



August 26, 2010

Thank you for your interest in being a charity partner for the Cellcom Green Bay Marathon. Next year's marathon will take place on May 15, 2011.

It is the intent of the Marathon's Board of Directors to have three charity partners each year with staggered three-year terms. This structure allows one new charity to join the event each year. The charity partners and their volunteers play a vital role in the planning and execution of this exciting community event.

The charity partners benefit financially from the net proceeds of the Cellcom Green Bay Marathon. In 2010, the event generated contributions of more than \$90,000 to the marathon's three charity partners, bringing the total contributions to approximately \$410,000 during the last 11 years. The charities also benefit from the community exposure provided by the event. In 2010, the event attracted over 10,000 participants.

There are three requirements for being a charity partner:

- 1. A VOLUNTEER BASE** of more than 100 local adults and teenagers (age 14 and over), willing to contribute a minimum of 3-4 hours per person. Over half of the volunteer hours will occur during marathon weekend. In addition, the charity is expected to provide 4-6 volunteers for six Saturday morning training runs from January through May.
- 2. A CHARITY REPRESENTATIVE** who will facilitate communication between the charity and the marathon's volunteer coordinator. To help prepare for the event, the representative must be present at seven monthly planning meetings from December through May at the marathon office in Green Bay.
- 3. A WRITTEN POST-EVENT REPORT** from the charity summarizing their contributions in total volunteer hours, equipment, and materials must be submitted by June 30, 2011 to the marathon office.

### General Guidelines

In selecting a charitable recipient, Cellcom will give priority to those organizations and groups that operate within the Cellcom service area, have a proven track record in positively impacting the community, promote employee / citizen volunteerism, and cooperate rather than compete with similar organizations. The key areas of Cellcom's contribution guidelines are health and wellness, children and education.

### Selection Questions and Criteria

Please answer the following questions in your proposal:

- Does the charity meet the general guidelines?
- Does the charity meet the volunteer requirements?
- Does the charity provide services to areas outside Brown County that are within the Cellcom footprint of Northeast and North Central Wisconsin? Provide a brief description of the charity's service area.
- Does the charity support one of the key areas of Cellcom's contribution guidelines? See above.
- Does the charity offer additional resources that the marathon can utilize? Examples of this are facilities for volunteer projects, storage space, box trucks etc.

If your organization is interested in applying to be a charity partner, please send a proposal to [sean@netnet.net](mailto:sean@netnet.net) on or before September 30, 2010. Late applicants will be disqualified. The proposal is limited to two pages and should provide an overview of the charity and its mission, along with answering the selection questions. Cellcom will select the charity partner by October 31<sup>st</sup>. Those not selected will be notified by mail or e-mail. If you have questions, you may e-mail me or call me at (920) 606-2458. Thank you for your interest.

Sincerely,

Sean Ryan  
Race Director