the 3-day Health and Wellness Expo on May 24th, 25th and 26th, 2012. Please note: there is limited space available at the charity rate, so sign up early for this opportunity to avoid disappointment.

What is expected of our charity?

- Promote the event to your supporters. Solicit participation to fundraise for your organization. Make the event part of your communication strategy.
- Public Relations and media support. Work together with the event organizers and our partners to secure media coverage. Have people from your organization available for media interviews or media events. Highlight unique human interest stories that will grab the media and public's attention.
- Reward and honour the individuals who have come out to support your organization and recognize their achievement.
- Identify someone within your charity who will work with our Scotiabank Group Charity Challenge Coordinator and who will manage the administrative aspects of the event.
- Arrange for charitable representation at the event.

How does our charity register runners?

- Individuals or groups can register at our event website <http://www.calgarymarathon.com>

How is the event promoted?

- Social Media
- Local Advertising
- Running publications and online promotions
- Print materials
- Earned media relations

How can we attract supporters?

- Use your networks to encourage participation in the Scotiabank Calgary Marathon and the Scotiabank Group Charity Challenge. Recruit celebrities, corporations, supporters, groups and individuals to run on your behalf.
- Build a great incentive program to encourage and reward your fundraisers. Offer incentive prizes to your top fundraisers. Get creative (iPods, running gear, tickets to local events and trips are all examples of incentive prizes that have been offered by charities in the past).
- Drive your team to www.calgarymarathon.com for information regarding training programs and clinics.
- Promote the free online pledge raising vehicle, Artez Interactive. Add a direct link from your website to your Artez fundraising page.
- Communicate with your runners regularly via email or newsletters to keep them engaged and motivated.
- Go out for group runs to train for the big day!
- Consider branding an on-course water station with signage and provide volunteers (12 to 24) to staff it. Special charity discount rates are available. Show your charity's colours on race day!
- Plan a post-race party. Find a local restaurant/pub to sponsor your team(s). Reward your runners for their achievements.
- The Scotiabank Group Charity Challenge Coordinator
 - Will work with charities to help them develop creative and effective recruitment and fundraising strategies.
 - Hold regular conference calls with official charities to share ideas and help you stay on target.



NEXT STEPS

Register your Charity and minimum 10-person team today by filling out the attached registration form and sending in your \$500 registration fee.

Mailing Address:

The Calgary Marathon Society
PO Box 296, Station M
Calgary, AB T2P 2H9

Please forward the following info pertaining to your charity to Jennifer at charitychallenge@calgarymarathon.com.

- Logo for your charity in high resolution in **both jpeg and ai or eps format**
- Bio of your charity (150-200 words)
- Images (any images associated with the charity's branding)
- Social Media pages for charity (Facebook, Twitter, etc.)
- Fundraising Goal (this can be modified)
- Digital signature of signing Director for tax receipts

Fax or email completed forms to Attention of Jennifer Abel at (403) 251-9070 or charitychallenge@calgarymarathon.com.

IMPORTANT INFORMATION

- Charities can not be added to the registration system until we receive all of the information listed above.
- It is very important to ensure your participants indicate they are a Scotiabank Group Charity Challenge runner when they register to run or walk in one of the events, select the race they wish to participate in, the appropriate charity from the drop down list and enter the PIN Code to get their discounted entry. The PIN numbers will be provided by the Scotiabank Group Charity Challenge Coordinator.
- The Scotiabank Group Charity Challenge and Scotiabank Calgary Marathon Team will hold an Orientation session to get an opportunity to meet in person and go through training with the Artez system.