

2025

# The Charity Program

Medtronic Twin Cities  
Marathon Weekend



## ABOUT THE PROGRAM

### Benefits to Charity Partners

Twin Cities In Motion (TCM) offers non-profit organizations the opportunity to fundraise and increase cause awareness through the Twin Cities In Motion Charity Program during Medtronic Twin Cities Marathon Weekend (October 3 - October 5, 2025). Charity Partners are provided guaranteed entries into the Medtronic Twin Cities Marathon and Medtronic TC 10 Mile (Sunday, October 5, 2025) to use to recruit participants for fundraising efforts.

### Benefits to Twin Cities In Motion

By participating in the Twin Cities In Motion Charity Partner program, you are recruiting participants for our events. It is the expectation of the Charity Partner to find and recruit participants to meet their registration entry goals as indicated on the Charity Program application (a number chosen by the charity partner).

## DIRECTIONS TO REGISTER FOR THE CHARITY PROGRAM

1. Go to this [link](#) to start the registration process.
2. Choose your Charity Program level. Click "Register."
3. Fill out registration questions.
4. At the bottom of the online application form is the promo code box. If you would like to pay the program fee via check, please enter **25INVOICE** into the box.
  - a. *Note: There is a 3.5% Administrative Fee applied when paying by invoice.*
  - b. If you plan to pay right away via credit card, please skip #4.
5. Click "Continue."
6. Complete checkout.
7. Fill out the Commitment Statement and Contract (at the end of this packet).
8. Submit the completed **Commitment Statement & Contract** along with your **proof of non-profit status** to the Twin Cities In Motion office (address below) or submit electronically by emailing Ashley Ramacher at [ashleyr@tcmevents.org](mailto:ashleyr@tcmevents.org).
9. Twin Cities In Motion will contact you following completion of registration.

## DISCOUNTED AND GUARANTEED ENTRIES

TCM offers Marathon entries at an exclusive low price of \$139 (\$139 is the lowest public price) and guaranteed 10 Mile entries at \$95. **\*NEW\*** This year we are offering our charities an option to join our Half Marathon (please see details below).

## CHARITY PARTNER EXPECTATIONS

1. Complete online registration and turn in the Commitment Statement & Contract, as well as the proof of nonprofit status by **Friday, February 21, 2025**.
2. Attend the 2025 Charity Program Kick-Off Zoom meeting **at 11 a.m. CST Wednesday, February 26, 2025**.
3. Charity Partners are responsible for overseeing their own fundraising campaign, including recruiting participants, collecting donations and total funds raised directly related to the efforts of the charity.
4. **Charity Partners are responsible for the quantity of requested entries and thus will be invoiced for any unused entries following Medtronic Twin Cities Marathon Weekend (applicable for charities that chose to have the participant pay for their entry).** Invoices will be sent by Friday, October 31, 2025.
5. Charity Partners' should email [AshleyR@tcmevents.org](mailto:AshleyR@tcmevents.org) to request participant transfers (person-to-person or distance). **Transfers are not guaranteed.**
6. Charity Partners are obligated to ensure registrations made with their codes are valid and are committed participants to their fundraising campaign.
7. Charity Partners are obligated to maintain communication with participants until event day.
8. **Charity Partners will ensure all Marathon, 10 Mile, and Half Marathon participants are registered before 11:59 p.m. CST Friday, September 26, 2025.**

## CHARITY PARTNER BENEFITS

All Charity Partner levels receive the following benefits (plus additional benefits listed for their specific level):

1. Use of Marathon logo in advertising and right to advertise as an “Official Charity Partner of the Medtronic Twin Cities Marathon” and “Official Charity Partner of the Medtronic TC 10 Mile” (*TCM will provide logos and brand guidelines upon request*)
2. TCM Charity Program Webpage exposure:
  - a. Website link and contact information
3. Discounted Marathon pricing of \$139 + processing fees; Guaranteed entries into the Medtronic TC 10 Mile with pricing of \$95 + processing fees
  - a. Guaranteed entries into the Half Marathon at \$135, if your partnering level qualifies.
4. Charities will be included in a drop-down list on the Marathon and 10 Mile race registration forms. Participants will be able to select a box if they are interested in learning more about how to fundraise for the selected charity.
  - a. *Note: Any participant that shows interest in fundraising for your charity will be added to a list and emailed to the team captain – they are then able to reach out to the individuals on the list and ask if they are interested in fundraising for their charity. Reminder, they CANNOT be counted towards a bib if they are already registered.*
5. 25% discount on Health & Fitness Expo Booth (Friday, October 3 – Saturday, October 4). Please indicate during the registration process if your organization would have interest in participating in the expo (additional information will be sent to you at a later date).
6. Free on-course cheer zone space at the Mission Mile, OR discounted pricing for on-course cheer zone activation at an otherwise selected location. Please indicate during the registration process if your organization would have an interest in an on-course cheer zone activation (additional information will be sent to you at a later date).
7. Utilization of the preferred fundraising platform, Race Roster (also the registration platform). Please indicate during the registration process if your organization would have interest in utilizing the platform (instructions for creating your fundraising campaign will be sent to you following the 2025 Charity Program Kick-Off Meeting).

