



The mission of the Brain Injury Association of New York State is to support, educate and advocate for people and families impacted by brain injury and to minimize brain injury through prevention.

2021 TCS New York City Marathon Honoree Roles & Responsibilities

General Background

The role of an ambassador and runner of the New York City Marathon is a true commitment to the cause and to oneself. Chosen runner(s) serve as representatives of both the event and the Brain Injury Association of New York State (BIANYS). They are selected for their ability to portray a confident and positive image that carries an inspirational message, not only to those living with a brain injury, but to the general public as well. New York City Marathon Runners, through sharing their personal stories, serve as role models for people impacted by a brain injury and raise awareness among people who aren't knowledgeable about the challenges often faced by someone with a brain injury. Selected and invited participants are asked to help publicize the event and reach their fundraising capacity through active engagement through social media, personal requests and email outreach.

Duties & Responsibilities: As a New York City Marathon Runner, you agree to:

1. Adhere to the rules and regulations stipulated by the New York Road Runners Association and the Brain Injury of New York State.
2. Commit to raising a minimum of \$2500 for the Brain Injury Association of New York State.
3. Provide the Brain Injury Association of New York State a valid and current credit card to utilize if a balance remains for fundraising.
4. All runners will be given the opportunity to raise the \$2500 through their own volunteer efforts. Any funds raised up to \$2500 will be applied to your fundraising page/goal.
5. All participants who accept the invitation will be responsible for the registration fee of \$255 for NYRR members, \$295 for non-members and \$358 for non US-Residents.
6. All participants who accept the invitation will utilize the designated fundraising site. Any other site will be prohibited.
7. All participants who accept the invitation will actively participate in scheduled meetings with the Brain Injury Association of New York State.
8. All participants who accept the invitation will keep open communication with the Brain Injury Association of New York State.

9. Please review all important deadlines on the NYRR's website. Once you accept the invitation you must adhere to all deadlines.
10. The Brain Injury Association will provide a designated t-shirt for you to wear. You are prohibited to create your own apparel using the BIANYS logo or the 2021 TCS New York City Marathon logo as there are strict guidelines on their use.
11. Be actively involved in event fundraising and promotion between the period of acceptance of the invitation and November 7, 2021.
 - Provide a photo and a brief biography to be used in printed and digital promotional materials, including bianys.org, social media and printed materials such as newsletters.
 - Be available for photo opportunities, media interviews and radio/television/event appearances
12. Serve as Spokesperson:
 - Share the personal story on why you are running the New York City Marathon. Are you running in honor of someone?
 - Send the message that brain injury is a disability that affects people **of all ages!**
 - Provide information about BIANYS (with help from staff) including programs & services provided by the organization and your registration site.
13. Attend the New York City Marathon on Sunday, November 7, 2021
 - Arrive on time.
 - Utilize all offered public transportation provided through NYRR.
 - Review all emails regarding sign in and meeting locations through the NYRR.
14. **Enjoy your reign and have FUN!!!!**

Additional Points

To ensure that the Honoree position is a positive and enjoyable experience, we ask that you keep in mind the following important points and work in partnership with BIANYS staff.

- Any use of the BIANYS logo on fundraising materials developed by the Runner must be viewed and approved by BIANYS staff.
- Use social media content, images and hash tags developed by BIANYS.
- Before approaching any corporate donor for support, contact BIANYS staff to coordinate information and materials being shared with the prospective donor.
- Do not develop additional promotional materials without the consent & approval of BIANYS.

Signature

Date

Print Name