
Bengaluru Midnight Marathon: December 20, 2014

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 150,000 runners have been taking part in this social & charitable event, annually. Bengaluru has hosted international marathons from 2005-2013 with over 70,000 runners joining in the celebration of the city, its people & its culture.

Bengaluru Midnight Marathon (BMM) www.midnightmarathon.in

- A celebration of the people & the spirit of the IT city of Bengaluru
- The eighth edition of the only Midnight Marathon in the world
- Created in Bengaluru reflecting 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 Bangalore. In the last eight years of its existence, it has implemented and conducted several Community Service Projects like

- ✓ Adopted 7 Government schools in the area (covering 8,000+ kids)
- ✓ Conducted blood donation camps (last year collected over 2000 units)
- ✓ Sponsored corrective surgeries for people with permanent vertebral deformation
- ✓ Worked with Sankara and GEF in arresting glaucoma and other eye ailments
- ✓ Plant trees in and around Whitefield (cumulative 50,000+)
- ✓ Adopted a Village with medical, agriculture, education, health & hygiene initiatives

Funds raised from the Midnight Marathon will be used to considerably expand the scope of the Club's activities. Please visit rbitc.org or request for presentation.

Corporate Relay – Men & Women

The Event

The Corporate Relay is an innovative and special event created as part of the Bengaluru Midnight Marathon. A team of eight runners have to complete a Full Marathon circuit of 40 Km + by dividing the distance among them to achieve the goal.

Why A Relay?

A Marathon is a very grueling race and it is not possible for most people to complete it, thus a team event, where the distance is shared, endured, and completed by a team of eight people.

Who Can Participate

The event is open for participation to all corporates/NGOs/Clubs that either have a base in Bengaluru or are based out of Bengaluru. The event is **not** open to individuals/teams of individuals.

Number of Teams

There will be a maximum of 30 teams overall. We had 25 teams participating last year. Being one of the most prestigious and popular of all the various events of BMM, we recommend that you rush in your entries at the earliest to ensure your team gets in. Multiple entries from corporate entities are allowed.

The Opportunity

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.

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 where all members of a corporate family can participate, irrespective of age, gender, background or skill sets.

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.

Fact File

Team Size : 8 Individuals (Men or Women for Corporate Relay)
Date : December 20, 2014
Location : KTPO, Whitefield, Bengaluru
Start Time : 12:15 AM
Finish : 3-4hrs
Participation Fee : INR 1, 20,000/- per Team

Deliverables

- ✓ 8 timing chips
- ✓ 50 free registrations - IT City Fun Run
- ✓ One all Women Relay Team free entry
- ✓ An exclusive hoarding at race venue on which all the logos will be placed
- ✓ Inclusion in Coffee Table Book
- ✓ Medians along the route
- ✓ Certificates and medals for all the participants
- ✓ Winners' Cup
- ✓ Invitation to the Thank you Party

Whom to Contact

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All checks 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.