



**Sponsorship opportunities are available for the  
2016 Bellin Run.**

Contact Linda Maxwell at (920) 217-5695 for information.



**~ Corporate Challenge Sponsored By ~**

**WIPFLi**<sup>LLP</sup>  
CPAs and Consultants



The Bellin Run is one of the largest 10K runs in the United States. It has been encouraging personal health and fitness in our community since 1977.

The annual event is held on the second Saturday of June. The 2016 race date is:

**Saturday, June 11 at 8 a.m.**

### **Bellin Run Corporate Challenge**

The Bellin Run has a number of programs designed to encourage participation in the event while giving organizations the resources to promote a healthier lifestyle and build internal camaraderie.

The Corporate Challenge allows employees to form a team at their place of business to run or walk the Bellin Run 10K. All companies with 10 or more employees are eligible to join the program and individuals of all fitness levels are encouraged to participate. Therefore, companies and participants are eligible to receive the incentives and benefits outlined in this handbook.

### **Step 1: Designate a Captain**

Each Corporate Challenge team must assign a captain from its company to be the main point of contact. This individual will work with Bellin's Corporate Challenge Coordinator to organize the program at his or her location and to communicate program details, training information and motivational messages.

*In appreciation for going the extra mile, each captain will receive an official 2016 Bellin Run apparel item for registering a team by May 1.*

*Captains are also invited to a post-race party 1-2 weeks after the race (date to be determined and announced).*

## Step 2: Form Your Team

It's **free** to create a Corporate Challenge team! All companies are eligible and all employees may join. Form a team by following the steps outlined in this handbook.

### Invite Others

Family and friends may register through the Corporate Challenge program and will receive the same incentives and benefits, but their participation will not count toward any Corporate Challenge awards or competitions.

### Individual Registration Fees

All employees, family, and friends pay the normal Bellin Run registration fee.

\$25 by May 1 ♦ \$30 May 2-31 ♦ \$35 June 1-9

*Companies may subsidize participants' registration fees. Program officials will establish a promo code, based on the amount.*

## Individual Benefits (Includes Employees, Family, Friends)

By participating in the Corporate Challenge and submitting the registration fee, employees, family, and friends receive a Bellin Run packet (including an official Bellin Run T-shirt, timing chip and race bib). They also receive these benefits:

- **Early Registration Customized Gift** - Must be registered by May 1
- **A \$1 off coupon for the Friday Night Spaghetti Dinner** - Held at the Bellin Run Health & Fitness Expo on Friday, June 10
- **An 11-Week Training Schedule** - A daily guide to help you reach your Bellin Run goals. Employee team members are asked to deliver these schedules to participating family and friends
- **Bellin Run e-Newsletter** - A weekly e-mail during the 11-week training period



## Team Benefits

### Promotional Materials

Corporate Challenge posters will be provided to captains to distribute and promote the program. In addition, a PDF file can be downloaded from the Bellin Run website to email to others to encourage participation.

### Bellin Run Corporate Challenge Coordinator

The Corporate Challenge Coordinator is a valuable resource for team captains and can be contacted to answer training questions and help promote active participation at your location.

### On-site Program Kickoff (Optional)

An informative group meeting can be scheduled at each participating company, encouraging participation and creating excitement and motivation for employees. Details about the program and benefits will be provided.

### VIP Race Packet Delivery (Optional)

If this option is chosen, race packets for the Bellin Run will be delivered to the captain at your location prior to the event. It will be the captain's responsibility to deliver all packets to employees, family, and friends. Only the race packets of team members registered by the May 15 deadline will be included in the VIP delivery.

### Team Picture

Companies can have their team picture taken onsite at the company prior to race day or at Astor Park on June 11. Each company will receive one framed 8x12 team picture, presented at the post-race captains' party. The image file will also be emailed to the captain to share with his or her team.



## Team Contests and Awards

**Participation Award**

The company with the highest level of participation in each respective division will win a custom award. Friends and family members are not included in the participation calculations.

There are six divisions (based on total number of employees in the company). Companies with fewer than 10 employees are not eligible for participation awards.

- 1) XX-Large Company ..... 1500+ employees
- 2) X-Large Company ..... 650-1499 employees
- 3) Large Company ..... 200-649 employees
- 4. Medium Company ..... 100-199 employees
- 5) Small Company ..... 45-99 employees
- 6) X-Small Company ..... 10-44 employees

\* *The XXL-Large Company score is the total number of participating employees. Scores for all other categories are calculated by the percentage (number of participants/total number of employees).*

Participants must have a finishing time to be included in your team's final participation number, which will be confirmed using the Bellin Run results. Final team rosters must be verified by team captains. Winners will be posted to the website approximately one week after the run.

**Timing Award**

The company with the best cumulative age-graded time\*\* will win a custom award. Each team's top five male and female age-graded times will account for its overall score. Prizes will be awarded to the top three teams with each scoring team member receiving an award.

