

# 2015 CHARITY PARTNER VILLAGE



**Charity Partner "Village"** is a location near the start/finish line in City Park where eligible charity partners may have a presence (a tent). This is at no cost to eligible<sup>1</sup> charity partners. Runners and their friends and family will be at the City Park start/finish line and continuously walking through Charity Partner Village. This is a wonderful opportunity to broaden the number of people that get to know you and might become supporters. You might use your space in lots of ways, such as:

- A bag-check for your runners before their event;
- A meeting spot to greet your runners after their event;
- An opportunity to give your runners a thank you gift, or;
- An opportunity to share with others what you do.



Those that "activate" their space in a fun way and showcase what they do seem to get the most attention. Consider hanging your own banners from the tent flaps (bring your own zip ties) or your table, giveaways, info hand-outs, water or snacks. Find ways to get your visitor's email address for follow up. Visit the Charity Partner Login and pull off the PDF with lots of additional ideas.

For some added fun, 3 of our ambassadors will roam through Charity Partner Village on Sunday morning and select the three "best" charity partner tents, in their judgment, using rules they create. Winners will receive a ribbon to hang on their tent. Their photo will appear on our web site immediately after our events, which is when runners are visiting our site to get their times. This is lots of added publicity.



On the last page is a list of what's OK and what's not OK within your tent. If you have questions about what might be OK, please email Jean, [jean@runcolfax.org](mailto:jean@runcolfax.org). We don't want disappointments on race weekend. We expect perhaps 2,500 to 3,500 people on Saturday morning and 18,000 to 22,000 people on Sunday morning.

## NEW FOR 2015

- To thank our long-standing charity partners, we have created a "Premium Pod" where charity partners that have been with us for five consecutive years and have achieved their runner eligibility in at least four of the five years may have a tent, if they wish.
- There will be bag check for the Colfax 5K runners and walkers on Saturday.
- We will provide golf-cart services to help remove your materials from 1:00 to 2:00 pm. You need to remain active at your tent until 12:30 pm so our last runners can enjoy your presence. (They need you!)

Location. Charity Partner Village will be in City Park, generally west of the Museum of Nature and Science and south of the Denver Zoo. As we get closer to the event, you will receive an aerial map with the location of the

<sup>1</sup> "Eligible" is the minimum runner/walker or volunteer commitment, defined in the Charity Partner Agreement, #3a.

finish line festival area, your charity partner tent location and the park entrance entry point for temporary, drop-off parking for Friday afternoon delivery and Sunday afternoon pickup.

To provide more visibility for more charity partners, your tents in will be clustered in about 5 pods of about 20 tents per pod, throughout the finish line festival area. You will receive information ahead of time about your pod and tent location. While we continue to call it Charity Partner "Village", it will feel more like a metro area with individual communities (pods).

Charity Partners will be located in general alphabetical order, with adjustments for those participating on Saturday only, Sunday only, and both Saturday and Sunday. Those to commit to be present on both Saturday and Sunday will be given priority space within your pod. However, if you committed to be present on Saturday but did not come, we won't be happy and we might relocate your space within the pod for Sunday.

Each pod will have a group sign listing all charity partners in the pod. (This is in addition to your name on your individual tent.) We make all of the signs. We will have a central information booth in the festival area where people can get information about how to find you, and get answers to any other question they have. Each year we try to locate every pod in a good spot. This is an art; not a science. We are always learning.

Those who have earned a place in the "premium pod" will be notified. You may choose to be in the premium pod, your "alpha" pod or not have a presence at Charity Partner Village. It's all OK!

Eligibility and Requests for Tents. Charity Partners must have registered 15 runners in a Sunday event or 30 runners in the 5K or some combination of thereof by April 15<sup>th</sup> to have a presence at Charity Partner Village. To get a good preliminary count, we are reaching out in mid-March now to see who would like to have a presence (a tent) at Charity Partner Village. If you indicate you would like a tent, then that is a request on your part.

- If you are eligible, then we will notify you and ask you to confirm your request and understanding that you must activate your tent during the mandatory hours on Saturday and/or Sunday.
- If you are not eligible (after April 15<sup>th</sup>), we will also let you know.

Requests for tents cannot be honored after April 15<sup>th</sup>. Please do not request a tent unless you are certain that you will follow through.

Tents, Tables and Chairs. We will set up a tent, a table and two chairs for your use. Do not bring your own tent. We want to have a uniform look to Charity Partner Village. Your 10' x 10' tent will have your charity partner name on it. It has a "roof" and small side flaps but it does not have "walls."

We provide and erect a 10' x 10' tent on a grassy area plus a table and two chairs. It is up to you to "furnish" and activate (staff) your tent. Please do not remove the tent, table or chairs, since they belong to or are rented by the marathon organization.

