



BIM Charity Pack 2004

Thank you for attending the BMA Charity Fundraising Awareness Conference. We hope you will be joining us in our 2004 Beirut International Marathon in our celebration of health, sports, and the joy of giving! We've prepared this informational pack as a reference you can use in your preparations and campaign this year.

Please remember that you can always log on to www.beirutmarathon.org for charity and other information available in both English and Arabic. Our office is available on 05-959262 or charity@beirutmarathon.org

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1. The Beirut Marathon Association (BMA) is a non-profit non-governmental organization registered under the Ministry of Youth and Sports. The BMA was founded in August 2001 with the purpose of organizing the annual Beirut International Marathon in Lebanon. The association office is currently located in Hazmieh and opens weekdays 9:00am – 5:00pm. You can visit the BMA homepage on www.beirutmarathon.org to learn more about the association's activities.

2. The Beirut International Marathon (BIM) is an annual event that takes place every October in Beirut. The first ever BIM was held on October 19, 2003 and attracted over 6,000 runners from 49 different countries and tens of thousands of spectators in Lebanon and around the world. In addition to promoting running, health, and personal achievement, the BIM also has a humanitarian dimension that aims at making a difference in other people's lives through sports.

3. In 2003, seven charities were chosen in collaboration with the UNDP under the theme of "Youth and the Community" and runners were given the chance to give greater

meaning to their kilometers by dedicating their run to a good cause. Charities recruited hundreds of runners to wear their t-shirt and carry their slogans, and thousands of dollars were raised on Marathon Day – proving that a little giving from a lot of people goes a long way!

4. In 2004, the Beirut Marathon Association has decided to open up charity fundraising to all registered charity and non-profit organizations in Lebanon. YOU can now make use of Lebanon's premiere sporting event to raise awareness and funds for your cause. We've given everybody a chance to be part of it – and the more effort YOU put into it, the greater results you'll have!

A. Fundraising structure for CHARITIES/NGOs:

- Step 1: Your charity/NGO decides to raise funds through sponsorship of participants in the BIM 2004 events. Please notify the BMA office in writing of this decision and send us emails of your latest updates!
- Step 2: Your charity/NGO allocates a member(s) to act as liaison officer for this process.
- Step 3: Your charity/NGO prepares the internal administrative procedure and paperwork/forms as necessary to operate the process (i.e. Sponsorship form, receipts, introduction letter, Acknowledgement of support letter, certificate of participation, award scheme, accounting system, publicity materials, race day T-shirts/caps etc).
- Step 4: You actively seek (through your marketing department or similar) participants to run for YOUR cause and issue each with sponsorship form and instructions (see section B)
- Step 5: Your charity/NGO implements the process of collecting funds both before and after the event.
- Step 6: Your charity/NGO notifies the BMA offices in writing as to the amount of funds raised by your organization.
- Step 7: Give out acknowledgment letters/certificates of participation etc to your runners.
- Step 8: Issue a press release or similar is issued to announce your success, gratitude etc.

B. Fundraising structure for PARTICIPANTS:

- Step 1: Register for your chosen BIM 2004 event: Marathon, 10-K, or Mini-Marathon.
- Step 2: Choose your charity(s) that you wish to raise funds for.
- Step 3: Contact your chosen charity and collect your Sponsorship Fundraising Pack. This will have your Sponsorship Fundraising Form.
- Step 4: Ask friends, family, colleagues to complete and sign your Sponsorship form, and then collect sponsorship money. It's always a good idea to ask for little amounts from a lot of people!
- Step 5: Follow the stated procedure for cashing the funds raised with your chosen charity.

- ☞ Step 6: Turn up on Race Day and run for your chosen cause – Be sure to let your sponsors know how well you did!

5. Some Great Ideas for your Campaign:

There is NO LIMIT to what you can do with your BIM Fundraising Campaign! You can raise money, create awareness, get public exposure, and on top of all – have lots of fun with your entire team on Race Day! Here are some ideas that you can choose to adopt:

- 📌 Start as soon as possible! Integrate October 10th into your fundraising plans and allocate time and staff to take care of your campaign.
- 📌 Create an attractive package to get people to run for your cause: get fun t-shirts, caps, certificates, little thank-you gifts, and other items that will encourage people to join your team.
- 📌 Create an attractive public campaign: You need to advertise your charity in association with the Marathon – so come up with a fun slogan, a heart-warming message, a touching advertisement in a local paper and use these to captivate your runners and encourage their sponsors.
- 📌 Get your staff or runners to wear big fancy costumes, funny makeup, or run with big posters or banners. This will get the attention of the media covering the event and you will get bigger exposure!
- 📌 Get some of your staff and friends to stand somewhere along the race course and cheer for your runners as they pass by! Give them the encouragement and support they need to make it through the race.

Best Wishes!
The Beirut Marathon Association