

# ATHLETE CAMPAIGN GUIDE



# IRONMAN® FOUNDATION



## 20th ANNIVERSARY CAMPAIGN GUIDE

Since 2003, the IRONMAN Foundation, in partnership with The IRONMAN Group, has provided more than \$55 million in charitable giveback to 10,000 organizations in more than 75 race communities around the world.

This year, the IRONMAN Foundation is celebrating 20 years of charitable giveback. Through Laulima, it has taken many hands working together to get where we are today. Our success has been possible only because of IRONMAN athletes, staff, volunteers, partners, and supporters working together to make a difference in the communities where our athletes live, train and race.

**Join us as we celebrate our history and race to raise \$50,000 in support of our mission and help leave a lasting impact long after race day!**



# ATHLETE DONATION TRACKER

20th Anniversary Campaign  
Donations



*Support the IRONMAN Foundation as we race to raise critical funds and cross the \$50,000 finish line!*



**From November 1 - December 31:** Join us on social media, or at our website, as we share highlights from our 20-year history and track our progress as we raise critical funds to support our work in the race communities. We will be hosting unique donor matching opportunities, including our own swim, bike, and run alongside three of the iconic North American IRONMAN races.

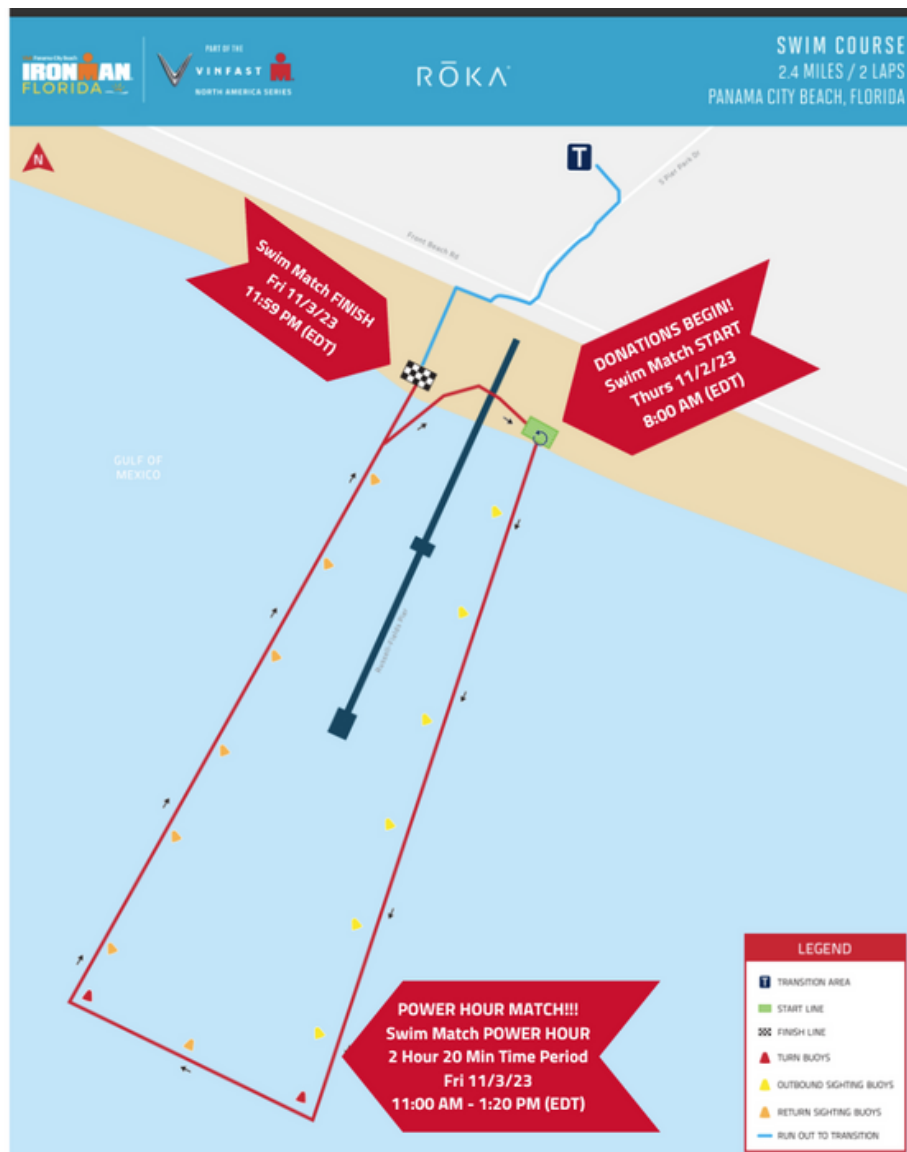
*Check out our swim, bike, and run course maps for specific dates and times for our event-boosted matches! You can help support the IRONMAN Foundation as we strive to cross the finish line in December!*