## HALF MARATHON

The 2024 inaugural TC Half Marathon For More let 200 runners run the final 13.1 miles of the Marathon course while they supported others to feel the power of motion. All funds raised through the TC Half Marathon for More support TC Kids Run Free and Twin Cities In Motion’s other mission initiatives. This year we are opening it up to our Charity Partners! By joining the TC Half Marathon For More charities have the opportunity to claim a limited amount of Half Marathon entries for their team. We are asking charities to match our TCM fundraising goal of \$365+ per participant when joining the Half Marathon For More.

1. The only way to join the Half Marathon is by being committed to **Partnering Level** and higher.
  - a. Charities cannot ask for only Half Marathon entries
  - b. Charities must commit to either Marathon and 10 Mile or 10 Mile only
2. Entries are on a first come first serve basis. If you are interested in adding the allotted amount you must act fast.
3. Half Marathon registration price is \$135 + processing fees.
4. Charities are also asked to set a fundraising minimum when participating in the Half Marathon.
  - a. We are asking all participating Half Marathon Charity Partners to set a minimum Fundraising goal of \$365 or higher.
5. If a Charity selects a level that allows Half Marathon entries, please know you are NOT required to add on the allotted amount.

## CHARITY PARTNER LEVELS

CHARITY PARTNER LEVEL Program Fee	GUARANTEED ENTRIES	ADDITIONAL BENEFITS
<b>Premier Charity</b> \$2,200	<b>Marathon:</b> 25-100 <b>10 Mile:</b> 30-100  <b>*Half Marathon:</b> 1-4	Additional marketing opportunities: <ul style="list-style-type: none"> <li>○ Paragraph describing organization, and mission statement on the TCM Charity Program Webpage</li> <li>○ Highlighted in (1) The Connection e-newsletter (160,000 circulation)</li> <li>○ (1) Facebook, Twitter, &amp; Instagram feed post, linking to charity page</li> <li>○ (3) Facebook &amp; Instagram stories, linking to charity page</li> </ul>
<b>Associate Charity</b> \$1,200	<b>Marathon:</b> 14-24 <b>10 Mile:</b> 20-29  <b>*Half Marathon:</b> 1-4	Additional marketing opportunities: <ul style="list-style-type: none"> <li>○ Sentence describing organization, and mission statement on the TCM Charity Program Webpage</li> <li>○ Highlighted in (1) The Connection e-newsletter (160,000 circulation)</li> <li>○ (1) Facebook, Twitter &amp; Instagram feed post, linking to charity page</li> <li>○ (2) Facebook &amp; Instagram story, linking to charity page</li> </ul>
<b>Partnering Charity</b> \$600	<b>Marathon:</b> 10-14 <b>10 Mile:</b> 15-19  <b>*Half Marathon:</b> 1-4	Additional marketing opportunities: <ul style="list-style-type: none"> <li>○ (2) Facebook &amp; Instagram story, linking to charity page</li> </ul>
<b>Participating Charity</b> \$200	<b>Marathon:</b> 2-9 <b>10 Mile:</b> 5-14	Additional marketing opportunities: <ul style="list-style-type: none"> <li>○ (1) Facebook &amp; Instagram story, linking to charity page</li> </ul>

## 10 Mile ONLY CHARITY PARTNER LEVELS

CHARITY PARTNER LEVEL Program Fee	GUARANTEED ENTRIES	ADDITIONAL BENEFITS
<b>Premier 10 Mile Only</b> \$2,200	<b>10 Mile:</b> 30-100  <b>*Half Marathon:</b> 1-4	Additional marketing opportunities: <ul style="list-style-type: none"> <li>○ Paragraph describing organization, and mission statement on the TCM Charity Program Webpage</li> <li>○ Highlighted in (1) The Connection e-newsletter (160,000 circulation)</li> <li>○ (1) Facebook, Twitter &amp; Instagram feed post, linking to charity page</li> <li>○ (3) Facebook &amp; Instagram stories, linking to charity page</li> </ul>
<b>Major 10 Mile Only</b> \$1,200	<b>10 Mile:</b> 15-29  <b>*Half Marathon:</b> 1-4	Additional marketing opportunities: <ul style="list-style-type: none"> <li>○ Sentence describing organization, and mission statement on the TCM Charity Program Webpage</li> <li>○ Highlighted in (1) The Connection e-newsletter (160,000 circulation)</li> <li>○ (1) Facebook, Twitter, Instagram feed post, linking to charity page</li> <li>○ (2) Facebook &amp; Instagram stories, linking to charity page</li> </ul>

**PLEASE NOTE:** Exact number of entries requested needs to be selected within the appropriate level's range. Requests for a small increase can be made if entries are available.

