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SYDNEY RUNNING FESTIVAL

OFFICIAL NEWSPAPER
The Sunday Telegraph

NOMINATE YOUR CHARITY FOR THE 2010 BLACKMORES SYDNEY RUNNING FESTIVAL

- Become an official supporter charity for 2010
- Benefit from massive exposure and fundraising dollars
- Tap into the biggest annual running festival in Australia
- Submissions for this limited opportunity close Wednesday, 31 March 2010

The 10th annual Blackmores Sydney Running Festival will return on Sunday 19 September 2010. Charities are invited to apply to become one of the event's official supporter charities. Successful charities will benefit from great exposure and the opportunity to raise their profile through messaging and effective fundraising. In return, we're looking for supporter charities who can actively contribute towards the event through promotion, volunteers and ambassadors to make 2010 the biggest and best event yet.

The Blackmores Sydney Running Festival is the biggest annual running festival in Australia, attracting over 32,000 entrants in 2009 across four events - the Blackmores Sydney Marathon, Blackmores Half Marathon, The Sunday Telegraph body+soul 9km Bridge Run and The Sunday Telegraph 4km Family Fun Run. It's an opportunity for people of all fitness levels to take part in the once-a-year chance to run or walk over the Sydney Harbour Bridge and finish at the equally iconic Sydney Opera House.

RUN FOR A CAUSE AND RUN FOR FREE

In 2008, in cooperation with our supporter charities the *'Run for a Cause and Run for FREE'* initiative was launched that provided participants with a refund on their entry fee if they reached their fundraising targets, using the GoFundraise online fundraising tools. As a result, the Blackmores Sydney Running Festival 2008 raised over \$1.3 m and the 2009 event has proven to be our most successful yet with over \$1.9 m raised for charities such as the Cancer Council NSW, Black Dog Institute, Autism Spectrum Australia, Aboriginal Housing Company Ltd and more. Once again, we will invite participants to take part in the highly successful *'Run for a Cause and Run for FREE'* campaign to meet our fundraising goal this year of \$2.2 million for charity.

A condition of nomination includes the commitment to participate in the *'Run for a Cause and Run for FREE'* program which will require registration with our online fundraising partner, GoFundraise. This will also mean a proportion of funds raised for your charity would be utilised to fund this program. Implementation of this program in 2008 saw the event's fundraising total double.

PUTTING THE FUN BACK INTO FUNDRAISING

For charities, the process couldn't be simpler. Donors use a secure payment gateway to process their donations via the fundraiser pages. The cost per dollar of fundraising is significantly lower than traditional methods, which means more money can be put to good use! By combining secure and dependable technology with viral marketing tools, fundraising is not only effortless, it's fun too!

HOW TO APPLY

Limited spots are available to become a supporter charity in the 2010 Blackmores Sydney Running Festival. We encourage all charities to apply; however preference will be given to charities that plan to incorporate the event in their fundraising program and can help contribute to the following:

- A minimum of 15 volunteers to assist with key areas on event day
- Ambassador(s) to publicise and take part in the event
- Register a team in the event and engage existing supporters and corporate partners
- Clearly demonstrate how funds raised through the partnership will be used
- Promote the event via additional channels (ie website, newsletters, media releases, etc)

Please email/fax your interest with the following details:

- Name of charity
- Address
- Contact name
- Contact telephone number and email address
- Website (if applicable)
- Brief overview of demographic of supporter base
- List of corporate partners
- Summary of charity's key objectives and work
- An outline of how your charity hopes to support the event (please refer to the bullet points in the first section)

The closing date for receipt of charity applications is no later than **Wednesday 31 March 2010**. Applications can be submitted by email to nicola@pont3.com or fax at 02 9282 0499. After all applications have been reviewed, we will contact the successful applicants to further discuss your fundraising objectives and the GoFundraise program. Successful charities will receive a letter of agreement, outlining agreed roles and responsibilities which will be signed by all parties

Entry for the event will be available mid April by logging on to the festival website at www.sydneyrunningfestival.com.au.

For more information on the '*Run for a Cause and Run for FREE*' program, please send an email to info@gofundraise.com.au.

We look forward to hearing from you.