



When stamina runs out, **inspiration** kicks in.

## TEAM KOMEN MARATHON FOR THE CURE PARTICIPANT INFORMATION

Thank you for your interest in joining TEAM KOMEN Marathon for the Cure!  
Please read in detail for information on joining our team prior to registering!

For questions, please contact:  
Stephanie Vo || [marathon@komenchicago.org](mailto:marathon@komenchicago.org) || (773) 444-0061



# The Global Breast Cancer Crisis

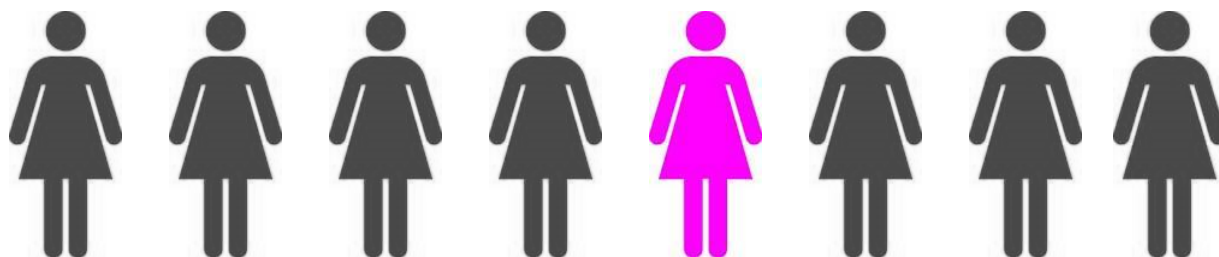
A case of breast cancer is diagnosed somewhere in the world every **29 seconds**.  
Globally, a woman dies from breast cancer every **75 seconds**.

In the U.S., a case of breast cancer is diagnosed every **2 minutes**.  
A woman in the US dies of breast cancer every **13 minutes**.





## Without a Cure...



1 in 8 women in the U.S. will continue to be diagnosed with breast cancer.



1 in 1,000 men in the U.S. will continue to be diagnosed with breast cancer.



# YOUR IMPACT

**You can help in the fight against breast cancer! Join Today!**



## Our Promise

To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.



# Participant Guide Contents

- ▶ Chicago Marathon Information
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# Bank of America Chicago Marathon

- ▶ **Sunday, October 11, 2015**
- ▶ **Grant Park, Chicago, IL**
- ▶ **Participant Selection is based on a Lottery System**
- ▶ **26.2 Miles**
- ▶ Participants must be 16 years or older on race day, October 11, to enter the 2015 Bank of America Chicago Marathon. Participants 16-17 years of age must have a parent or legal guardian complete the registration process permitting their participation.
- ▶ The 2015 Bank of America Chicago Marathon has a maximum net race day finish time of six hours and 30 minutes (6:30:59). The Marathon course will reopen for public use on a rolling schedule based on this time limit.
- ▶ The sale and/or transfer of race entries/bib numbers is strictly prohibited.
- ▶ All registration fees and ancillary purchases are nonrefundable.
- ▶ All participants are required to show a government-issued photo ID upon picking up their own participant packet (bib number and timing device) at the Abbott Health & Fitness Expo during the scheduled hours of operation.





# What is the Lottery System?

## Guaranteed Entries with TEAM KOMEN

- ▶ The Bank of America Chicago Marathon operates under a lottery system, which is the general application process.
- ▶ The lottery is open from March 10, 2015 – April 21, 2015.
- ▶ If you wish to bypass the lottery, you can choose to run for TEAM KOMEN and receive a **guaranteed entry** into the marathon.
- ▶ Due to the fact that TEAM KOMEN only has a limited number of guaranteed entries, spots are in extremely high demand. They are on a first come, first serve basis.
- ▶ You can receive a **guaranteed entry** from TEAM KOMEN:
  - ▶ During the Lottery – Available now until April 21<sup>st</sup>
  - ▶ Post Lottery – Available after April 28<sup>th</sup>



# Ways to Join Team Komen

## Guaranteed Entries with TEAM KOMEN

► There are 3 ways to join TEAM KOMEN:

Entry Type	Date Available	Required Fundraising Minimum*
During Lottery <i>(Need Guaranteed Entry)</i>	Now until April 21 <sup>st</sup>	\$1,000
Post Lottery <i>(Need Guaranteed Entry)</i>	After April 28 <sup>th</sup>	\$1,500
Post Lottery <i>(Secured Your Own Entry through the Lottery)</i>	After April 28 <sup>th</sup>	\$500

\*Fundraising minimum does not include the Bank of America Chicago Marathon registration fee.







# Alumni Incentive

## We Love our TEAM KOMEN Alumni!

Komen Chicago will cover the Bank of America Chicago Marathon registration fee for all TEAM KOMEN Marathon for the Cure members from the previous 3 years (2012 – 2014).

