

Life Time Athletic Events – Florida Groups and Charities Program



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## How It Works

Follow these steps in order to enroll in the Life Time Events group/charity program for 2019-20.

**Step 1:** Review this document in its entirety. Please reach out with questions or if anything is unclear.

**Step 2:** Complete the opt-in survey linked at the bottom of this document.

**Step 3:** Select the race(s) your organization plans to participate in.

**Step 4:** Select the payment option that best fits your group/charity team:

**Option A (\$10 off for participants):** A group/charity discount code will be provided to your team. Team members may utilize this code to register and pay for race entry fees on their own. Redemption of this code indicates the participant is an official member of your team.

**Option B (full comp for participants):** Select this option if your team will cover the cost of registration for your members. Your group/charity will be issued a unique redemption code or series of codes to distribute to team members who have met your group's/charity's requirements. Registration fees will be billed to your group/charity and must be paid prior to receiving your registration codes. If you are uncertain of how many participants your organization will be able to recruit, codes may be purchased in smaller batches.

## Pricing Information

- Groups/Charities that select Option A will be provided a discount code. That code will be good for \$10 off current price registration fees (after tier 1 pricing) for applicable half and full marathons, and for \$5 current price registration fees (after tier 1 pricing) for the Turkey Trot Miami 5K/10K and Tropical 5K. Athlete registration fees follow the pricing structure identified under FEES of each event website
- Groups/Charities who select Option B will purchase entries on behalf of their participants, and are locked into the applicable pricing tier at the time of enrollment.

**Step 5:** Recruit and grow your team!

Once steps 1-4 are completed, the Life Time Events Group/Charity Coordinator will contact you with your unique code(s) – which can be distributed directly to athletes. Please refrain from posting this code in places accessible by people outside your organization, as you are responsible for each person who registers with your team's code(s). The team "Captain" will be able to stay abreast of their team roster. Please see link with Captain's instructions.







































## Volunteers

The success of each race depends on thousands of volunteers. In this group/charity program, we ask our groups to provide two (2) race weekend volunteers in exchange for the discounted rates provided to your organization. We understand that this may not be possible especially for traveling teams, but appreciate all efforts toward this goal. For larger volunteer teams, there are exciting opportunities to "take-over" a water station or receive preferred placement. For any questions or more volunteer opportunities please contact [VolunteerMiami@lt.life](mailto:VolunteerMiami@lt.life).

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## Team Benefits

Below are the different levels of group/charity partnership, each based on the amount of athletes participating under your group/charity, per event. **All participants must be registered 30 days prior to each event.** Final partnership levels will be calculated at this time. Participants who do not register using a group/charity code will not be counted.

 <small>HEALTHY WAY OF LIFE</small>		 <small>LIFE TIME</small>				
	Team of 10+	Team of 75+	Team of 100+	Team of 200+	Team of 400+	
Free Finish Festival, Baptist Health Teams and Charities Village						
Logo placement on website (Charities will receive logo information and hyperlink)						
Free Coach/Captain's entry per 25 registered runners (limit 15 entries)						
Eligible for reposts on Miami Marathon social media platforms: #miamimarathon #miamifamous @themiamimarathon						
Free 10x10 tent at Finish Festival						
PA announcement						
Free 20x10 tent at Finish Festival						
Two Free Coach or Captain VIP Packages						
Social Media spotlight						
Private Portolet at Finish Festival *subject to availability						
Free 40x20 tent at Finish Festival						

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## Expo – Miami Marathon & Half Marathon Only

Eligibility for free or discounted booths can be found on the chart below. For those wishing to purchase booth space, please utilize the information found in the Sponsors section of each website. Contact information can be found on the websites: <http://www.themiamimarathon.com/partners/sponsors/>.



Team of 10+	Team of 100+	Team of 200+	Team of 400+
10% off	20% off	FREE 10x10	FREE 10x20

**Finish Fest Tents** along with a table and 2 chairs, will be provided only at half and full marathons. Groups/Charities are responsible for bringing their own tents at 5K's/10K's. See pricing table below for additional equipment options.

