



*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.*

## **2025 TCS New York City Marathon Runner 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, to those living with a brain injury and to the general public. Through sharing their personal stories, TCS New York City Marathon Runners 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.

All runners participating in the TCS New York City Marathon with the Brain Injury Association of New York State through the Charity Partner program commit to the following:

1. Comply with guidelines set by the New York Road Runners (NYRR) and Brain Injury Association of New York State (BIANYS).
2. Raise a minimum of \$3,500 for BIANYS by October 22, 2025. Provide a valid credit card for any remaining balance to be charged after this deadline.
3. Cover the TCS New York City Marathon registration fee at the NYRR member, non-member, or non-US resident rate.
4. Use only the approved fundraising site; other platforms are prohibited.
5. Actively participate in scheduled meetings and maintain open communication with BIANYS.
6. Adhere to all deadlines listed on the NYRR website upon accepting the invitation.
7. Participate in event promotion and self-promotion, including:
  - Engage in fundraising and promotional activities leading up to November 2, 2025.
  - Provide a photo and biography for BIANYS promotional materials (website, social media, newsletters).
  - Be available for photo opportunities, interviews, and event appearances.
  - Share your personal story and motivation for running (e.g., honoring someone).
  - Advocate for brain injury awareness and promote BIANYS programs and services.
8. Attend the TCS New York City Marathon on November 2, 2025. This also includes on-time arrival, and following all NYRR guidelines leading up to and on race day.
9. Wear the BIANYS provided t-shirt; Creating your own apparel using the BIANYS logo or the 2025 TCS New York City Marathon logo, is prohibited.
10. Have fun and make the most of your marathon experience!

**Additional Points:** *To ensure that the runner 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 hashtags 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 and approval of BIANYS.*

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Signature

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Date

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Print Name

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Please return this completed form to [ereardon@bianys.org](mailto:ereardon@bianys.org) as soon as possible.  
Any questions, please contact Eileen Reardon at 518-459-7911 or [ereardon@bianys.org](mailto:ereardon@bianys.org).