



CRACKING THE CORPORATE CODE ENGAGE YOUR CORPORATE PARTNERS

MORE RUNNERS, MORE REVENUE, MORE FUN

We know three things about companies that run in a Colfax Marathon race.

- ❶ In 2017, we had 532 companies form a Colfax Marathon relay team in the corporate division. The list grows each year. Only 39% selected a charity partner.
- ❷ We know that most of our charity partners have on-going relationships with companies.
- ❸ We know that the charity partners that have cultivated a relationship with “their” companies by engaging them in the Colfax Marathon have had great success in terms of more runners and revenue.

So, we are working hard to build on these connections from what we know and what we are learning.

Corporate Participation. There are lots of reasons that companies like to engage with the community by participating in running events.

- It's a great team-building opportunity.
- It promotes corporate wellness initiatives.
- Companies can easily and often subsidize employee registration fees.
- Companies can showcase their commitment to the community.



It is often viewed as extra benefit to also run for a charity partner they like! Some companies let each relay team select its favorite charity; other companies support one charity.

Momentum. Colfax Marathon has a great corporate participation program in place; we are often asked about it. We are not alone; other marathons in California, Illinois, DC and other locations are crafting their own corporate participation program.

What you can do:

1. Compile a list of companies that already support your organization. They might donate cash, make in-kind contributions or are just closely aligned.
2. Send us (jean@runcolfax.org) up to ten of your favorite corporate supporters and we will check to see if they have formed a relay team recently. They might be easier to approach if they have run with us before.
3. Decide whether to approach your one favorite company (or approach companies one-at-a-time) or approach multiple companies at the same time. If you decide to approach your one favorite company first, they might also be willing to pay for quality race singlets or other runner gifts.
4. Whichever approach you take, make a personal appeal to your corporate supporter to broaden its relationship with you by forming a relay team and selecting your organization as their charity. This is an “easy ask.” Always approach the person you know best. If you don’t have a personal connection, then consider this:
 - If the company is large, you might approach the human resources or community engagement director.
 - If the company is small, you might approach the CEO or a board member.
5. Whether you or a corporate supporter pays, offer high-quality “benefits”, such as a race shirt, a race cap, a nice gift ready at your tent at the finish line. (One of your corporate supporters might be glad to pay for these, with or without the opportunity to co-brand with you.)
6. Have fun with this and make your corporate supporters very glad they jumped in. If you do, they will return year after year.

What we are doing:

1. We are reaching out to every company that had two or more relay teams, hand-delivering thank you packages and encouraging them to resign.
2. We are reaching out to companies that currently support our charity partners, letting them know that they could make their participation more meaningful by supporting a charity partner.
3. Responding to charity partners that send us their ten “favorite” corporate supporters. We check to see if they have recently entered a relay team in our event and let you know. (Send list to jean@runcolfax.org)