# SWIM COURSE DONATIONS

November 2 & 3, 2023: Swim Course



Featuring crystal clear water, athletes will begin their fundraising journey in the Gulf of Mexico for this two-loop swim around the Russel-Fields Pier. ■ Athletes will have a short beach run between laps. ■ Once the swim is complete, athletes run up the beach and under a freshwater shower before entering transition.

## Donation Match Information

- Donations made during the swim course time will be matched dollar-for-dollar.
- **Nov. 3, 11:00 AM-1:20 PM EDT Swim Match POWER HOUR:**
  - Each donation made during the 2-hour and 20-minute time period will receive a dollar-for-dollar match and an additional \$380 bonus. (Example: \$100 donation will receive a \$100 match and additional donation of \$380 = \$580 total donation)





# BIKE COURSE DONATIONS

November 16 & 17, 2023: Bike Course



**TURN BY TURN DIRECTIONS** ▪ Proceed to the Southeast corner of Tempe Beach Park at Rio Salado Pkwy. & Mill Ave. ▪ Turn left onto Rio Salado Parkway ▪ Continue on the course for 3 loops while encouraging your friends and family to make additional donations to the IRONMAN Foundation ▪ After completing the third loop, proceed straight across S. Mill Ave. and turn right at the northwest corner of S. Mill Ave. and Rio Salado Pkwy. into Tempe Beach Park transition area.

