

DELHI HALF MARATHON

2024

CORPORATE DECK



UNITED WE RUN UNITED WE CHANGE

What is VDHM?

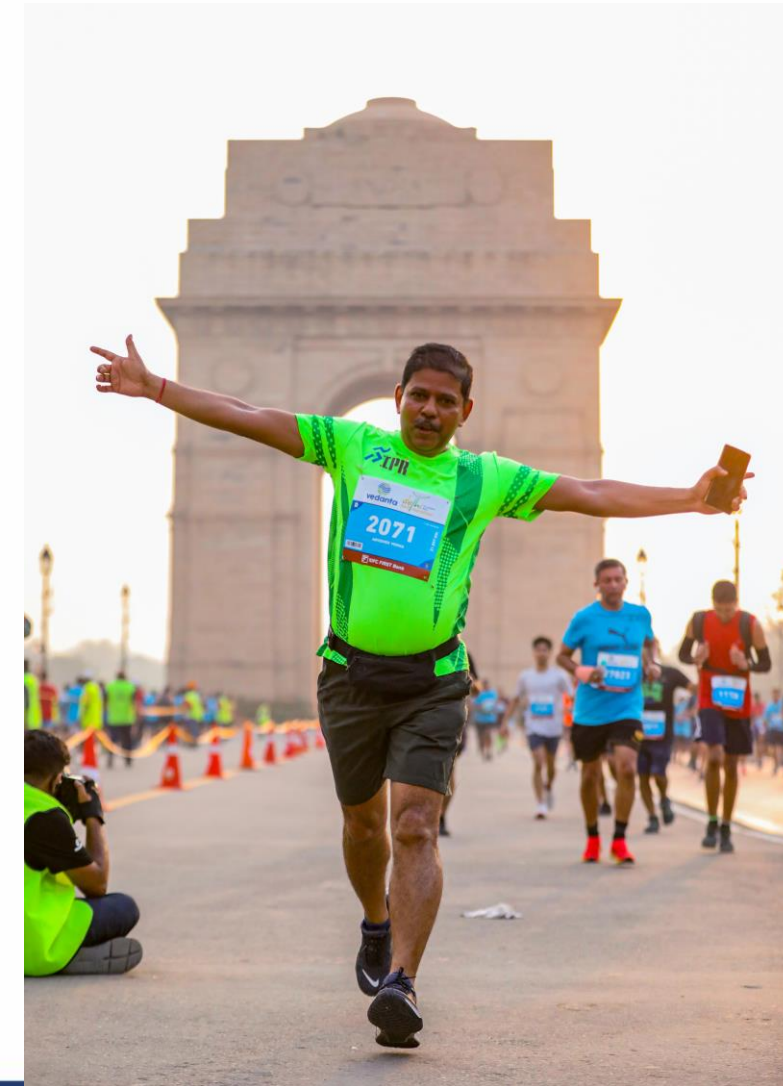
Vedanta Delhi Half Marathon 2024 is not just a race; it's a celebration of community, fitness, and giving. With five diverse race categories catering to various age groups and abilities, the marathon is a unique platform that combines athleticism with social responsibility.

- **Legacy of VDHM**

Since 2008, VDHM stands as a premier global half-marathon for elite athletes and enthusiasts. It is the sole Indian half marathon with the prestigious World Athletics Gold Label.

- **Philanthropy Impact**

There have been 18 editions of the Delhi Half Marathon and a total of Rs. INR 81.21 Cr was raised for philanthropy causes which highly impacted the lives of lakhs of people. In the latest edition, Rs. 1.86 crores were raised



United Way Delhi

United Way Delhi is an independent local not-for-profit organization affiliated to the United Way Worldwide Family – one of the World’s Largest Leadership with 1800 affiliate chapters across 41 countries. United Way Delhi (UWD) since 2008, is working actively to advance the ‘common good’ for the local community through innovative interventions and partnerships.

- **Philanthropic Partnership with VDHM**

United Way Delhi has been the official philanthropy partner of VDHM since 2022. UWD provides a platform to all participating NGOs to utilize the fundraising potential of VDHM and raise funds for their causes.