*If a Charity commits to a level that offers Half Marathon entries, please know you are not required to claim the allotted number of bibs. Half Marathon entries are an additional benefit to certain Charity Partner levels.*

\*If an organization is unable to pay the program fee, it can still apply to be a part of the charity program at the participating level. All benefits would be foregone with the exception of Marathon and 10 Mile entries. Organizations interested in 10K and 5K participation should send an inquiry to TCM about finding a fit for their organization.

## FEES AND PAYMENT OPTIONS

1. Program Fee (dependent on charity team level): \$200-\$2,200 + processing fees
2. **CHARITY PAY**
  - a. Charity will pay for all Marathon entries requested at a price of \$139 + processing fees per entry. An invoice will be sent following acceptance to the program.
  - b. Charity will pay for all 10 Mile entries requested at a price of \$95 + processing fees per entry. An invoice will be sent following acceptance to the program.
  - c. Charity will pay for all Half Marathon entries requested at a price of \$135 + processing fees per entry. An invoice will be sent following acceptance to the program.
3. **PARTICIPANT PAY**
  - a. Participants will pay for their individual Marathon entries at the time of registration. Price will be \$139 + processing fees. Charities will be invoiced for any unused entries following Medtronic Twin Cities Marathon Weekend.
  - b. Participants will pay for their individual 10 Mile entries at the time of registration. Price will be \$95 + processing fees. Charities will be invoiced for any unused entries following Medtronic Twin Cities Marathon Weekend.
  - c. Participants will pay for their individual Half Marathon entries at the time of registration. Price will be \$135 + processing fees. Charities will be invoiced for any unused entries following Medtronic Twin Cities Marathon Weekend.

**EXAMPLE: If a charity requests 30 Marathon entries and they only use 15 they WILL be billed for 15 unused Marathons priced at \$139 (this only applies to participant pay).**

4. *TCM's preferred invoice payment method is check. If a charity elects to pay by credit card, all payments will include a credit card processing fee.*

## IMPORTANT DATES/DEADLINES

*Additional details and instructions will be provided upon acceptance into the Charity Program.*

Dates	Event/Deadline
January 8	Charity Program Q & A 11 a.m. – <i>Optional via Zoom</i>
February 21	Charity Program online application & related documents due
February 26	2025 Charity Program Kick-Off Meeting; 11 a.m. CST. 90 mins- <i>*Attendance is mandatory for all partners who are new for 2025 and is recommended for all. Via Zoom</i>
March 5	Marathon, 10 Mile, and Half Marathon Registration Opens
May 14	Check-In Call; 11 a.m. CST. 30 minutes – <i>Optional via Zoom</i>
July 23	Check-In Call; 1 p.m. CST. 30 minutes – <i>Optional via Zoom</i>
September 28	Marathon & 10 Mile Registration Closes at 11:59 p.m. CST - <b>No exceptions</b>
Oct 3 - Oct 5	Medtronic Twin Cities Marathon Weekend

## FORCE MAJEURE

In the event the race is cancelled due to an event outside of TCM's control, TCM charity program fees will not be refunded. Race entry fees will be subject to the general participant cancellation policy as stated in registration.



## COMMITMENT STATEMENT & CONTRACT

Twin Cities In Motion reserves the right to limit the acceptance of organizations in the 2025 Twin Cities In Motion Charity Program, as well as the right to revoke participation in the program at any time. Charity applicants agree to the following statement:

I, \_\_\_\_\_ (Executive Director/President), agree to and certify the accuracy of all statements made in the application for \_\_\_\_\_

(Charity Name) to join the 2025 Twin Cities In Motion Charity Program. I also understand that, in the event that Medtronic Twin Cities Marathon Weekend is cancelled due to any circumstance, our organization will not receive a refund for the program fee.

I, \_\_\_\_\_ (Primary Contact/Program Coordinator), am authorized to be the primary contact for \_\_\_\_\_ (Charity Name) in all partnership with Twin Cities In Motion. In case of my departure from the organization for any reason, I assume full responsibility to ensure that my successor is trained to manage the 2025 Twin Cities In Motion Charity Program, and to notify Twin Cities In Motion of this change.

<b>Charity Partner Executive Director/President Name</b>	<b>Signature</b>	<b>Date</b>
<b>Charity Partner Primary Contact Name</b>	<b>Signature</b>	<b>Date</b>
Dean Orton	<b>Signature</b>	<b>Date</b>
<b>Twin Cities In Motion President Name</b>	<b>Signature</b>	<b>Date</b>

\* By signing this commitment statement and contract, I confirm that I have carefully read, understood, and accepted all of the policies provided. I acknowledge that I am fully aware of the terms and conditions outlined, including the understanding that I will be billed for any unused entries. I agree to abide by these terms. \*

Please submit the completed Commitment Statement & Contract, as well as proof of 501(c)3 nonprofit status via mail (address below) or email ([AshleyR@tcmevents.org](mailto:AshleyR@tcmevents.org)). If you are paying an invoice associated with the Twin Cities In Motion Charity Program by check, please mail to the address below:

**CONTACT INFORMATION**

**Ashley Ramacher**  
 Development Coordinator  
 Email: [AshleyR@tcmevents.org](mailto:AshleyR@tcmevents.org)  
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