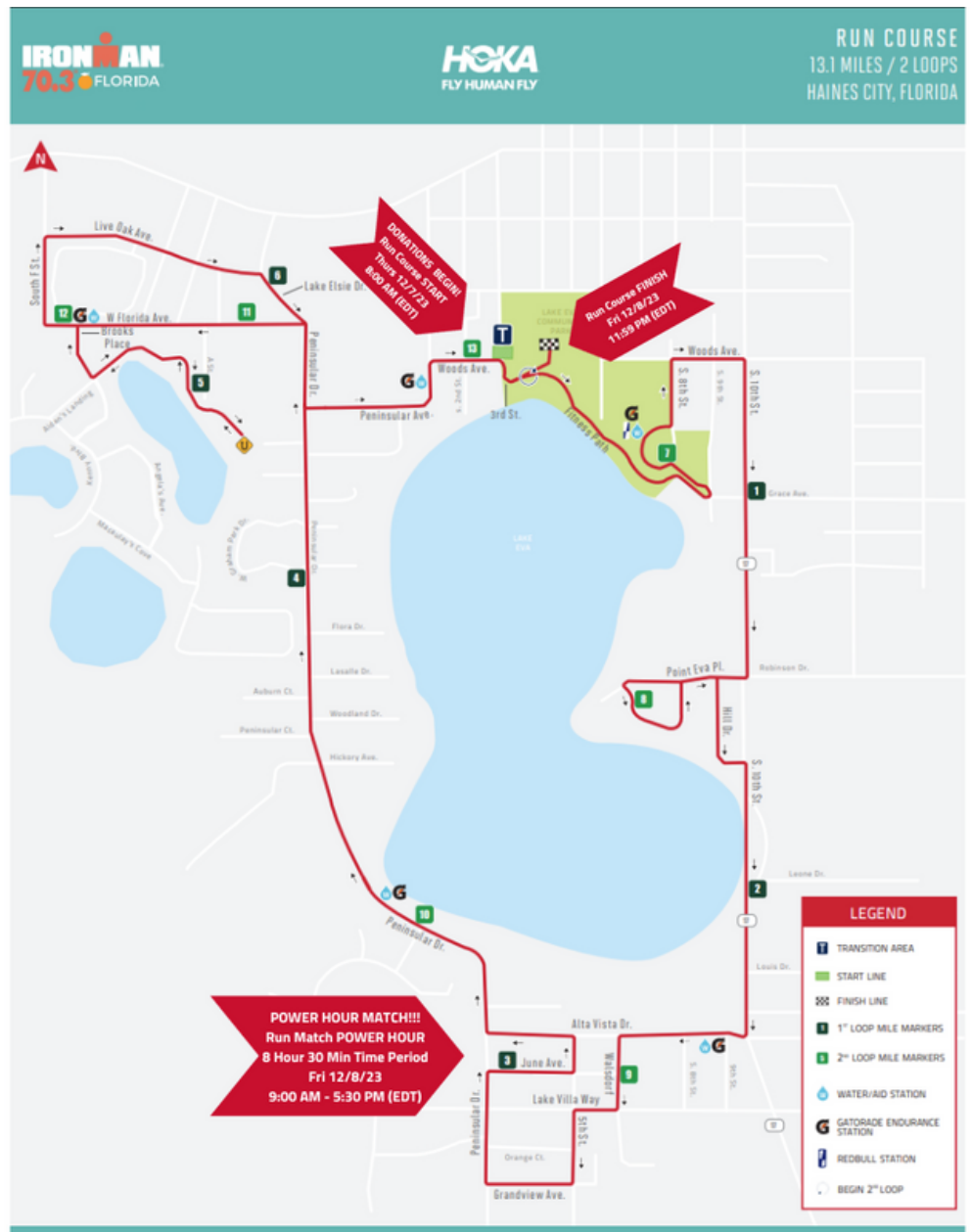
## Donation Match Information

- Donations made during the bike course time will be matched dollar-for-dollar.
- **Nov. 17, 10:00 AM-8:30PM EDT Bike Match POWER HOUR:** Each donation made during the 10-hour and 30-minute time period will receive a dollar-for-dollar match and an additional \$112 bonus. (Example: \$100 donation will receive a \$100 match and an additional donation of \$112 = \$312 total donation)



# RUN COURSE DONATIONS

December 7 & 8, 2023: Course



**TURN BY TURN DIRECTIONS** ▪ Turn left out of Transition onto fitness path ▪ Turn left into Event Center ▪ Turn left onto S 8th St ▪ Continue on the course for 2 loops while encouraging your friends and family to make additional donations to the IRONMAN Foundation ▪ Turn left onto fitness trail ▪ Turn left into finish line from fitness path

## Donation Match Information

- Donations made during the bike course time will be matched dollar-for-dollar.
- **Dec. 8, 9:00 AM-5:30 PM EDT Run Match POWER HOUR:** Each donation made during the 8-hour and 30-minute time period will receive a dollar-for-dollar match and an additional \$262 bonus. (Example: \$100 donation will receive a \$100 match and an additional donation of \$262 = \$462 total donation)







# SIDE EVENT DONATIONS

**Thursday, November 9, 2023**



**Staff Giving:** IRONMAN will be hosting a day of staff giving on 9/9/23. All donations made by IRONMAN staff will receive a direct dollar-for-dollar match on this special day of giving back.

We will also host a volunteer engagement opportunity based in Tampa, Florida on 9/8/23.

**Tuesday, November 28, 2023**



**Giving Tuesday:** Join us on November 28 as we celebrate the spirit of giving on this special day that encourages support for all nonprofits.

We will be hosting a direct dollar-for-dollar match from 8:00 a.m. to 11:59 p.m. EDT.

**Wednesday - Friday, December 27-29, 2023**



**Finish Line Celebration:** Come celebrate at our 20th Anniversary Campaign Finish Line Party! For three days we'll honor the success of our supporters as we close out our 20th Anniversary year in true IRONMAN finish line fashion.

We will be hosting a direct dollar-for-dollar match starting Wednesday, December 27 at 8:00 a.m. - Friday, December 29 at 11:59 p.m. EDT.



SCAN ME

***Donate today!***

[www.ironmanfoundation.org](http://www.ironmanfoundation.org)

For questions or more information on the 20th Anniversary Campaign please contact:  
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