- **Neutral Facilitation and Equal Opportunity**

UWD acts as a neutral platform, ensuring fair and transparent allocation of funds among participating organizations. By providing equal access to fundraising opportunities for all NGOs involved, UWD promotes inclusivity and diversity in philanthropic endeavors. Through strategic initiatives and extensive outreach efforts, UWD harnesses the collective spirit of the marathon to uplift marginalized communities, fostering social cohesion and resilience within the local landscape.





Causes Supported by Corporates



PARTICIPATING CORPORATES

2022 & 2023



UNITED WE RUN **UNITED WE CHANGE**

YEAR 2023

SUPPORTING NGO



UNITED WAY DELHI &
BHUMI

Contribution: ₹ 46,00,000

HITACHI

UNITED WAY DELHI

Contribution: ₹ 28,00,000



BLUE STAR FOUNDATION

Contribution: ₹ 15,00,000



ETASHA

Contribution: ₹ 12,00,000



UNITED WAY MUMBAI

Contribution: ₹ 3,00,000



SARTHAK PRAYAS

Contribution: ₹ 3,00,000



UNITED WAY DELHI

Contribution: ₹ 3,00,000



SUPPORT OUR HEROS

Contribution: ₹ 4,50,000



YEAR 2023

SUPPORTING NGO



Udayan Care

Contribution: ₹ 3,00,000

MARS
WRIGLEY

SMILE FOUNDATION

Contribution: ₹ 4,50,000

 Marsh

CONCERN INDIA
FOUNDATION

Contribution: ₹ 3,00,000



Maya Care Foundation

Contribution: ₹ 3,00,000



Udayan Care Foundation

Contribution: ₹ 3,00,000



YEAR 2022

SUPPORTING NGO



APOLLO TYRES
 FOUNDATION
 Contribution: ₹ 18,00,000



YUVRAJ SINGH
 FOUNDATION
 Contribution: ₹ 12,00,000



UNITED WAY DELHI
 Contribution: ₹ 9,00,000



BLUE STAR FOUNDATION
 Contribution: ₹ 9,00,000



UDAYAN CARE
 Contribution: ₹ 6,00,000



UNITED WAY DELHI
 Contribution: ₹ 6,00,000



SUKARYA
 Contribution: ₹ 6,00,000



Smile Foundation
 Contribution:
 ₹ 4,50,000



YEAR 2022

SUPPORTING NGO



CONCERN INDIA
FOUNDATION

Contribution: ₹ 3,00,000



SMILE FOUNDATION

Contribution: ₹ 3,00,000



UNITED WAY DELHI

Contribution: ₹ 9,00,000



SMILE FOUNDATION

Contribution: ₹ 3,00,000



YUVRAJ SINGH
FOUNDATION

Contribution: ₹ 3,00,000

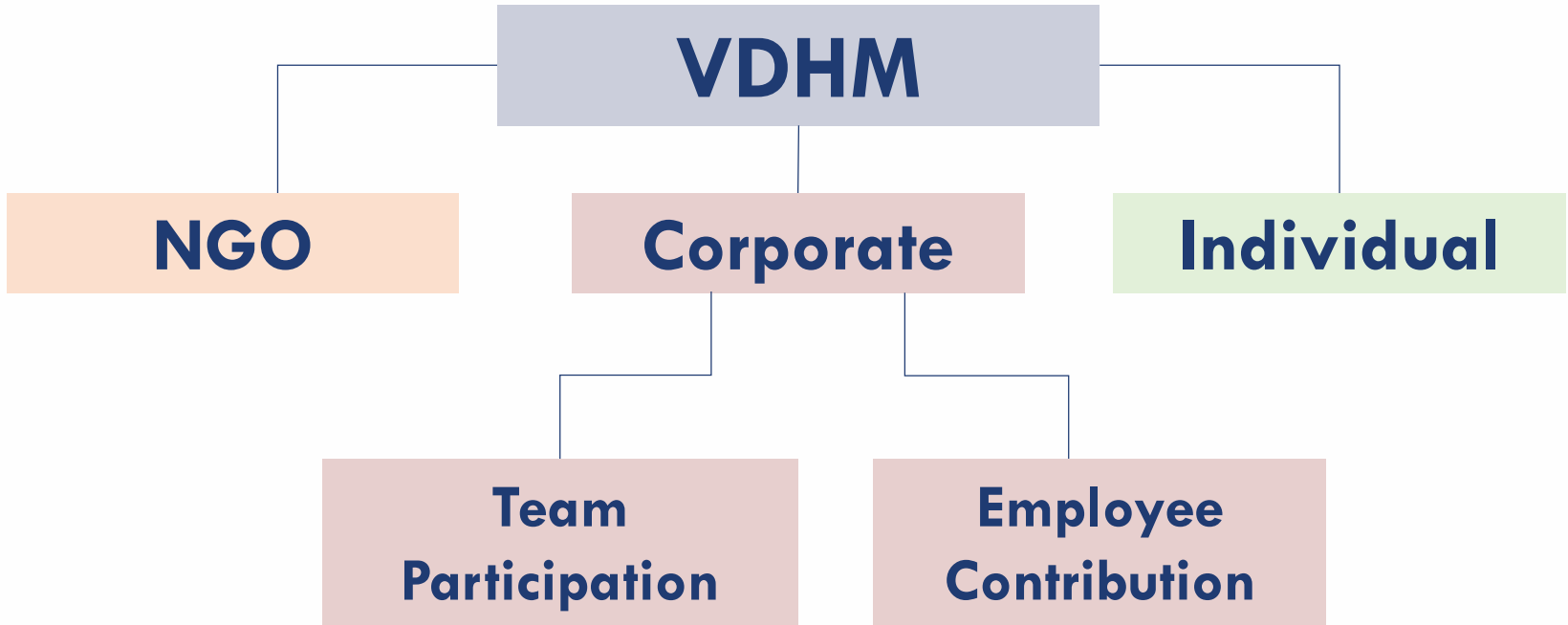


