

Bengaluru Midnight Marathon: 14th December, 2013

A fabulous and fun filled event!!

Marathons have now entrenched themselves as the single largest community sports event in the country. Across the three international marathons in the country over 110,000 runners have been taking part in this social & charitable event, annually. BMM has hosted international marathons from 2005-2012 with over 60,000 runners joining in the celebration of the city, its people & its culture.

10K TEAM RUN

The Event

The 10K Run is branded the dream/celebrity run where the runners rub shoulders with the celebrity ambassadors of the event and the event typically comprises of runners and teams who want to experience a healthy workout. Corporate participation through teams and celebrities running for good causes leads to generation of significant sums for the underlying charity cause.

The Evening

Festivities start early at the KTPO and there are a variety of cultural activities, rock music, and other entertainments lined up along with a host of F&B offerings throughout the evening.

Who Can Participate (teams)

The 10K Run event is open for participation to all corporates/NGO's/Clubs that either have a base in Bengaluru or are based out of Bengaluru. Teams can comprise of both men and women. (The Event is also open to individual participants/individual runners but this number would be capped)

Team size

For corporate teams the size could be 30 or 50 runners and teams would be given guaranteed slots at the head of the race line so that they can start together.

The Opportunity

1. Corporate Social Responsibility

Organizations have realized their role and responsibility towards the society they operate in. This event, apart from being for charitable and for noble causes also provides a platform for your employees to interact with, and be involved with society.

2. Employee Retention Programs

A team that plays together stays together. A marathon is one of the greatest opportunities to play together as it is one of those rare events that have the whole family playing together irrespective of age, gender, background or skill sets.

3. Brand Building Initiatives

This day and age has seen the emergence of brands and organizations have realized the value of building brands. Today, brands dictate not just what you consume but also where you work and with whom you associate.

Deliverables

- ✓ Special photo opportunity for corporate teams would be created wherein an RBITC (www.rbitc.org) photographer would visit the corporate (1-10 days prior to race day) and take a team photo at the corporate location.
- ✓ On race day an autographed (Brand Ambassador) specially framed memento (suitable for corporate display) will be handed over to participating teams at the venue apart from some photo opportunities which will also be made available during the race and on race day which will capture the teams and their cheer squads in action...!
- ✓ Teams would be given merchandize –T shirts with their corporate logo along with the BMM (www.midnightmarathon.in) logo (30/50 numbers) additionally 30/50 goodie bags would be distributed to cheering squads of the teams.
- ✓ RBITC would conduct a 1 day running expo/kiosk at the corporate where the opportunity to engage/interact would be created for employees so that employee participation/engagement can be fostered. RBITC would design posters/collaterals which could then be displayed across campus to promote the participation (typically these activities would occur 30-60 days prior to race day).
- ✓ A special fan zone would be designated along the race track near the start/ finish line where the corporate can have its cheer leading squad comprising employees/friends and family.
- ✓ Special photo opportunities would be created along with on-the-spot prizes for best cheerleading groups.
- ✓ 30/50 timing chips
- ✓ 60/100 F&B coupons at venue.
- ✓ Post event team would get one special limited edition engraved silver display trophy from the underlying charitable trust of the RBITC thanking them for participation along with a write up on the funds raised by the team and details of where/which specific cause these funds would be utilized.

All Team participation fees/cheques would be 80G tax exempt.

Fact File

Team Size : 30 or 50 Individuals.
Date : December 14, 2013
Start : 10 pm (10K Run)
Finish : 60-90 minutes
Assembly point : KTPO
Participation Fee : INR 1,50,000/- Per 30 member team
INR 2,50,000/- per 50 member team

Whom to Contact

RBITC

Anil Danti: +91 99809 58600

E-mail: anildanti@gmail.com

Dipankar: +91 98801 05129

E-mail: dkhasnabish@gmail.com

All cheques to be drawn favoring "Rotary Bangalore IT Corridor Charitable Trust".

Bengaluru Midnight Marathon (BMM) www.midnightmarathon.in

The seventh edition of the only Midnight Marathon in the world created in Bengaluru reflects the city and its spirit of innovation. The first edition of the Bengaluru Midnight Marathon was held on 19th May 2007, organized by *Rotary Bangalore IT Corridor* (www.rbitc.org), an organization comprising of well-known professionals & leaders from industry.

The Cause

Rotary Bangalore IT Corridor (RBITC) is based out of Whitefield, and is engaged in various social initiatives in and around Bengaluru. In the last seven years of its existence, it has implemented and conducted several Community Service Projects:

- ✓ Work with 7 Government schools in the area (covering 3,000+ kids)
- ✓ Conduct blood donation camps regularly (last year collected over 2000 units)
- ✓ Sponsored corrective surgeries for people with permanent vertebral deformation
- ✓ Work with the local population in arresting glaucoma and other eye ailments
- ✓ Plant trees (cumulative 50,000+)

Funds raised from the Midnight Marathon will be used to expand the scope of the club's activities. This year the club has focused on four projects with significant social impacts. The club is calls them “Signature Projects”. These are,

1. Adoption of a Government School: RBITC has been working with the management of the Imidahalli High School (with 695 students) for interventions at multiple levels – infrastructure, science & computer labs, potable drinking water, upgrading toilet facilities, , library & books, teachers’ training, conducting classes through volunteers.
2. Integrated Village Development: RBITC has adopted a village near Hoskote (B. Thimmasandra) for “Integrated Village Development”. This will involve interventions in the areas of healthcare, education, water, sanitation, livelihood and skill development. We have already conducted a medical camp for all the residents (108 families) of the village.
3. Lighting for Literacy (LFL): in partnership with Los Gatos Morning Rotary Club, California. This project has been showcased in the Whitehouse, and focuses on providing Solar Lighting to schools for underprivileged children and orphanages.
4. Potable Water Project for a Village: This will cater to almost 20,000 people, including government schools in the vicinity. This will be set up in a village with active support of the Panchayat, who will donate land and provide water supply. The purification of

water will be done by adopting the advanced Reverse Osmosis technology. The plant itself will be self-sustaining. Its day-to-day operations and maintenance will be taken care of from the revenue garnered by selling the purified water. This project will then be expanded to several villages in and around Bengaluru, where the quality of water is suspect due to deep bore wells being the only source of potable water. This project will also help improve sanitation, with significant reduction in communicable diseases.

Last year Rotary International itself has exceeded its goal to raise more than \$200 million to match a \$355 million challenge grant over several years from the Bill and Melinda Gates Foundation, to eradicate polio from the face of the earth.