### Registration Fees that will be covered:

- ▶ \$185 – U.S. Residents
- ▶ \$210 – Residents outside of the U.S.





# Fundraising Requirements

- ▶ The guaranteed entry charity fundraising minimums are set by the Bank of America Chicago Marathon.
- ▶ When you join TEAM KOMEN Marathon for the Cure, you are committing to that required and enforced fundraising minimum.
- ▶ Fundraising minimums may not be deferred (i.e. moved to another year or event) or reversed (i.e. changed or cancelled).
- ▶ A charity guaranteed entry cannot be deferred.

Entry Type	Required Fundraising Minimum
During Lottery <b>(Need Guaranteed Entry)</b>	\$1,000
Post Lottery <b>(Need Guaranteed Entry)</b>	\$1,500
Post Lottery <b>(Secured Your Own Entry)</b>	\$500



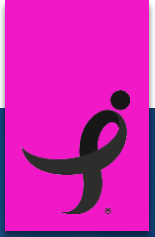
# Fundraising Deadlines

- ▶ **October 31<sup>st</sup> = Required fundraising minimum due**
- ▶ **Monday, October 5<sup>th</sup>** = If you do not reach your minimum one week prior to the marathon:
  - ▶ Your official participant bib will be pulled from regular packet pick-up at the Bank of America Chicago Marathon Expo (10/9 & 10/10).
  - ▶ In order to receive your bib, you will need to complete a credit card information and recommitment form at Komen Chicago's booth at the Expo. Once your form is completed, you will receive a release form to pick-up your official bib.
  - ▶ Your credit card will only be charged the difference of what you owe if you do not meet the fundraising minimum as of October 31<sup>st</sup>.

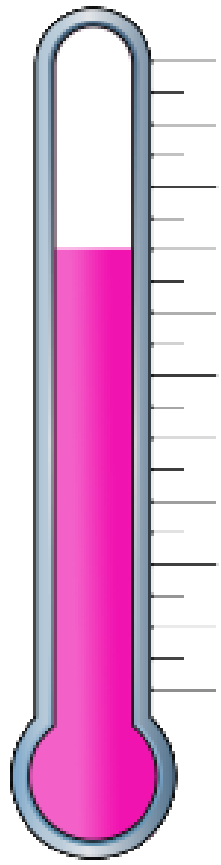


# Fundraising Expectations

- ▶ Individuals who take a Komen Chicago guaranteed entry and do not participate or who wish to cancel their participation for any reason, including but not limited to injury, date conflict, move, etc, will still be expected to fundraise.
- ▶ Fundraising minimums will be charged on a sliding fee scale based on the date you cancel. We understand that things can happen that may prevent you from completing the marathon. If you need to cancel, we will work with you on a plan to complete your fundraising requirement.
- ▶ If you opt-in to the virtual training program or if you are an alumni that had your registration fee covered by Komen Chicago, you will need to re-pay Komen Chicago back for this expense if you cancel or do not participate at any point from when you register with TEAM KOMEN to the marathon.



# Fundraising Benchmark Recommendations



We recommend that you follow the below schedule in helping you fundraise.

Date	Fundraising Reached
June 22 <sup>nd</sup>	Reach 25% of your goal
July 27 <sup>th</sup>	Reach 50% of your goal
August 31 <sup>st</sup>	Reach 75% of your goal
October 5 <sup>th</sup>	Reach 100% of your goal!

**Don't Worry!** We will be helping you with fundraising tips all the way to the finish line!

*The listed dates and benchmarks are recommendations only.*



# Team Komen Member Benefits

**We know you want to join TEAM KOMEN to raise funds in the fight against breast cancer – but that doesn't mean we can't shower you with great Member Benefits!**

As a TEAM KOMEN Marathon for the Cure member, you will receive:

- ▶ A Welcome Kit including the official Marathon for the Cure Singlet, water bottle and more goodies!
- ▶ Complimentary 5K or 10K timed entry to the Komen Chicago Mother's Day Race for the Cure
- ▶ Complimentary 5K timed entry to the Lombard Race for the Cure in September
- ▶ Virtual Training Program that members can opt into (Participation fee covered by Komen Chicago)
- ▶ Congratulations Gift Bag with goodies!
- ▶ Member Raffles and contests for great prizes
- ▶ Much more!





