



## TCS New York City Marathon - Sunday, November 3rd, 2024

### Team Heart & Stroke Intro Letter

The **American Heart Association/American Stroke Association** is proud to be a part of the New York Road Runner Charity Partner Program. We have a limited number of guaranteed entries to this year's race. In exchange for a guaranteed entry through the American Heart Association, recipients will commit to raising funds to support our life saving work.

The **American Heart Association/American Stroke Association** mission is to be a relentless force for a world of longer, healthier lives. At the American Heart Association, we believe that every person deserves the opportunity for a full, healthy life. As champions for health equity, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.

Team Heart & Stroke Athletes will receive a number of benefits upon joining. These include, but are not limited to, guaranteed race entry, access to training programs and coaching from a certified running coach, a complimentary Team Heart & Stroke endurance t-shirt, a personalized fundraising page, and an invitation to race weekend activities.

### Centennial Celebration

At the **American Heart Association**, we believe everyone deserves the opportunity for a longer healthier life. For nearly 100 years it's been our mission to fulfill that vision. Working alongside a global family of volunteers, donors and advocates, we are transforming the way the world understands, treats and prevents cardiovascular disease (CVD) and stroke.

With bold hearts, we now forge ahead into our Second Century, fueling science and innovation, funding lifesaving research and boldly standing for the rights of patients and caregivers, to empower healthier communities and transcend the way we live, work and play. This relentless pursuit will continue until heart disease and stroke are the stories of our past. Because a world with equitable health and well-being fuels a future that is yours to create.



## Frequently Asked Questions about the TCS New York City Marathon Charity Partner Program

What is the fundraising commitment?

Team Heart & Stroke athletes must commit to a fundraising minimum of \$5,000 for The American Heart Association as a condition of joining.

### **\$5,000 REQUIRED MINIMUM**

• In addition to the benefits listed above, athletes who join Team Heart & Stroke at the \$5,000 fundraising level receive an invitation for one additional guest at our pre-race event. The responsibility of the NYRR Registration fee due upon official race registration is that of the athlete.

Athletes can choose from the additional optional fundraising level:

### **\$10,000+**

- In the spirit of the American Heart Association's 100<sup>th</sup> birthday join us for our Centennial Level! In addition to the benefits listed above, athletes who join and complete Team Heart & Stroke at the \$10,000 fundraising level receive an invitation for two additional guest at our pre-race event. The opportunity to have name printed on Marathon shirt. One social media post sharing your "why" on Association's social media platforms. Invitation for a New York City VIP event, date TBD ( *travel and stay not included*). The responsibility of the NYRR Registration fee due upon official race registration is that of the athlete.

When is the fundraising commitment due?

- **By Friday, August 16<sup>th</sup>, 2024:** 25% of the fundraising minimum must be raised
- **By Monday, September 30<sup>th</sup>, 2024:** 50% of the fundraising minimum must be raised
- **By Friday, October 25<sup>th</sup>, 2024:** 100% of the fundraising minimum must be complete

All runners must fundraise on the AHA designated site. The American Heart Association will provide you with tools and resources to help with fundraising. If you do not reach the \$5,000 goal, you will be required to donate the difference.

How do I apply?

Reach out to Nicole Zamarripa at [NYCMarathon@heart.org](mailto:NYCMarathon@heart.org)

What is the deadline to submit my application?

Spots are filled on a first-come, first-served basis. Applications will be accepted until Thursday, September 10<sup>th</sup> or until all spots have been filled – whichever comes first.

If I am accepted, when will I be notified?

Selected applicants will be notified by email within one week of receipt of their application.

### **What happens if I withdraw from the race?**

If you withdraw for any reason or cannot fulfill your \$5,000 fundraising pledge, you will be responsible for paying the balance.

### **How will the American Heart Association use the funds that I raise?**

Every dollar raised allows the American Heart Association to continue to help improve patient care, accelerate research discoveries, support our under-resourced communities, and increase awareness about the risk factors of heart disease and stroke.

**For additional information, contact Nicole Zamarripa 212-878-5942 or [nycmarathon@heart.org](mailto:nycmarathon@heart.org).**