



## 2020 Life Time Tri Charity Program

Welcome to the 2020 Life Time Tri Official Charity Program. This document contains everything needed to enroll in the charity program for our signature Life Time Tri events:

- South Beach Triathlon - *Miami Beach, FL* April 19, 2020
- CHERRISH Life Time Tri Minneapolis - *Minneapolis, MN* July 11, 2020
- Chicago Triathlon - *Chicago, IL* August 29-30, 2020
- Escape to Miami Triathlon - *Miami, FL* October 2020

*\*Separate application process for the New York City Triathlon conducted in November.*

## How It Works

Please follow these steps in order to enroll in the 2020 Life Time Tri Charity Program.

- **Step 1:** Review this document in its entirety. Please reach out with questions.
- **Step 2:** Complete the opt-in survey linked at the bottom of this document.
- **Step 3:** Select the race(s) your organization plans to participate in.
- **Step 4:** Select the payment option that best fits your charity team:

**Option A:** A charity discount code\* will be provided to your team. Your athletes may then utilize this code to register and pay for race entry fees on their own. Redemption of this code indicates the participant is an official member of your team.

*\*Discount will only be available after tier one pricing*

**Option B:** Select this option if your organization will cover the cost of registration. Your charity will be issued a series of redemption codes to distribute to committed athletes who have met your charity's requirements. Registration fees will then be billed back to your charity immediately following the race and must be paid within 30-days of receiving the invoice.

- **Step 5:** Recruit and grow your team!

Once each step is completed, Life Time's Charity Manager will contact you with your unique code – which can be distributed directly to athletes. **Please refrain from posting this code in public facing places as you will be responsible for each athlete who uses this code.** Each month, the Charity Manager will send you a report of everyone who has registered using your unique charity code. This will ensure you are aware of your partnership level on a monthly basis.

## Partnership Levels

Below are the different levels of charity partnership, each based on the number of athletes participating under your charity, **per event**. Final partnership levels will be calculated 30 days prior to the event. **Participants who do not register using a charity code will not be counted.**

Partner Level	Total Registrants	Charity Wave Start*	Post Close Entries**	Reserved Start & Finish Area	Finish Fest Tent Provided	Expo Space Provided	VIP Tickets	Goody Bag Inserts
Bronze	10-19	Yes	-	-	-	-	-	-
Silver	20-49	Yes	-	Yes	-	At Discount	-	-
Gold	50-74	Yes	Yes	Yes	10x10'	10x10'	2	Yes
Platinum	75+	Yes	Yes	Yes	10x20'	10x10'	4	Yes

\* At select events. Athletes taking part in the charity waves (separate Sprint and Int'l groups) are not eligible for Age Group awards.

\*\* Post-close entries are made available where applicable and must be pre-purchased by the charity before the race sells-out.

## Pricing Information

Charity groups that select *Option A* above will be provided a charity code. That code will be good for \$10 off current registration fees after the Tier 1 pricing level (when the event opens to the General Public) for applicable races. Athlete registration fees will follow the pricing structure identified on each race website. Please reach out with specific questions.

Groups who select *Option B* will purchase entries on behalf of their participants and are locked-into the applicable pricing tier at the time of enrollment. For example, if a charity joins the program during the first pricing tier, they will be charged that exact pricing for all subsequent entries for the duration of the program - regardless of when the athletes registered for the race. Group pricing will be officially locked-in once fully completing the entire charity registration process.

## Expo Booth Pricing

Partner Level	Total Registrations	South Beach Triathlon	Life Time Tri MPLS	Chicago Triathlon	Escape to Miami Triathlon
--	0-9	\$750	\$750	\$1000	\$750
Bronze	10-19	\$500	\$500	\$750	\$500
Silver	20-49	\$250	\$250	\$500	\$250
Gold	50-74	Comp.	Comp.	Comp.	Comp.
Platinum	75+	Comp.	Comp.	Comp.	Comp.

## Equipment Pricing

### Rental Tents

- 10x10: \$200
- 10x20: \$300
- 10x40: \$550
- 20x20: \$350

### Other Items

- Tables: \$12
- Chairs: \$3
- Port-o-lets: \$100
- Ice: \$10/20lb bag
- Electricity: \$200

## Goody Bag Deadline

Charities who qualify and wish to have an item included in the race goody bags must provide the items to Life Time 60 days prior to the event. Please reach out to Jeremy Weitzman at [jweitzman@lt.life](mailto:jweitzman@lt.life) with any questions and for shipping information.

Event Date	Event	Deadline for Items	Quantity
April 19, 2020	South Beach Triathlon	March 1, 2020	2,000
July 11, 2020	Life Time Tri Minneapolis	June 7, 2020	2,000
August 29-30, 2020	Chicago Triathlon	July 5, 2020	8,000
October 2020	Escape To Miami	August 23, 2019	2,000

## Volunteers

The success of each race depends on thousands of volunteers. In this charity program, each official charity partner is responsible to provide two (2) race weekend volunteers for every 10 charity participants per race.

## The Fine Print

This program represents an agreement between Life Time Fitness and the participating charity, its coaches, athletes and relevant support staff. Pass through inclusions and/or entitlements via third parties (e.g. club sponsors, retail partners, etc.) are not permitted within the scope of this program.

Individuals must utilize the charity code 30 days prior to each individual event, or before individual race registrations reach capacity – whichever happens first. Life Time staff will do their best to notify you of approaching sell-outs. Those deadlines include:

- South Beach Triathlon – *March 19, 2020*
- CHERRiSH Life Time Tri Minneapolis – *June 11, 2020*
- Chicago Triathlon – *July 29, 2020*
- Escape to Miami Triathlon – *August 30, 2020*

***Participants must use the code provided. Unfortunately, those who fail to register using the charity code are not eligible for a retroactive discount, nor can be added towards a charity's registration count.***

Final charity registrations will be tallied 30 days prior to the event, allowing adequate time for race weekend space allocation and team preparation.

Please avoid promoting your team's discount code in public areas (e.g. Facebook, Twitter, etc.), as the general public is not eligible for discounted entry.

## Opt-In Process

All charity groups, both longtime partners and new partners, are asked to follow the below link to the opt-in survey in order to officially commit to the 2020 program. Life Time staff will respond promptly with relevant tools to begin the athlete recruiting process.

**[ENROLL HERE](#)**

Thank you for your interest. Should you have any questions, please reach out to Jeremy Weitzman at [jweitzman@lt.life](mailto:jweitzman@lt.life).

We look forward to a successful 2020 season!