# Fundraising Incentives

**For those who go above and beyond your fundraising minimums,  
we have great incentives for you!**

- ▶ Incentives start when you raise \$250 above your required minimum.
- ▶ You can redeem your incentive in late November.
- ▶ Check out our incentives here:

<http://komen.summitmg.com/komen15/default.asp>

*Note – You qualify for Level 2 (\$250-499.99) if you have raised \$250-499.99 above your required minimum. You qualify for Level 3 (\$500-749.99) if you have raised \$500-749.99 above your required minimum. Same pattern for all levels.*







# What Else You Can Expect from TEAM KOMEN

**Our main priority is to support our TEAM KOMEN members.  
On top of our Member Benefits, you can also expect:**

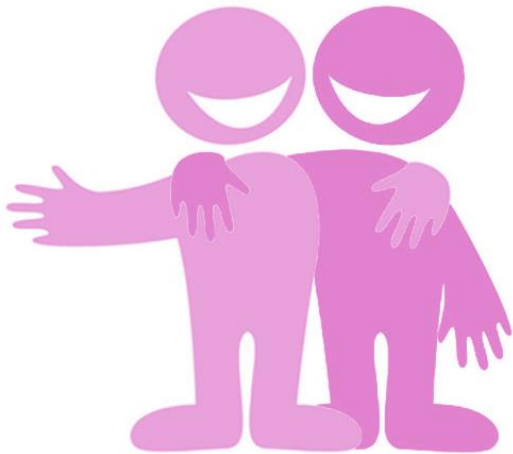
- ▶ **Fundraising Contests & Incentives** – In the months leading up to the marathon, we will have many fundraising challenges for great prizes!
- ▶ **Regular Emails** that include training tips, important Chicago Marathon information, fundraising tips and general reminders.
- ▶ **TEAM KOMEN Members Only Resources Web Page** just for team members that has endless resources like fundraising tips.
- ▶ **Closed Facebook Group** for TEAM KOMEN members to use as a discussion forum.
- ▶ **Team Meet-Up** during Marathon Weekend. Opportunity for more meet-ups/group-runs depending on location and availability of members.
- ▶ **Hotel Block Options**
- ▶ **Much More!**



# Refer-A-Friend Program

## ► Refer-A-Friend Program

For every friend you refer to join TEAM KOMEN Marathon for the Cure, you will receive a gift.



Refer-A-Friend Type	Gift Card Amount
Refer-A-Friend to Join - During the Lottery	\$20
Refer-A-Friend to Join - Post Lottery	\$30
Refer-A-Friend who secured their own entry - Post Lottery	\$10

- Gift cards will be from select major retailers.
- Quantities may be limited.
- Only the person referring will receive the gift. Referring member will receive gift card in November once the person they referred has completed fundraising.



# How to Join Team Komen

## Registration Steps #1 & 2

1. **Read** this information guide and agree to required fundraising minimums.
2. **Register with TEAM KOMEN Marathon for the Cure** via Komen Chicago's website: [www.info-komen.org/TeamKomenMarathon](http://www.info-komen.org/TeamKomenMarathon)
  - ▶ Registration will include personal information (i.e. name, address, email), credit card information to be held (you will always be notified before you are charged), marathon history related questions and participant waiver committing to required fundraising minimum.
  - ▶ There is no fee to join TEAM KOMEN - only the commitment to meet your fundraising requirement is required.
  - ▶ When you complete TEAM KOMEN's Registration you will be directed to your TEAM KOMEN **Participant Center** – which is your personal fundraising center. You will receive a guide on how to Navigate Your Participant Center once you register.

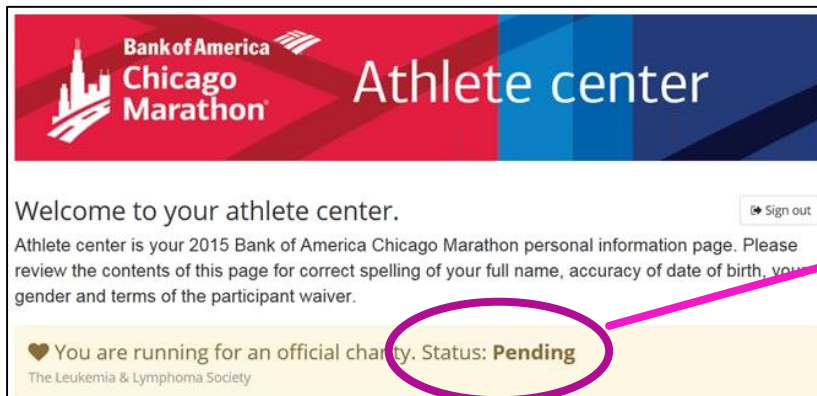


# How to Join Team Komen

## Registration Step #3

### 3. Register with the Bank of America Chicago Marathon –

- ▶ Within one business day of registering with TEAM KOMEN, we will send you a **unique URL** to officially register for the marathon.
- ▶ You **MUST** complete the official registration to receive a guaranteed entry into the marathon. Please do not register multiple times.
- ▶ After you submit your application, you will receive an email from the marathon that your application was received.
- ▶ After you register, you will be directed to your Bank of America Chicago Marathon **Athlete Center**. It should look similar to this:



