

Atlanta Track Club's Adopt a Mile Program a runner favorite and signature part of the PNC Atlanta 10 Miler & 5K.

Thank you for your interest in our give-back program Adopt a Mile in conjunction with the PNC Atlanta 10 Miler. The mission of the program is to generate course support for the event while giving back to Atlanta's nonprofit organizations who are working on race day and throughout the year to promote health and fitness in the community. These efforts are near and dear to the heart of our organization as the mission of Atlanta Track Club is to inspire and engage the community to achieve health and fitness through running.

Ten nonprofit organizations will be selected this year to adopt a section along the PNC Atlanta 10 Miler course to provide cheer zones and course entertainment. Any Atlanta based nonprofit organization that shares a mission of creating a more active and healthier Atlanta is encouraged to apply. Five of the cheer zone spots are held for nonprofit organizations who promote wellness through youth running programs. Atlanta Track Club intends to recognize selected organizations' participation via race marketing and potential donations. Participating organizations that meet the minimum requirements on race day will receive a base donation of \$500. Up to \$2,500 can be earned by organizations that offer extra course support through the bonus point system outlined in the attached document.

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 a healthier and more active Atlanta community.
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. Encourage event participant by promoting the event and encouraging registration within your organization.
3. The organization is responsible for the logistics of assigned cheer zone set-up on race day— getting signs, props and noise makers to the point on the course— along with instructing their volunteers 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 PNC Atlanta 10 Miler & 5K event page
- Logo and link in one PNC Atlanta 10 Miler & 5K participant email

- Highlight in *Wingfoot* Magazine, the member magazine of Atlanta Track Club
- Social media recognition

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 \$500. 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 \$2,500 in donations through the base donation and bonus points combined. One organization designated "*Runner Favorite*," can earn an additional \$500 for a total of \$3,000 by winning the final category. *

Bonus Point Opportunities:

1. Number of additional volunteers (above the 30 minimum at each cheer zone) – (\$500 maximum)
2. Energy Level- duration of support - (\$500 maximum)
3. Cheer Zone - theme, decorations, costumes, signs - (\$1,000 maximum)
4. Levels of Enthusiasm – sound level, volume of cheers, encouraging cheers, music - (\$500 maximum)
5. *"*Runner Favorite*": \$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.

The applications will be available on our website starting in June and should be completed and submitted by **Friday, August 23 at 5 p.m.** Any applications received after this deadline will not be considered. The organizations will be notified no later than **Friday, September 6** on whether or not they were selected into this year's program.

We are extremely excited about this program, and hope you will consider joining us this year. If you have any questions, please let me know.