

Life Time Athletic Events - Florida

Groups & Charities Program



Life Time Athletic Events - Florida Groups and Charities Program

All the information and important dates needed for the 2018-2019 season is below, along with a link to join the group/charity program.

How It Works

Follow these steps in order to enroll in the Life Time Events group/charity program for 2018-19.

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.

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). Each month, the Group/Charity Coordinator will send you a report of everyone who has registered using your unique group/charity code. This will ensure you are aware of your partnership level on a monthly basis.

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.

Life Time Athletic Events - Florida Groups and Charities Program

Partnership Levels

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.

Partner Level	Total Registrants	Announcement at event for your group	Finish Fest Tent	Expo Booth (Miami Marathon Only)	VIP Access (Miami Marathon Only)	Private Port-o-let (Miami Marathon Only)	Goody Bag Inserts	Race Comps For Coaches
Bronze	10-99	1	-	10% discount	-	-	-	1 per 25
Silver	100-199	2	1 20x10	20% discount	-	-	Yes	1 per 25
Gold	200-399	3	1 20x20	1 10x10	2	1	Yes	1 per 25
Platinum	400+	4	1 40x20	1 20x10	4	1	Yes	1 per 25

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.

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. Athlete registration fees follow the pricing structure identified below.
- 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.

Life Time Athletic Events - Florida Groups and Charities Program

Race Fees

Please see the applicable websites for current pricing on all races

Turkey Trot Miami: www.turkeytrotmiami.com

Tropical 5K: www.themiamimarathon.com

Fitbit Miami Marathon & Half Marathon: www.themiamimarathon.com

305 Half Marathon & 5K: www.305halfmarathon.com

First Watch Sarasota Half Marathon and Relay: www.sarasotahalfmarathon.com

*Please note: pricing tiers for each event will be released shortly before the scheduled price increase.

Expo – Miami Marathon & Half Marathon Only

Eligibility for free or discounted booths can be found on the chart above. 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/>.

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)
Participating (10 – 49 Participants)	\$175	\$350	\$650	\$1250
Bronze (50 – 99 Participants)	\$175	\$350	\$475	\$1075
Silver (100 – 249 Participants)	Complimentary (Please choose one)		\$300	\$900
Gold (250+ Participants)	Complimentary (Please choose one)			\$600

Life Time Athletic Events - Florida Groups and Charities Program

Available for purchase:

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

Goody Bag Deadline

Samples of goody bag items must be submitted for approval, and approved, prior to shipment. Please contact the LifeTime Fitness team at 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 or Groups Manager 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:

- **2018 Turkey Trot Miami – 10/27/18 deadline – 6,000 pieces**
- **2019 Tropical 5K – 12/26/18 deadline – 2,600 pieces**
- **2019 Miami Marathon & Half Marathon – 12/27/18 deadline – 22,000 pieces**
- **2019 305 Half Marathon & 5K – 2/2/19 deadline – 4,500 pieces**
- **2019 First Watch Sarasota Half Marathon and Relay – 3/16/19 deadline – TBD pieces**

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.

- **2018 Turkey Trot Miami – 10/22/18 registration deadline**
- **2019 Tropical 5K – 12/27/18 registration deadline**
- **2019 Miami Marathon & Half Marathon – 12/27/18 registration deadline**
- **2019 305 Half Marathon & 5K – 2/3/19 registration deadline**
- **2019 First Watch Half Marathon and Relay – 2/24/19 registration deadline**

Life Time Athletic Events - Florida Groups and Charities Program

Opt-In Process

All groups/charities, both longtime partners and recently introduced, are asked to follow the link below to the opt-in survey in order to officially commit to the 2018-2019 program. Life Time Event staff will respond promptly with relevant tools to begin the athlete recruiting process.

ENROLL HERE --

We look forward to a successful 2018-2019 Florida race season! If you have any questions, please reach out to the Groups and Charities Manager, Maurya, at Maurya@LT.life , copying in our general groups email: FLGroupsCharities@LT.life or call 305.278.8668.