

# 2017 Miami Marathon & Half Marathon® Group Program



  
**MIAMI MARATHON**  
AND HALF MARATHON<sup>SM</sup>

### **About the Miami Marathon and Half Marathon**

From a 3,400 person race to more than 25,000 participants in its 15 year history, the Miami Marathon and Half Marathon® has become one of the most entertaining, exhilarating and energetic races in the country. About 68% of the participants come from outside Miami-Dade County representing every U.S. state as well as close to 100 different countries, making this the destination event of the year! The weekend is overflowing with entertainment and activities for the whole family and shouldn't be missed.

### **5 reasons to run or walk in Miami**

1. A flat and fast course with incredible water views and lively entertainment.
2. Cool South Florida winter temperatures and gentle ocean breezes.
3. Collectible first-of-its-kind spinning palm finisher medal.
4. Walker-friendly and first-timer friendly course with generous time limits.
5. Help us celebrate our 15<sup>th</sup> anniversary!

### **Organization + Running = A more active lifestyle**

As running and walking experience a major boom in activity, the concept of running for a cause has also gained significant attention and growth. The Miami Marathon and Half Marathon® is proud to work with organizations and appreciates the integral role of drawing new runners and promoting the sport of running/walking.

Running has evolved into a sport that encourages completion versus competition. There are many sources that can help with the training and encouraging group runners to complete the challenge of finishing the marathon or half marathon. The goal is to get them started so they can get going!

### **Organizations affiliated throughout the years of the event**

- Alien Endurance
- Arise Virtual Solutions
- BD Tours
- Bahamas Roadmasters
- Black Girls Run
- C.A.R.A.
- Carnival Cruise Lines
- Columbia Fitness Group
- DC Marathon Group
- Destinostv
- Flamingo Fitness Center
- Fort Lauderdale Road Runners
- Friends in Training
- iRun
- Jeff Galloway Training Group
- Miami Fit
- Microsoft
- Motorola
- Palm Beach Road Runners
- Royal Caribbean Cruise Lines
- Team FDC
- Team FootWorks
- TradeStation
- UM Wellness Center

**To participate in the Charity Program, complete the following steps:**

1. Complete the online Group application on the Miami Marathon website:  
<http://www.themiamimarathon.com/groups/group-program-application/>.
2. Once the team is set up for registration in our ChronoTrack registration platform the Team Leader will be emailed confirmation along with a discounted registration code. (Life Time 5K excluded from discount)
3. Group members should all register online via the race website including the two important steps below.
  - a. Select the team from a drop down menu.
  - b. Enter the discount code before you complete payment.
4. After January 4, 2017, Race Management will record the number of paid participants in each charity team to determine the program level attained (Platinum, Gold, Silver etc).
5. By January 21, 2017, Race Management will email all participating charity teams the program level attained, the benefits earned, and specific instructions for activating those benefits. For example, for groups that have earned a discounted or complementary 10' X 10' space in the post race festival we will detail the location and any other pertinent information.

## 2017 Miami Marathon and Half Marathon® Group Affiliate Program

### Platinum Group Partner

400+ Participants

#### There are two basic registration formats:

- A group can pre-purchase a set number of registrations at a discount off of the current listed price for the full or half marathon.
- A group can request a registration discount code that the participants can use to register at their convenience.

#### Benefits\*:

- Guaranteed entry for all participants. **(Must be registered by January 4<sup>th</sup>, 2017)**
- Complimentary full or half marathon entry for coaches (1 for every 25 participants)
- Complimentary Tropical 5K entry for four (4) individuals at group's discretion.
- Discounted room rate at host hotel near race site (subject to availability)
- Hotel meeting room for group meetings, hospitality, etc. (subject to availability)
- One (1) 30'x20' tent in the Baptist Health Charity Village in Bayfront Park.
- One (1) 10'x10' booth at the Health & Fitness Expo.
- Opportunity to man a water station / cheer zone. (volunteers provided by group)
- Two (2) Public Address announcements at the marathon finish line. (message provided by group)
- VIP Post Race Access for four (4) individuals for use at the Group's discretion.
- Group included on one (1) Miami Marathon and Half Marathon® e-newsletter (50,000+ emails)
- An official group is permitted to use the event logo for recruiting, fundraising, and marketing campaigns. The group must notify Life Time Fitness on how and where the logo is being used. The logo will be provided upon request. Once the event has ended the use of the logo will no longer be permitted.

