



Bridge of Flowers Road Race Partner Charity Request for Proposals 2017

Overview: The Bridge of Flowers Road Race is in its 39th year of operation and its 9th year of actively collaborating with area charities to help raise awareness and funds for building stronger communities. The Race Committee handles organizing the entire event, which generally draws 1,000+ runners, joggers, and walkers. Charity partners can use the race as a platform for their own fundraising. Partners provide volunteers to help with certain race duties and encourage their support base to walk or run in one of 2 races (3K or 10K) and collect pledges that go to the partner charities.

Min Requirements:

- Be a 501(c)(3) Registered charity in good standing
- Provide opportunities, programs, and/or services within the Greater Franklin/Berkshire/Hampshire/Hampden County area
- Provide volunteers leading up to and/or on the day of the race
- Actively promote the race to the partners support base
- Participate in at least two race charity partner meetings prior to the race.
- Complete a brief post-race report

Charity Benefits:

- Benefit from a fundraising event without the hassle of planning all the event coordination
- Benefit from online individual fundraising pages
- Keep all pledges made through fundraising webpage less credit card processing fee
- Receive a post race donation, based on participation level, if the race has a net income
- Benefit from race public relations materials
- Increase awareness of your charity
- Provide additional “fun” ways for your support base to be involved in supporting your cause

Filing Instructions:

- Submit a 1 page concept paper which should cover the following:
 - What your charity mission is and a brief description of services and service area
 - Annual budget
 - Why your charity is interested in the race
 - How you plan to participate and promote the event (see sample volunteer opportunities)
- Proof of 501(c)(3) status

Proposal Deadline: April 15, 2017 (postmarked or emailed)

Mail proposals to: Carole Appleton, Race Director
Bridge of Flowers Classic Races
75 Bridge Street
Shelburne Falls, MA 01370

Email proposals to: racedirector@shelburnefalls.com

Sample Race Volunteer Opportunities

Pre-Race & During Race:

- Race day registration volunteer coordinator
- Place race day info signs throughout the neighborhood (the Monday prior to the race and on race day)
- Build finish line arch/pillars
- Information booth attendant on race day or the night before
- Finish line setup
- Water Stops
- Mile marker stations (1 person for 3k, 6 people for 10K)
- Organize entertainment (for along the course during the races)

Post-Race:

- Clean up crew on race day (recycling, trash bag removal, litter gatherer)
- Cook food or other post-race party assistance
- Finish line cleanup and break down during the awards ceremony
- Road sign retrieval (following the last runners of the 10K)
- Course yard sign retrieval
- Serving food at post race party area (prepping space pre-race, grilling, etc.)

- Other opportunities as identified