Times. You may use Charity Partner Village tent on Saturday and Sunday, Saturday only or Sunday only. We will need to know your plans ahead of time, as they will impact your location.

You must occupy and activate your tent space during peak times on each day if you plan to have a presence on that day. This is so our runners have the best experience we can deliver. Peak times / mandatory hours are these:

- **Saturday.** Mandatory hours: 8:00 am to 11:00 am. If you plan to provide bag check services for your runners, please let them know ahead of time. We will provide bag check services. Your bag-check service is optional.
- **Sunday.** Mandatory hours: 8:00 am to 12:30 pm. If you plan to provide bag-check services for your runners before the races start, you should have at least one volunteer present at your tent by 5:00 am and someone staffing the space continuously until 12:30 pm for bag security. However, we do provide bag check services for all runners. (It starts at 5:00 am). Your bag check service is optional.

If you plan to use your tent on Saturday only, we might place your tent in a separated area since we want a cohesive look of occupied spaces on Sunday. Your tent will be removed by our staff on Saturday afternoon.

Trash must be bagged and taken to trash roll-offs at the finish line on Saturday after the Colfax 5K and on Sunday after 12:30 pm.

Tent Set Up and Take Down. Our operations staff will set up the tents and place the table and chairs on Friday from 9 to noon.

- On Friday afternoon (5/15), from noon to 3:00 pm, we encourage you to bring your heavy items. We will have close-by temporary, drop-off parking and staff available to help you cart items from your vehicle to your site. We will provide specific park entry instructions to you and a temporary parking pass. This is the only time that we will have staff and golf carts available to help you unload your items.
- On Saturday morning (5/16), we should have your four tent poles elevated from the squat to full upright position before 8:00 am, but we might need your help. We will have volunteers roving around to assist. After 11:00 am, please lower your four tent poles back to their squat position for overnight weather protection.
- If you plan to have a presence on Sunday only, you may bring your heavy items on Saturday afternoon but we will not have staff or golf carts available to assist or provide reserved parking for you.
- On Sunday morning (5/17), it is nearly impossible to park nearby unless you arrive before 5:15 am. So, plan to either have someone drop you off with your materials or plan to walk maybe ¼ to ½ mile. Our web site, <http://www.runcolfax.org>, will have parking information but do not expect parking to be easy. You might need to use your own dolly. If our staff has not done so, please raise your four tent poles from their squat to full upright position before 8:00 am.
- On Sunday afternoon (5/18), between 1:00 and 2:00 pm, we will have temporary, drop-in parking and staff available to help you cart items from your tent to your vehicle. There will be only one park entry point. We will send you instruction regarding the location. We will do our best to accommodate everyone, but please supplement our efforts with your own.

Security. We will have a security guard on duty on Friday night and Saturday night but we do not guarantee the safety of the "furnishings" that you bring on site. We have not had any vandalism problems in the past, but you never know what might lie ahead.

Volunteers. Volunteers that deliver your materials prior to the event and staff your tent during race weekend are your supporters and are not part of the marathon organization volunteers. These people should not use our electronic volunteer registration system. It's a good idea to have at least two volunteers staff your tent. You might consider two shifts. We do not have special parking for your volunteers. We wish we could offer this, but there just is no room.

Marathon Staffing. Send your questions leading up to race weekend, to Jean at [jean@runcolfax.org](mailto:jean@runcolfax.org). A few days before race weekend, Jean will send you contact information, including cell phone numbers, for our Charity Partner Village volunteer support staff. During race weekend, we will have additional Colfax Marathon volunteers available to help.

Charity Partner Village	
OK	NOT OK
<ul style="list-style-type: none"> <li>■ Sell an item directly related to your organization, as long as you bring your sales tax license. See link below to apply for a license.</li> <li>■ Distribute information about your organization or an upcoming event or activity.</li> <li>■ Bring dogs. Must be leashed or crated at all times. No pit bull or pit bull mix dogs.</li> <li>■ Showcase a private sponsor less prominently than you. (Please ask specific questions.)</li> </ul>	<ul style="list-style-type: none"> <li>■ Provide coffee to the general public. We have a coffee sponsor that will be doing this.</li> <li>■ Drive stakes into the ground. (Denver Parks Department says "no.")</li> <li>■ Helium balloons. (This scares Denver Zoo animals.)</li> <li>■ Bring animals other than dogs. (Check with us.)</li> <li>■ Provide alcohol.</li> <li>■ Use glass containers.</li> </ul>
<p><a href="http://www.denvergov.org/portals/571/documents/newtaxpayerregistrationform.pdf">http://www.denvergov.org/portals/571/documents/newtaxpayerregistrationform.pdf</a>  <b>OK / NOT OK Questions?</b> Email Jean (<a href="mailto:jean@runcolfax.org">jean@runcolfax.org</a>)</p>	