

ICC – Non-Profit Partner MOU for ICC Sevathon 2022

Congratulations on your decision to partner with the ICC & other community organizations for ICC Sevathon 2022.

We would like to extend a very warm welcome to your team. We are excited to work with your organization to make this event a grand success! Partnering with community organizations is a great way for the ICC to reach out and support the community and ICC looks forward to continued engagement with its Partners to help build the “Service” component its charter. ICC seeks to leverage from the expertise that Partners bring to Sevathon 2022 in creating a successful event.

In order to partner for Sevathon 2022, the NPO must be a registered and an active 501(c)3 organization. As a Sevathon 2022 Partner, to help everyone involved understand the benefits, expectations and responsibilities, this document/MOU has been put together to clarify expectations. We value your partnership and would like to avoid any miscommunications. Should you have any concerns or questions please feel free to contact the Sevathon 2022 team or Raj Desai at raj@indiacc.org.

ICC Sevathon 2022: This is a unique event to bring community organizations, walkers/runners, cultural teams, and members of the community together.

Date & Time: August 28, 2022 at 6:30 am

Event Details: Half Marathon, 5K/10K Walkathon/ Yogathon /Dance-A-Thon and a cultural event; a cultural presentation immediately following the walkathon to maximize value for Partners & Sponsors. In addition, lots of exciting activities have been planned for guests of all ages to make this a vibrant and fun filled family event.

Sevathon 2022 - Partner Benefits:

To join hands as “Partners” and unite as a community to encourage, appreciate, & celebrate the spirit of “Seva” (service).

An opportunity for each organization to showcase its unique mission of Seva.

To educate anyone who is part of Sevathon 2022 about your organization through informative displays and publicity on ICC Sevathon website leading up to the event.

Leverage help & experience that each Partner can provide. All committees on Sevathon 2022 are represented by members of different organizations.

Minimal overhead of organizing an event of this magnitude for any one organization.

Low financial risk as ICC is bearing all the event costs upfront.

To provide a platform for your organization to build a network of Volunteers, Donors, & Sponsors.

Potential Media Exposure and the ability to educate local community/city officials about your cause.

Provides one common website for runners to register for the organization of their choice.

Provide infrastructure for every Partner to setup their Pledge website through event management site.

List of all the names of the runners/walkers registered in support of your organization for the event.

Post Sevathon 2022, potential to continue partnerships and networking with ICC and other Sevathon 2022 partners.

Sevathon 2022 - Financial Breakdown:

While there is a great benefit to the Partner, the ICC bears the full cost upfront for organizing Sevathon 2022. ICC wants to ensure Sevathon 2022 remains a sustainable program and is able to provide substantial benefit to Partners. In order to achieve this:

Partners pay a nominal charge of \$300/- to underwrite the costs for publicity, event participation and event insurance.

The participant pays a nominal registration fee of \$75 for the Half Marathon, \$50 for the 10K Walkathon, \$45 for the 5K Walkathon.

Sevathon 2022 Partner Responsibilities:

Partner must be a registered and an active 501(c)3 organization. Understand and accept the MOU before registering as a Partner and pay the \$300 Partnership Fee.

50% Runner Registration Fee;

80% of the sponsorship dollars raised directly by a Non-Profit;

100% of pledges raised by runners to be allocated to the designated NPO

Partners with more than 20 registrations will be eligible for revenue share from the runner registration fee;

Complimentary 10'x10' booth at the event for partners with more than 50 participants

Booth for purchase at \$200 for partners with less than 50 participants;

Booth for commercial use at \$550;

Online platform support for Pledge pages for Partners and Participants

Just as ICC would, Partner has to publicize event through distribution lists & other publicity venues.

Requirement to distribute specific messages to your email list about Sevathon as provided by the Sevathon outreach committee.

To build team of runners and get them to register for Sevathon 2022.

To work with their sponsors for sponsorships. Each partner to provide sponsor/ business name to Sevathon 2022 Sponsorship team. This is to help manage sponsorship drive to maximize contribution from the sponsors and to prevent multiple organizations from contacting the same sponsor.

There is no requirement on raising a certain minimum sponsorship.

Set up a separate pledge fundraising page on event management site to generate donations where 100% will go the partner organization. Note: The event management page may charge a fee for processing the pledge amount. Partners can choose to use their existing pledge/donation web link.

Pledges:

Each Partner can pursue seeking pledges from interested donors for their organization/cause/event.

100%* of all pledges to go to the Partner. *Partners to monitor pledges through their own website or through the event management website.

Partners with 501(c)3 certification will qualify to solicit donations via event management site. Pledge checks & transactions are handled directly by Partner.

Sponsorships:

The ICC requests your organization to pursue sponsors as Sevathon 2022 is also a fundraiser to benefit the different causes.

Documents to be submitted to ICC / Sevathon Partnership team:

- 1) Partner's 501(c)3 IRS letter from
- 2) Department of Treasury - Partner's W9 form
- 3) Mission statement (Short version)
- 4) Organization's Logo

Partner Information on Sevathon website:

Partner's high-resolution logo

Time Commitment:

Partner representative(s) must participate in bi-weekly meetings to help with planning & execution.

Volunteer Commitment:

Commit at least 2 volunteer to help in the planning process or 5 for on the day of Sevathon activities.

ICC's responsibilities for Sevathon 2022:

Provide infrastructure for the event planning and execution.

Cover all event costs upfront – for walkathon & cultural program.

Provide marketing infrastructure to publicize the event (website, newsletter, community boards).

Invite all relevant social & community associations / organizations to participate.

Engage with event management company to setup walkathon registration website.

Print Sevathon T-shirts for runners.

Timely distribution of funds post event by check to Partners provided Partner has turned in 501c3 and W9 to ICC.

We look forward to working as "Partners" to make Sevathon 2022 a successful event!

You accept the terms if you proceed to register the Non-Profit.