#### Status: Pending

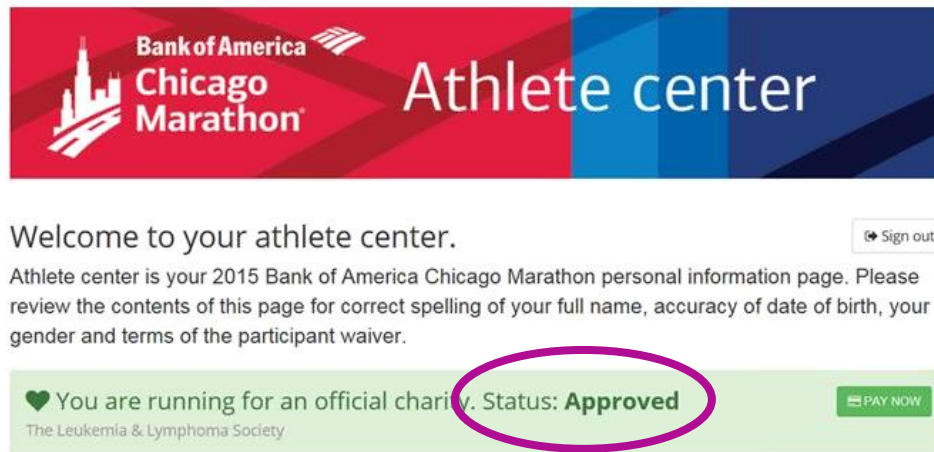
Komen Chicago will be notified when you submit your official registration. You will see “Pending” until we approve you to join our team.



# How to Join Team Komen

## Registration Step #4

4. **Complete official registration once Komen Chicago approves you.**
- ▶ You will receive an email once you have been approved by Komen.



- ▶ Go back to your Athlete Center and complete your registration which includes paying for your registration fee (unless you are a TEAM KOMEN Alumni) and any ancillary items (i.e. photos, etc).
  - ▶ This must be completed by April 21<sup>st</sup> at 12pm CST.



# How to Join Team Komen

## Registration Steps

- ▶ After you complete your registration, your **Athlete Center** should look similar to this:



Welcome to your athlete center.

[Sign out](#)

Athlete center is your 2014 Bank of America Chicago Marathon personal information page. Please review the contents of this page for correct spelling of your full name, accuracy of date of birth, your gender and terms of the participant waiver.

♥ You are running for an official charity. Status: **Registration Complete**

[Adoption-Link](#)

Transaction Code: COXMP7  
Transaction Date: 04/14/2014  
Transaction Amount: \$165.00



# Questions?

**Thank you for your interest in joining TEAM KOMEN for the 2015 Bank of America Chicago Marathon**

If you have any questions about information in this guide or about joining our team, please reach out to:



Stephanie Chan Vo

Senior Manager – Development & Volunteer Programs

[svo@komenchicago.org](mailto:svo@komenchicago.org) || [marathon@komenchicago.org](mailto:marathon@komenchicago.org)

(773) 444-0061 x.111

**Message from Stephanie:**

*Running my first marathon last year was not easy but definitely an incredible experience! I had only ever done a 5K the year before. Joining TEAM KOMEN gave me an opportunity to share this experience with others and gave meaning behind every step. I ended up raising \$3,871 for Komen Chicago, which made the whole journey that much more rewarding!*

< Photo of Stephanie Vo & her dad after the Bank of America Chicago Marathon last year (2014).>





# About Susan G. Komen



**WHO WE ARE:** The boldest community fueling the best science and making the biggest impact in the fight against breast cancer on all fronts: in research, community outreach, education, advocacy and global work.

**OUR HISTORY:** In 1980, Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen® and launched the global breast cancer movement.

**OUR PROMISE:** To save lives and end breast cancer forever.

**OUR MOTIVATION:** Every 74 seconds, somewhere in the world, someone dies from breast cancer.

**OUR SCOPE:** We have a global headquarters in Dallas, TX, 116 affiliates in the US and 3 international affiliates (Germany, Italy and Puerto Rico). We are active through partnerships in more than 30 countries around the world.

**OUR IMPACT:** To date, Susan G. Komen® has invested more than \$1.6 billion in life-saving community programs and more than \$800 million in ground breaking research. In fact, we are the largest private funder of breast cancer research.





# About Susan G. Komen

**25 % to  
Research**



**75 % to  
Local Community  
Programs**

*Funding lifesaving breast health navigation, breast cancer screening, diagnostics, treatment and treatment support services for uninsured and underinsured women and men in need.*