\*To qualify for these benefits, the participants must be registered before 01/4/17.

## Gold Group Partner

250 – 399+ Participants

### There are two basic registration formats:

- A group can pre-purchase a set number of registrations at a discount off of the current listed price for the full or half marathon.
- A group can request a registration discount code that the participants can use to register at their convenience.

### Benefits\*:

- Guaranteed entry for all participants. **(Must be registered by January 4<sup>th</sup>, 2017)**
- Complimentary entry for coaches. (1 for every 25 participants)
- Discounted room rate at host hotel near race site. (subject to availability)
- Hotel meeting room for group meetings, hospitality, etc. (subject to availability)
- One (1) 20'x20' tent in the Baptist Health Charity Village in Bayfront Park.
- One (1) 10'x10' booth at the Health & Fitness Expo.
- Opportunity to man a water station / cheer zone. (volunteers provided by group)
- One (1) Public Address announcements at the marathon finish line. (message provided by group)
- VIP Post Race Access for two (2) individuals for use at the Group's discretion.
- An official group is permitted to use the event logo for recruiting, fundraising, and marketing campaigns. The group must notify Life Time Fitness on how and where the logo is being used. The logo will be provided upon request. Once the event has ended the use of the logo will no longer be permitted.

\*To qualify for these benefits, the participants must be registered before 01/4/17.

## Silver Group Partner

100 – 249 Participants

### There are two basic registration formats:

- A group can pre-purchase a set number of registrations at a discount off of the current listed price for the full or half marathon.
- A group can request a registration discount code that the participants can use to register at their convenience.

### Benefits\*:

- Guaranteed entry for all participants. **(Must be registered by January 4<sup>th</sup>, 2017)**
- Complimentary entry for coaches. (1 for every 25 participants)
- Discounted room rate at host hotel near race site. (subject to availability)
- Hotel meeting room for group meetings, hospitality, etc. (subject to availability)
- One (1) 20'x10' tent in the Baptist Health Charity Village in Bayfront Park.
- One (1) discounted 10'x10' booth at the Health & Fitness Expo.
- Opportunity to man a water station / cheer zone. (volunteers provided by group)
- An official group is permitted to use the event logo for recruiting, fundraising, and marketing campaigns. The group must notify Life Time Fitness on how and where the logo is being used. The logo will be provided upon request. Once the event has ended the use of the logo will no longer be permitted.

\*To qualify for these benefits, the participants must be registered before 01/4/17.

## Bronze Group Partner

50 – 99 Participants

### There are two basic registration formats:

- A group can pre-purchase a set number of registrations at a discount off of the current listed price for the full or half marathon.
- A group can request a registration discount code that the participants can use to register at their convenience.

### Benefits\*:

- Guaranteed entry for all participants. **(Must be registered by January 4<sup>th</sup>, 2017)**
- Complimentary entry for coaches. (1 for every 25 participants)
- Discounted room rate at host hotel near race site. (subject to availability)
- Hotel meeting room for group meetings, hospitality, etc. (subject to availability)
- One (1) 10'x10' tent in the Baptist Health Charity Village in Bayfront Park.
- Opportunity to man a water station / cheer zone. (volunteers provided by group)
- An official group is permitted to use the event logo for recruiting, fundraising, and marketing campaigns. The group must notify Life Time Fitness on how and where the logo is being used. The logo will be provided upon request. Once the event has ended the use of the logo will no longer be permitted.

\*To qualify for these benefits, the participants must be registered before 01/4/17.

## Participating Group Partner

10 – 49 Participants

### **There are two basic registration formats:**

- A group can pre-purchase a set number of registrations at a discount off of the current listed price for the full or half marathon.
- A Group can request a registration discount code that the participants can use to register at their convenience.

### **Benefits\*:**

- Guaranteed entry for all participants. **(Must be registered by January 4<sup>th</sup>, 2017)**
- Complimentary entry for coaches. (1 for every 25 participants)
- Discounted room rate at host hotel near race site. (subject to availability)
- Opportunity to rent tent space in the Baptist Health Charity Village in Bayfront Park.
- Opportunity to man a water station / cheer zone. (volunteers provided by group)
- An official group is permitted to use the event logo for recruiting, fundraising, and marketing campaigns. The group must notify Life Time Fitness on how and where the logo is being used. The logo will be provided upon request. Once the event has ended the use of the logo will no longer be permitted.

\*To qualify for these benefits, the participants must be registered before 01/4/17.