CORPORATE PARTICIPATION AT VEDANTA DELHI HALF MARATHON'24



UNITED WE RUN UNITED WE CHANGE

Ways for Corporate Participation



Corporate Team Participation

The Corporate team category is a unique opportunity for companies to participate in the VDHM and support their chosen civil society organization (CSO) through charity collection efforts. By forming employee teams and taking part in the event, companies not only contribute to important causes but also benefit from enhanced employee engagement and team bonding.

Team Size	Donation	Donation to UWD (Minimum donation)	Donation/Grant to CSOs
5	₹1,10,000	₹11,000	₹99,000
15	₹3,00,000	₹30,000	₹2,70,000
40	₹ 6,00,000	₹60,000	₹5,40,000
85	₹ 12,50,000	₹1,25,000	₹11,25,000

Note: The run registration fee (not included in the donation amount) for team members to be paid directly to the Event Promoter, Procam International.



Race Day Experience

On the day of the marathon the corporate partners are given an opportunity to enhance employee engagement and team bonding through various activities in the corporate tent.

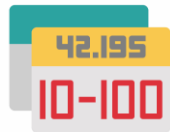
Corporate Benefits



Exclusive access to corporate tent on the race day



Coverage will be given to corporate on the VDHM website, corporate tent and event docket



Name of the corporate will be mentioned on the bib



Display of corporate partners on the expo day on wall of change



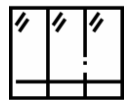
Privileges for Corporate Teams



Top 10 Corporates will get highlighted on the Leader Board during the Race Live Telecast.



Charity Corridor Presence for the Corporates who contribute more than 5 Lakhs.



Top 5 Corporates will be showcased on the “Wall of Change” at a three day Get Active expo event.



Top 2 Corporates get invitation for the “Pasta Cook out event”.



Top Corporate CEOs get chance to meet the VDHM Ambassador.



Invite to top 2 contributing corporates to a pre-event gala.



Corporate contributing more than ₹10 lakhs each will have access to the Grandstand (maximum of 2 representatives) on race day.



