



## Race to Raise Booty Charity Program

The Publix Gasparilla Distance Classic's *Race to Raise Booty* program links runners with participating non-profits and provides a platform for charities to raise awareness and funds, as well as educate others about their cause.

Organizations selected to be an Official Race to Raise Booty Charity Partner are responsible for recruiting their own participants, donors, teammates, and volunteers, and must abide by all race rules and regulations. To encourage participants to join a charity team, Official Race to Raise Booty Charity Partners will be listed on the PGDC website. Selected organizations will be chosen based on its ability to sustain a successful program.

**Be ye ready to apply? Not so Fast Matey! Did ye be knowin' charities must. . .**

- Provide their mission statement and explain how the organization promotes health and wellness;
- Submit proof of 501(c)3 status;
- Create a promotional plan to engage supporters and recruit participants. Each charity is responsible for overseeing their fundraising campaign and the amount of money raised. Charities are encouraged to have their participants register as early as possible. When the capacity of the event is reached, there will be no special exceptions for additional registrations.
- Set and meet a fundraising goal of **\$7,500 minimum**.
- Recruit 15 volunteers (18 years +) to work at least six hours as a group during the 8 On Your Side Health & Fitness Expo (date, time, and duties to be determined by PGDC).
- Develop a web page on their organization's website relating to their participation in the PGDC Race to Raise Booty Charity Program;
- Send a high-resolution JPEG file of their logo and webpage link to the PGDC for use on their website;
- Use the full name of the Publix Gasparilla Distance Classic and Race to Raise Booty Charity Program;
- Submit completed applications and supporting documents to [susan@tampabayrun.com](mailto:susan@tampabayrun.com) no later than **SEPTEMBER 30, 2018** to be considered as one of four PGDC Race to Raise Booty Charity Partners.

## **Shiver me timbers! Here's what PGDC will do for ye . . .**

- Post each Official 2019 PGDC Race To Raise Booty Charity Partner's logo, a brief description, and team benefits on the PGDC Charitable Giving webpage;
- Provide 2019 PGDC Race to Raise Booty Charity Program logo to charity for use in their promotional campaign;
- Send out two e-mail blasts to the race's database promoting the 2019 PGDC Race to Raise Booty Charity Program and encouraging athletes to register/donate with an Official 2019 PGDC Race To Raise Booty Charity Partner;
- Promote the 2019 PGDC Race to Raise Booty Charities on social media sites;
- Create a Make A Donation option on the official PGDC registration website for charity;
- If available, PGDC will provide a set number of non-complimentary entries to each Sold Out Challenge Race; participating charities can then sell Challenge entries at a cost to be decided by charity.
- 2019 PGDC Race To Raise Booty Charity Partners will receive a complimentary 10' x 10' booth during the 8 On Your Side Health & Fitness Expo.
- Charities meeting their fundraising goal will be invited back as a 2019 Race to Raise Booty Charity Partner.

## **We be a charity too!**

The Gasparilla Distance Classic Association, established in 1978, is a 501 (c)(3) nonprofit organization dedicated specifically to raising funds for charitable youth organizations and running programs in the Tampa Bay area. It's mission is carried out through the administration of the annual Publix Gasparilla Distance Classic Race Weekend and Jr. Gasparilla Distance Classic. \$5.4 Million Donated To Date!

The Gasparilla Distance Classic Association takes great pride in its mission. Since the first running of the Gasparilla Distance Classic in February, 1978, \$5.4 million has been donated to the Boys & Girls Clubs of Tampa, Big Brothers Big Sisters of Tampa Bay, The Friends of Tampa Recreation and youth running related programs.

Race registration fees are used to cover event operational costs and are not donations given to participating charities. Runners must purchase their race registration separate from fundraising.



## 2019 Gasparilla Race to Raise Booty Charity Program

Your Name \_\_\_\_\_ Title \_\_\_\_\_

Name of Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

What is your mission? \_\_\_\_\_

\_\_\_\_\_

Tax ID # \_\_\_\_\_

How will the Race to Raise Booty Charity Program help you promote health and wellness in our community? \_\_\_\_\_

\_\_\_\_\_

What is your fundraising goal? (\$7,500 minimum) \_\_\_\_\_

Describe your marketing plan to recruit runners and volunteers, and attain your fundraising goal? \_\_\_\_\_

\_\_\_\_\_

How will you track and collect donations? \_\_\_\_\_

\_\_\_\_\_

Please return this form by September 30, 2018, along with proof of non-profit status to:

Email: [susan@tampabayrun.com](mailto:susan@tampabayrun.com) Fax: (813) 254-9307

Gasparilla Distance Classic Association  
P.O. Box 1881  
Tampa, FL 33601-1881