



**ALLSTATE SUGAR BOWL CRESCENT CITY CLASSIC  
OFFICIAL CHARITY APPLICATION GUIDELINES**

- I. Any 501c3 organization may apply to become an Official Charity Partner for the 2020 Allstate Sugar Bowl Crescent City Classic by completing the Beneficiary Status Application by August 15th, 2019. All Official Charities will be announced in September of 2019.
- II. Non-Profit Organizations must have a minimum of (25) charity runners on their team. The Non-Profit Organizations understand the following:

**100 (+) Charity Runners**

Personalized charity bib number with first name for runners registered by March 1, 2020
(3) Commemorative poster prints
10x10 booth at the Health & Fitness Expo
10x20 tent at the Michelob Ultra RaceFest in a <b>prime location</b> with access to private air-conditioned restrooms

**75 - 99 Charity Runners**

Personalized charity bib number with first name for runners registered by March 1, 2020
(2) Commemorative poster prints
10x10 booth at the Health & Fitness Expo
10x20 tent at the Michelob Ultra RaceFest with access to private air-conditioned restrooms

**50 - 74 Charity Runners**

(1) Commemorative poster print
<b>Shared</b> 10x10 booth at the Health & Fitness Expo
10x10 tent at the Michelob Ultra RaceFest with access to private air-conditioned restrooms

**25 - 49 Charity Runners**

Special group pick up for all bib numbers and t-shirts on the Wednesday before the Health & Fitness Expo
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### All Bib Packages

Official Charity Designation: An Official Charity may use the designation that they are an Official Charity of the Allstate Sugar Bowl Crescent City Classic in any and all media, promotional material, and marketing campaigns directed towards recruiting charity runners
<a href="http://CCC10k.com">CCC10k.com</a> will include a link to each Official Charity’s website as well as a description of each charity including logo and mission statement
Unique Charity t-shirt
Invitation to the Allstate Sugar Bowl Crescent City Classic Sponsor Reception
Prime starting location on Race Day in “Charity Corral” positioned directly behind Seeded Runners
Access to air conditioned restrooms at the Start in Champions Square

- III. A Registration fee of \$40.00 (\$45.00 at Health & Fitness Expo) will be collected during the sign up process for all charity runners. This fee will go directly to the Allstate Sugar Bowl Crescent City Classic.
- IV. Recruitment of charity participants is the sole responsibility of the Official Charity.
- V. Official Charities must provide (20) volunteers on race day.
- VI. All runners affiliated with each Non-Profit Organization **MUST** raise a minimum of **\$200.00**. Charity Runners will not receive their bib unless they raised the minimum.
- VII. All runners will have the option to receive a portion of their registration fee refunded if they raise a minimum of **\$250.00**.
  - A. The charity will be responsible for covering the cost of all refunded registration fees.
- VIII. Organizations may secure their own sponsors, as long as the sponsor does not conflict with the existing Allstate Sugar Bowl Crescent City Classic Sponsors.
  - A. List of Allstate Sugar Bowl Crescent City Classic Sponsors:

1. Allstate Sugar Bowl	8. Humana	16. Outfront Media
2. Michelob Ultra	9. Raising Cane’s	17. Entercom
3. Ochsner Health System	10. Hyatt Regency New Orleans	18. Brand Society
4. Hancock Whitney Bank	11. Entergy	19. Tomba Communications
5. Community Coffee	12. Gatorade	
6. Kentwood Springs	13. Fox 8	
7. Blue Runner	14. The New Orleans Advocate	

**All Charity Sponsors must be approved by the Allstate Sugar Bowl Crescent City Classic.**



**ALLSTATE SUGAR BOWL CRESCENT CITY CLASSIC  
OFFICIAL CHARITY APPLICATION**

**NAME OF NON-PROFIT ORGANIZATION:**

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**ADDRESS:**

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STREET	CITY	STATE	ZIP
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**CONTACT PERSON/INFO:**

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NAME

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TITLE

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PHONE NUMBER

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EMAIL ADDRESS

**NON-PROFIT WEBSITE ADDRESS:**

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**LIST OF BOARD OF DIRECTORS:**

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**MARKETING DIRECTOR:** \_\_\_\_\_

**EXECUTIVE DIRECTOR:** \_\_\_\_\_

**LENGTH IN YEARS OF NON-PROFIT STATUS:** \_\_\_\_\_

**ANNUAL OPERATING BUDGET:** \_\_\_\_\_

**PLEASE PROVIDE THE MISSION OF YOUR ORGANIZATION:**

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**LIST OF ANNUAL FUNDRAISING EVENTS:**

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**ARE YOU ASSOCIATED WITH ANY OTHER SPORTING EVENTS?**

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**WHERE ARE YOUR FUNDS DISTRIBUTED, GEOGRAPHICALLY?**

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**PLEASE EXPLAIN IN DETAIL HOW YOU INTEND TO MARKET TO RUN FOR YOUR ORGANIZATION:**

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**IF CHOSEN, HOW WOULD THE FUNDS RAISED THROUGH OUR EVENT BE USED IN YOUR ORGANIZATION?**

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**HAS YOUR ORGANIZATION BEEN AFFILIATED WITH THE CCC IN THE PAST?**

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**IF CHOSEN AS A BENEFICIARY, OUR NON-PROFIT ORGANIZATION WILL HAVE A GOAL OF THE FOLLOWING NUMBER OF RUNNERS:**

25 - 49     50 - 74     75 - 99     100 (+)

**ALL APPLICANTS MUST PROVIDE A HIGH RESOLUTION IMAGE OF THEIR LOGO IN CONNECTION WITH THE 2019 APPLICATION. PLEASE EMAIL LOGO (IN .EPS FORMAT) & COMPLETED APPLICATION TO [KRISTEN.STUART@CCC10K.COM](mailto:KRISTEN.STUART@CCC10K.COM) BY AUGUST 15, 2019.**