\*\* *Scoring will reflect the national standard age-grading system where finishing times are adjusted – or graded – depending on the age of the runner. More information can be provided by the Corporate Challenge Coordinator, upon request.*

## 2016 Bellin Run Corporate Challenge Team Registration



*Please mail to:* Linda Maxwell, Bellin Run Corporate Challenge  
744 S. Webster Avenue, P.O. Box 23400, Green Bay, WI 54305-3400  
*or Fax to:* (920) 436-8699, Attn: Corporate Challenge Coordinator

**Company Name** (list formal name to appear in publications/website):

\_\_\_\_\_

\_\_\_\_\_

**Team Captain:** \_\_\_\_\_

**Captain Phone Number:** \_\_\_\_\_

**Captain Cellphone Number:** \_\_\_\_\_

**Captain Email Address:** \_\_\_\_\_

**Captain Jacket/Shirt Size:**

Female:	XS	S	M	L	XL	
Male:		S	M	L	XL	XXL

**Address for Bellin Run Materials Delivery:**

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Company General Phone Number:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

**Total Number of Employees:** \_\_\_\_\_

*(This is a company-wide total, not the total doing the Bellin Run)*

**Does your team want VIP Race Packet Delivery?**                      Y        N

**Is your company subsidizing registration fees?**                      Y        N

If yes, there are five options: \$25    \$20    \$15    \$10    \$5

## Team Registration

Captains must return a completed Team Registration form to the Corporate Challenge Coordinator. The form is located on the last page of this handbook and on the Bellin Run website ([bellinrun.com](http://bellinrun.com), click on Corporate Challenge under the Programs tab).

When the form is received, the Corporate Challenge Coordinator will issue an online password to the captain for team member registration.

## Team Member Registration

Team members must register using the online password provided by their captain (detailed instructions are available on the Corporate Challenge page of our website).

Participants not registering online must contact the program coordinator.

### General registration procedures are as follows:

1. Visit [bellinrun.com](http://bellinrun.com).
2. Click the Register Online icon. You will be redirected to the Bellin Run registration page at RacePartner.
3. Click the Register Now icon.
4. Select the Corporate Challenge Team Member radio button under the 10K Run or Children's Run, then click the Registration Terms and Privacy Policy check box, and click Accept.
5. Enter your company name and click on Search. Select your team using the radio button, enter your Team Password, and click Continue.
6. Complete the remaining registration information, including payment information.

## Corporate Challenge Coordinator Contact Information

### Linda Maxwell

Phone: (920) 217-5695

Fax: (920) 436-8699, Attn: Assistant Race Director

E-mail: [Linda.Maxwell@bellin.org](mailto:Linda.Maxwell@bellin.org)

## Team Contests and Awards (Continued)

### T-Shirt Contest (Optional)

Open to all Corporate Challenge companies, this is an opportunity to create a team T-shirt. It will bring exposure to your company during training and at the event, while generating enthusiasm and team unity.

Past teams have held their own internal contest to choose a team design. The Corporate Challenge Coordinator can give you other useful information. The 2016 T-shirt theme is "This is the Year – Challenge Yourself, Encourage Another."

T-shirts will be judged on how they best represent their company and the theme pertaining to the Bellin Run. A custom-framed award will be presented to the winning company.

- T-shirts must be submitted by June 8
- Each company may submit only one design
- Previous designs can be resubmitted, with the exception of winning designs from past years
- Submitted T-shirts will be displayed at the expo
- T-shirt judging will be at the expo by the elite athletes, race officials and local personalities
- The winning T-shirt will not be returned
- The winner will be announced at the Bellin Run Awards Ceremony



## Captain's Duties

### Primary Responsibilities:

- Return Team Registration form
- Post promotional items and distribute PDF email flyer (customizable promotional items available online)
- Maintain team roster based on downloadable information from the team captain website and emails received as each participant registers online (detailed instructions available on the Corporate Challenge page of our website or from the program coordinator)
- Distribute early registration gifts, training guides, pasta dinner coupons and other materials as needed

### Optional Responsibilities:

#### Coordination of Training

Group training runs/walks are encouraged, but not a prerequisite for participating in the program.

#### VIP Packet Delivery

Determine if you would like to facilitate VIP packet delivery at your location for participants who are registered by May 15.

*Return any unclaimed registration packets to the Corporate Challenge Coordinator by 11 a.m. on June 8. Returned packets will be available to be picked up at the Registration Tent on June 10 and 11.*

#### T-Shirt Contest

Submit T-shirt by June 8 to Corporate Challenge Coordinator.

#### Team Picture

*You have three options for your team picture:*

1. At Your Location: Captains schedule a time with the Corporate Challenge Coordinator to have a team picture taken onsite, at your company.
2. Race Day: Captains schedule a time with the Corporate Challenge Coordinator on race day, prior to the start, in Astor Park.
3. Submit a Photo: Assemble your team on your own for a photo, then e-mail the image to the Corporate Challenge Coordinator. Submissions will be accepted up to three days after the event.

## Captain's Duties (Continued)

### Corporate Tents:

Reserve a corporate tent by May 1, as space is limited. Submit your company logo by email to the Corporate Challenge Coordinator by May 1 for tent signage. (There is a charge for corporate tents.)



### Others:

- Set a date and time for your company's kickoff with the program coordinator
- Set time and location for your team to meet on race day
- Interact with other Corporate Challenge companies in the spirit of competition to raise awareness and get more people involved

## Key Dates

- May 1** .....Registration deadline to receive early registration gift  
**May 1** .....Corporate Challenge tent reservation deadline  
**May 2** .....Registration fee increases to \$30  
**May 15** .....Registration deadline to be eligible for VIP packet delivery  
**June 1** .....Registration fee increases to \$35  
**June 8** .....Final day for T-shirt submission  
**June 9** .....Final day for online registration  
**June 10** .....Spaghetti dinner and Bellin Run Health & Fitness Expo  
**June 11** .....40<sup>th</sup> Annual Bellin Run