Corporate Tents

On the race day inside the corporate tent UWD will organize engagement for all the corporate employees:

Zumba

Drum Circle

Bhangra

Wall of Signature

Face Painting

Photo booth

Giant Jenga

Games like tick-tack toe, stapoo, race, tug of war



Branding of Corporates

- Prominent Spots on Race Day
 - Logo and Name on the corporate tent at Jawaharlal Nehru Stadium
 - Logo and Name of the corporate on the charity corridor(Which is on the race route)
 - Logo and Name of the top 10 corporates to be displayed at the media center on the race day at the venue
 - Logo and Name of the top 10 corporates to be displayed on Live Television (Sony Sport 1) (On Race Day)
- Other Important Branding Opportunities (Pre and Post Race Day)
 - Charity Press Meet before the event (Wall of change with logos and names of top corporate partners)
 - Expo Three days event
 - Philanthropy Award Night
 - Event Docket (which is published post the event)
 - Radio Mirchi advertisement spots for Philanthropy Supporters
 - The event is covered by Times of India and also live telecasted on Sony Sport



Employee Contributors

Individuals who belong to any of the participating corporates at the VDHM and decide to raise funds and select their corporate while creating their fundraising page are categorized as employee contributors.

Benefits

- Highlight the highest Employee Contributor in the Event docket.
- The top 5 Employee Contributors, raising a minimum of INR 50,000 for their chosen social cause, will get a shout-out on LinkedIn from United Way Delhi & VDHM.
- Top Employee Contributor, from amongst all Corporate Teams, will be recognized at the Philanthropy Awards Night, provided he/she has fundraised a minimum of ₹ 2.50 lakhs.
- Employee Contributors raising INR 1 lakh and more will be eligible for benefits as Social Impact Contributors.



Benefits of Employee Fundraising

Employees from participating corporates can enhance their philanthropic engagement in the VDHM by fundraising for causes and NGOs of their choice



Support the cause that individual employees want to support



Access to corporate tent on the race day



Top 3 employee fundraisers be awarded at Awards Night



Mention of highest contributor in the charity docket



Why should the Corporates Participate in VDHM



Visibility in the sole Indian half marathon with the World Athletics Gold Label



Cause neutral platform that allows to support the 17 sustainable developmental goals



Reputation and credibility of raising Rs. 81.21 Cr in 18 editions



Fulfillment of the CSR mandate



Access to privileges on the race day and employee engagement



Mention in the charity docket



Process of Participation for Corporate Teams

- 01.** Corporates wanting to field Corporate Teams, need to requisition the same on the Corporate section on the official UWD-VDHM micro-site.
- 02.** Corporate SPOC to fill in the official email address and other details as required.
- 03.** A link for participation will be shared with the corporate SPOC.
- 04.** After logging in, the Corporate SPOC will get access to the Corporate Dashboard: Corporate SPOC should monitor this page periodically.
- 05.** After logging in, the Corporate SPOC will get access to the Corporate Dashboard: Corporate SPOC should monitor this page periodically.
- 06.** The SPOC need to ensure that team members of the Corporate Team individually register for the run using this link.
- 07.** On completion of individual registration, and on successful submission of the team list by the SPOC, an invoice will be generated for the event run registration payment.
- 08.** Using the Corporate Manager page, the SPOC must fill out the details of the participating corporate
- 09.** Supporting NGO: Corporate can choose or support more than one NGO by selecting NGOs
- 10.** Upload Logo: SPOC must upload their corporate logo (High Resolution)
- 11.** Donation: Corporate have to make the donation in favor of UWD through cheque, NEFT or RTGS

Important Timelines for Corporates

Corporate Teams		
Mon	16 th Sep	Corporate Team Registration with UWD ends, or until corporate teams are available, whichever is earlier.
Fri	20 th Sep	Last date for corporate team members to complete their run registration
Tue	15 th Oct	Last date for corporate teams to pay applicable run registration fees to Procam International
Employee Contributors		
Mon	22 nd July	Start date for creating campaign pages on vdhm.unitedwaydelhi.org and garnering contributions for chosen cause
Mon	23 rd Sep	Last date for raising contributions for race day privileges
Fri	1 st Nov	Last day to raise contributions



PHILANTHROPY PARTNER



THANK YOU

