

The Corporate Challenge is a turnkey program which provides organizations with everything needed to ensure a successful and rewarding fitness and philanthropic campaign. Below is a detailed list of the services included in the program.

Website Services

- **Fully Branded Team Website:** Our team will develop a custom website fully designed to mirror the look and feel of your organization. The website serves as a landing page for the entire campaign, and will include the following: event registration, charity information, online donation and fundraising capabilities, fundraising tips, interactive training tools, nutrition advice, inspirational video feeds and team totals and stats.
- **Virtual Training Tools:** Team members who have committed to raise money will have complementary 24/7 access to our robust suite of training tools, including a personal calendar, workout log, reports, helpful calculators and route mapping. From the beginner athlete to the seasoned marathoner, the training tools provide a vehicle for team members to stay on track by following a training plan created by expert coaches.
- **Online Donation & Fundraising:** Our secure donation and fundraising tools provide team members with the ability to either make a contribution or set up a personal fundraising page. Personal fundraising pages are a viral marketing tool used to easily collect donations from family and friends. All donors will receive automated tax-deductible receipts and customizable thank you letters. Donations are automatically processed online and sent directly to your nonprofit partner.
- **Nutritionist Blog:** Our in-house registered dietitian will post weekly nutrition topics as well as answer health related questions from your team.

Campaign Guidance & Support

- **Team Kick-Off:** To help in the recruitment process, we will host either an on-site or “virtual” team kick-off to motivate and inspire your team. The kick-off we will include information regarding: the athletic event, your charitable partner, team prizes, effective training tips, advice on fundraising and how to sign up.
- **Customer Support:** Our customer support team is available to answer any questions you, your fundraisers or your donors may have. Your team can forward any questions directly to us.
- **Team Communication:** To make the program as easy as possible, our team provides you with a Team Captain Handbook which includes everything needed to run a successful campaign. The handbook includes: weekly email communications, kick-off suggestions, reporting templates and post race celebration planning.

Incentive Program

- **Customized Incentive Program:** Our team will work closely with you to define what type of incentives you would like to offer your team members based on the desired individual fundraising goal. We coordinate the incentive program from concept to

implantation, handling: design, pricing negotiation, ordering and shipment. Incentive costs are either deducted from total raised or invoiced to your company.

Relationship Building

- **Nonprofit Liaison:** To develop a successful campaign, choosing the right nonprofit partner is a crucial decision. Our team works closely with you to develop a cause marketing campaign that aligns with your corporate philanthropic goals. Once a nonprofit has been selected we work directly with the nonprofit to facilitate the campaign launch and to build a rewarding long term relationship.
- **Event Liaison:** The entire campaign will culminate in an athletic event of your choice. We work with you to select the athletic event that best fits your employee interests. Once an athletic event (s) have been chosen we work directly with the event director to ensure your team receives: entry discounts, space and exposure at the finish line festival, volunteer opportunities for interested employees who are not participating in the event, exposure along the course, connections to media outlets and special treatment during race weekend.

Marketing Services

- **Exposure:** Your company will receive access to the following exposure opportunities:
Note: These opportunities are optional depending on your interest level and availability.
 - Logo on event website
 - Logo featured on all event email communications
 - Free sponsorship of 1 mile marker
 - Booth at EXPO
 - Tent at finish line
 - Announced at post race awards show
 - Featured in post-race press release
- **Recognition:** After the event, your team will be announced and have the opportunity to present a check to your charitable partner. Our PR team works closely with local media to discover any potential press related opportunities to showcase your philanthropic endeavor.

-Commitment for Involvement-

- **Team Commitment:** In order to cover the time and costs that go into developing a successful team, your company must commit to raise a minimum of \$10,000 for the charity of your choice. For example, your team's minimum goal will be to recruit about 20 people to raise \$500 each, or 10 people to raise \$1,000 each.
- **Fees:** Our fees are transaction based - so we win if you win. Our service fee is 25% of total donations raised for your team. Companies can elect to either take this out of total raised or your company can pay those fees in total after the race. The costs of the incentive program created for your team, can either be deducted from total raised or is paid in full by your company.