



2015 Adopt a Mile Program

Adopt a Mile Program Information:

The mission of the program is to generate course support for the Atlanta 10 Miler, while giving back to Atlanta's nonprofit organizations and neighborhood associations who are working on race day and throughout the year to promote health and fitness in the community. It's a celebration of community, a support system for the participants, and a fundraising platform for Atlanta's nonprofits.

Ten running-focused, nonprofit organizations will be selected this year to Adopt a Mile along the Atlanta 10 Miler course, providing cheer zones and course entertainment. Any Atlanta based non-profit organization who shares a mission of creating an active and healthy Atlanta through running with an emphasis on programs for youth is encouraged to apply. Atlanta Track Club intends to recognize selected organizations participation via race marketing and potential donations.

Thank you for your interest in partnering with Atlanta Track Club as an integral part of the event!

General Event Information:

- **When:** Sunday, October 25 at 7:30 a.m.
- **Where:** The Atlanta 10 Miler starts and finishes at **Atlantic Station**. Each participating organization will be assigned to a specific mile on the course.



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Eligibility Requirements:

1. Must be a 501(c)3 nonprofit or have a fiscal agent.
2. Must be based out of metro Atlanta (within a 50 mile radius of the city).
3. Must be able to provide a minimum of 30 people on race day (we strongly encourage more people).
4. Must present a funding need or designate how the donation will be used to inspire and engage the Atlanta community through running and walking with special emphasis on those serving youth.
5. Must assign a liaison from the organization to work with Atlanta Track Club staff.
6. Liaison must attend an Adopt a Mile program meeting prior to the event.

Nonprofit Partner Responsibilities:

1. Provide course support for the participants through the creative use of signs, decorations, costumes, music and other approved ideas that are designed and provided by the participating organization.
2. Promote the event and encourage greater participation by registering for the event.
3. The organization is responsible for the logistics of assigned mile on race day– getting signs, props and noise makers to the point on the course– along with instructing volunteers and cheerleaders on how to get to their cheer zone.

Support from Atlanta Track Club:

Below is the support you will be provided as a participating organization:

- Logo and link displayed on Atlanta Track Club website's 10 Miler event page
- Logo and link in one Atlanta 10 Miler e-newsletter to event participants
- Highlight in *Wingfoot Magazine*, the member magazine of Atlanta Track Club
- Social media recognition



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Adopt a Mile Donation Award Matrix:

Each organization will be evaluated on race day to determine the amount of funds awarded. If your organization meets the minimum requirements, it will receive a base donation of \$1,000. But wait... there is more!

Your organization will have the opportunity to earn an even larger donation based on the Adopt a Mile bonus point system. Your organization can earn up to \$5,000 in donations through the base donation and bonus points combined. One organization designated “Best of the Best,” can earn an additional \$500 for a total of \$5,500 by winning the final category. *

Bonus Point Opportunities :

- 1. Number of additional Volunteers** (above the 30 minimum at each cheer zone) - **\$1,000 maximum**
- 2. Number of Participants in the Atlanta 10 Miler or 5K - (\$1,000 maximum)**
 1. \$5 per 5K participant
 2. \$25 per 10 Mile participant
- 3. Cheer Zone - theme, decorations, costumes, signs - (\$1,000 maximum)**
- 4. Levels of Enthusiasm – sound level, volume of cheers, encouraging cheers, music - (\$750 maximum)**
- 5. Cleaning Up - (\$250 maximum)**

***“Best of the Best” Cheer zone: \$500** (only one prize will be awarded for this category)

Race participants will have a chance to vote for their favorite cheer zone through the post-event survey. Be sure to help them remember you. Post your pictures to social media and tag us, or use #atlanta10miler or #atltrackclub to promote your cheer zones.



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How to Apply:

If your organization is interested in participating in Atlanta Track Club's Adopt a Mile program, please follow the steps below:

Complete the application and email it to spayne@atlantatrackclub.org along with the following attachments:

- current Board of Directors list
- most recent IRS 990 form
- copy of your 501(c)3 letter

The application should be completed and submitted via email by **Friday, August 21, 5pm.**

Selection:

1. Atlanta Track Club will review applications and select 10-12 organizations to Adopt a Mile at the Atlanta 10 Miler. The organizations will be notified no later than **Friday, August 28** on whether or not they were selected into this year's program.
2. Once selected, your organization will be assigned a mile. Each selected organization will need to email their logo, website link, mission statement and a brief organization description for use in event marketing materials to spayne@atlantatrackclub.org.



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About the Atlanta 10 Miler:

In its third year, the Atlanta 10 Miler features the return of a unique Atlanta course that starts and finishes inside Atlantic Station! As the featured second stop for Triple Peach Race Series, this event on Sunday, October 25, 2015 is a perfect final tune-up for the Thanksgiving Day Half Marathon. If you aren't quite ready for the 10 Miler, come on out and join us for the 5K. For more information and to register for the event, visit atlantatrackclub.org/atlanta-10-miler.

About Atlanta Track Club

Atlanta Track Club is a nonprofit committed to creating an active and healthy Atlanta. Through running and walking, Atlanta Track Club motivates, inspires and engages the community to enjoy a healthier lifestyle. With more than 22,000 members, Atlanta Track Club is the second largest running organization in the United States. In addition to the AJC Peachtree Road Race (peachtreeroadrace.org) – the largest 10K running event in the world and the Thanksgiving Day Half Marathon (atlantatrackclub.org/thanksgiving-day), Atlanta Track Club directs more than 30 events per year. Through the support of its members and volunteers, Atlanta Track Club also maintains a number of community initiatives including organizing and promoting the Kilometer Kids youth running program to metro Atlanta youth, honoring high school cross country and track and field athletes through Atlanta Track Club's All-Metro Banquets and supporting the Grady Bicycle EMT program. For more information on Atlanta Track Club, visit atlantatrackclub.org.