



2027 AMWAY RIVER BANK RUN

CHARITY PARTNER PROGRAM

Charity Partner Benefits:

- Name/logo in ad materials (i.e., Website, eNews, etc.)
- Logo/link on Charity Partner dedicated Amway River Bank Run webpage
- Access to online donation page on registration platform - RunSignUp
- Ten (10) complimentary race entries to use as fundraising incentive
- Complimentary 10x10 booth space at the Sports & Fitness Expo at DeVos Place on Friday, May 7th and Post Race Party on Saturday, May 8th.
- Opportunity for exposure through “virtual race bags” available to participants and volunteers.
- Call to action social media campaign to encourage people to run/walk for charity
- Potential for media exposure through various media channels
- Potential to host a training run at your facility, sponsored by the Race
- Opportunity to receive additional donations by recruiting volunteers for the Race through the Group Volunteer program (recruit 20 volunteers and receive \$250)
- As a charity partner, you are encouraged to engage employees/customers/ volunteers to run, walk, volunteer, or fundraise
- Name inclusion in a news release(s)

Charity Partner Requirements:

- Create a call to action by incentivizing runners to donate to and run for your organization (ex: receive a special shirt if you donate \$30 or more, or free dinner the night before if you donate \$50 or more)
- Establish a page/link on your website that is specific to the race for participants to learn more about your partnership with the race and how donations will be used
- Attendance at the first Saturday training run (11/7/26) and then at least one more between January and May 2027.
- Participation in Race Week Events
 - Junior Run: Wednesday, May 5th

- Sports and Fitness Expo: Friday, May 7th
- Finish Fest on Race Day: Saturday, May 8th
- Call to action social media campaign to encourage people to run/walk in the 2027 Amway River Bank Run in support of your charity
- Partner with Charity Ambassadors/Road Warriors that can be present on social media and help to increase awareness for your charity, fundraise and promote race registration/volunteers.