## Tent & Equipment Pricing

### Affiliate Tent Pricing

Level	10' x 10' Tent (Includes 1 Table and 2 Chairs)	20' x 10' Tent (Includes 2 Tables and 4 Chairs)	20' x 20' Tent (Includes 3 Tables and 6 Chairs)	40' x 20' Tent (Includes 4 Tables and 8 Chairs)
<b>Participating</b> (10 – 49 Participants)	\$175	\$350	\$650	\$1250
<b>Bronze</b> (50 – 99 Participants)	\$175	\$350	\$475	\$1075
<b>Silver</b> (100 – 249 Participants)	Complimentary (Please choose one)		\$300	\$900
<b>Gold</b> (250+ Participants)	Complimentary (Please choose one)			\$600

### Additional Tent Equipment Pricing

Item	Tables	Chairs	Sidewalls	Lights (per 10' span)	Ice (per 40 lb bag)	Power
Cost	\$12	\$2	\$50	\$10	\$10	\$75

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## Goody Bag Deadline

Samples of goody bag items must be submitted for approval, and approved, prior to shipment. Please contact the Groups and Charities Coordinator at [FLGroupsCharities@lt.life](mailto:FLGroupsCharities@lt.life) if you wish to have anything placed in a goody bag for any of the events. If you are a group or charity that has earned placement through participation numbers, please email [FLGroupsCharities@lt.life](mailto:FLGroupsCharities@lt.life) or Groups Manager [mlacey@lt.life](mailto:mlacey@lt.life). Sample approval process takes about one week. All items added to goody bags must be received 30 days prior to the race, no later than the dates below, and provide the quantity listed below:

- **Escape to Miami Triathlon – 8/22/2019 – TBD pieces**
- **2019 First Watch Sarasota Half Marathon and Relay – 9/20/19 deadline – TBD pieces**
- **2019 Turkey Trot Miami – 10/28/19 deadline – 6,000 pieces**
- **2020 Tropical 5K – 12/26/18 deadline – 2,600 pieces**
- **2020 Miami Marathon & Half Marathon – 12/27/18 deadline – 22,000 pieces**
- **2020 305 Half Marathon & 5K – 2/2/19 deadline – 4,500 pieces**

## Opt-In Process

All groups/charities, both longtime partners and recently introduced, are asked to follow the link to the opt-in survey <https://www.surveymonkey.com/r/ltfsflgroupsandcharities> in order to officially commit to the 2019-2020 program. Life Time Event staff will respond promptly with relevant tools to begin the athlete recruiting process.

**For the Miami Marathon, please see the Captain’s Instructions on the Groups or Charities page:** <https://www.themiamimarathon.com/groups/> or <https://www.themiamimarathon.com/charities/> to learn how to build your team, manage your team and recruit more runners. If your team has already been created and you need help changing yourself to “Captain” please contact Groups and Charities Manager [FLGroupsCharities@LT.life](mailto:FLGroupsCharities@LT.life)

We look forward to a successful 2019-2020 Florida race season!

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## The Fine Print

This program represents an agreement between Life Time Fitness Events and the participating group/charity, its coaches, athletes and relevant support staff. Pass through inclusions and/or entitlements via third parties (e.g. club sponsors, retail partners, etc.) are not permitted within the scope of this program.

All group/charity participants must be registered 30 days prior to each event or before individual race registrations reach capacity – whichever happens first. Participants must use the code provided. Pre-pay discount codes will expire 15 days before the event. Those who fail to register using the group/charity code are not eligible for a retroactive discount, nor can be added towards a group's/charity's registration count. Final group/charity registrations will be tallied 30 days prior to the event, allowing adequate time for race weekend space allocation and team preparation. Please avoid promoting your team's discount code in public areas e.g. Non-fenced Facebook, Twitter, etc. accounts), as the general public is not eligible for discounted entry.

### Registration deadline for Team tallying for benefits/perks:

- **Escape to Miami Triathlon – 8/22/2019**
- **2019 First Watch Sarasota Half Marathon and Relay – 9/20/19**
- **2019 Turkey Trot Miami – 10/28/19 deadline**
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