

GoodLife Fitness Victoria Marathon  
Box 675, 185 - 911 Yates Street  
Victoria BC V8V 4Y9  
Phone: 250.658.4520  
Fax: 250.658.4280



Email: [info@runvictoriamarathon.com](mailto:info@runvictoriamarathon.com)  
Web: [www.runvictoriamarathon.com](http://www.runvictoriamarathon.com)

October 7, 2012

October 13, 2013

**33rd Annual GoodLife Fitness Victoria Marathon  
Sunday, October 7, 2012**

**2012 CHARITY PLEDGE PROGRAM**

**Selection Criteria and Obligations**

1. An organization applying for inclusion in the GoodLife Fitness Victoria Marathon's Charity Pledge Program (CPP) must be a charity which is registered by Canada Revenue Agency and have a charitable registration number.
2. The Victoria Marathon Society (VMS) accepts a limited number of new organizations each year. The objective of the CPP is to diversify the type of charities that are accepted in the program. For your information, a list of the 2011 charities is listed on the website. It is solely at the discretion of the VMS as to the selection criteria and ultimate number of charities chosen.
3. You may include as much information as you feel is necessary beyond the application page supplied. Please attach your pages to the application form and submit to:

Cathy Noel  
GoodLife Fitness Victoria Marathon  
PO Box 675, 185-911 Yates Street  
Victoria, BC V8V 4Y9

4. Charities will be asked to submit a final reports showing how much money was raised by them through the GoodLife Fitness Victoria Marathon. A preliminary report should be submitted by October 31, 2012.
5. The Victoria Marathon Society reserves the right to choose those charities to be listed on its website as participants in the Charity Pledge Program. This application for new charities is for one year and a one year extension will be granted upon a positive evaluation of the charity. The decision of the Victoria Marathon Society will be final and binding.
6. All applications must be submitted before 5:00pm on December 9, 2011. Applicants will be notified by January 31, 2012 as to whether or not they have been selected.
7. Obligations of the Society and Participating Charity:

Obligations of the Society

- Advertise the CPP through the Website, Email Blasts, and Expos
- Provide overall pledge collector prizes – 1st, 2nd and 3rd
- Coordinate a CPP Media Launch (Month of May or June)

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- Create 2 Times Colonist Newspaper Ads – Full Page and Half Page (Dates to be confirmed)
- Provide support and advice throughout the year to contribute to the success of the charity fundraising
- Explore and pass on sponsorship / promotional opportunities that arise
- Provide invitations to the following events – Volunteer Night, Sponsor/ VIP Reception, Media Conference
- Provide 2 Complimentary Entries to be used for any of the events

#### Obligations of the Charity

- Provide Web-listing information for the Event Website
- Participate in the creation, payment and distribution of a CPP brochure (approx cost \$200)
- Attend monthly meetings as scheduled
- Participate in the CPP Media Launch
- Create a pledge collector's toolkit and recruit charity team members
- Confirm sponsor involvement at the Cheering Stations with the Victoria Marathon prior to finalizing commitment in order to avoid conflicts with our event sponsors
- Race Weekend - Decide whether or not to participate in the following opportunities by June 1st:
  - CPP exhibitor booth at the Race Expo
  - Team Tent on Race Day (Across from The Fairmont Empress Hotel)
  - Race Guide Advertising and brochure (Cost \$150)
- Prepare a post-race report by October 31, 2012 that includes total dollars raised and includes a summary and copies of the promotional material produced in conjunction with the CPP. (i.e. newsletters, logo on charity website, email blasts, etc.)

Please contact Cathy Noel at [cathy@runvictoriamarathon.com](mailto:cathy@runvictoriamarathon.com) or 250-213-7613 with questions.