

## Bengaluru Midnight Marathon: December 20, 2014

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. Bengaluru has hosted international marathons from 2005-2013 with over 150,000 runners joining in the celebration of the city, its people & its culture.

### **Bengaluru Midnight Marathon (BMM)** [www.midnightmarathon.in](http://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](http://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](http://rbitc.org) or request for presentation.

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## Open 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 typically comprise of runners and teams who want to stretch themselves with a healthy workout. Corporate participation through teams and celebrities running for good causes leads to generation of significant sums for the underlying charity cause. "Dream enabler"

### **The Evening**

Festivities start early at KTPO, with a variety of cultural activities, Rock music, other entertainment 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.

### **Deliverables**

Special photo opportunity for corporate team would be created wherein RBITC ([www.rbitc.org](http://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 momento (suitable for corporate display) will be handed over to participating team at venue apart from some photo opportunities which will also be made available during 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](http://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 60-30 days prior to race day).

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) and special photo opportunities would be created along with on the spot prizes for best cheerleading groups. All teams would get 30/50 timing chips and 60/100 F&B coupons at venue.

Post event team leads would get a 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.**

## **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.

## **Fact File**

Team Size	: 30 or 50 Individuals.
Date	: December 20, 2014
Start	: 10 pm (Open 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**

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