



TAKE THE CHALLENGE

CREATE YOUR COMPANY'S TEAM TODAY

Add energy, team spirit and wellness to your organization this summer and fall by building a team to compete in the Amcor Business Challenge.

At stake are bragging rights to be the organization in your size category to have the highest employee participation among 5 in-person and 4 virtual events of the Community First Fox Cities Marathon presented by Miron Construction.

FOUR EASY STEPS

STEP 1

REGISTER YOUR TEAM & CAPTAIN

Start by identifying your Team Captain, the cheerleader and main point of contact within your business. Then register your team and captain at foxcitiesmarathon.org>Get Involved>business-challenge

STEP 2

INVITE EMPLOYEES TO JOIN THE TEAM

Your team members can run or walk as a team or individually in the Ascension 5K Run/Walk, SCHEELS 10K, Orthopedic & Sports Institute Relay Marathon, ThedaCare Half Marathon or Community First Fox Cities Marathon. Prefer virtual? Your team can do the 5K, 10K, Half or Full Marathon virtually.

STEP 3

MOTIVATE

Keep your team on track with regular communications, incentives, and events. We've created a toolkit of resources and tips to help you spread the word, encourage participation, build team spirit, connect you with resources and keep the energy going!

STEP 4

CELEBRATE!

Race weekend is time to celebrate! Gather at the Start Line, cheer on your teammates, share the journey, see your team's sign on the course, and afterwards get a team picture in Riverside Park.

BONUS

Register your company and team captain by **MAY 21, 2021** and receive an exclusive Amcor Business Challenge Team Captain Cup!



BENEFITS FOR YOUR COMPANY & TEAM!

Create a supportive team environment around a healthy activity that crosses all departments, jobs, locations and shifts. Use the Business Challenge to celebrate and strengthen your team culture, enhancing your employees' experience.

The Amcor Business Challenge:

- Connects your team to a common cause.
- Creates an active workforce, which improves health, energy, stamina, strength, concentration, creativity and confidence AND decreases stress and anxiety.

RACE WEEKEND BENEFITS & RECOGNITION:

- Amcor Business Challenge Team Back Bibs for Business Challenge participants. Please order ahead of race weekend (See last page)
- Signage at the OSMS Health & Wellness Expo recognizing all Business Challenge Teams!
- Signage on the course (both Saturday and Sunday) celebrating your team!
- Of course, all participants receive all the benefits of their chosen race, including a shirt and medal.

BRAGGING RIGHTS:

The top three companies in each division will be determined by the highest percentage of total employees participating. The top company in each division below receives a commemorative plaque and bragging rights. We will also celebrate your success on Social Media and our Course Connection newsletter.

- **Division 1** – More than 1,000 employees
- **Division 2** – 501 - 1,000 employees
- **Division 3** – 251 - 500 employees
- **Division 4** – 250 or fewer employees

TEAM MEMBERS CHOOSE THEIR DISTANCE AND PACE.

Encourage employees to run or walk the distance that is best for them. Each event counts equally toward participation levels.

Saturday, Sept 18



Ascension 5K Run/Walk
In-person or Virtual options

SCHEELS 10K
In-person or Virtual options

Sunday, Sept 19



Marathon
In-person or Virtual options



ThedaCare Half Marathon
In-person or Virtual options



Relay Marathon
In-person only

REGISTERING & MANAGING BUSINESS CHALLENGE TEAM MEMBERS

REGISTERING YOUR TEAM

Go to foxcitiesmarathon.org>Get Involved>Business Challenge to get started. Once your team registration is complete, your employees will be able to choose it when they register for their event.

REGISTERING TEAM MEMBERS

When an employee registers for their event at foxcitiesmarathon.org/registration, they will have the option to indicate that they are part of the Amcor Business Challenge team and can choose your team's name from a drop down menu. The employee will be responsible for their own payment method unless you choose to set up a company subsidy. (See last page) Encourage your team to register early to secure their spot! Plus prices increase on June 1 for all in-person events.

MANAGING YOUR TEAM

Team Captains can see an active list of employees registered to your Business Challenge team at any time, including the event they have chosen and size! Simply visit our website at foxcitiesmarathon.org>Get Involved>Business Challenge and choose Team Look-up. Captain's can also email their entire team from this listing making communication easy!

TOOLKIT

CREATE BUZZ
SPREAD THE WORD
BUILD YOUR TEAM

We've gathered tips, posts, ideas and tools to help you make the most of your participation in the Amcor Business Challenge.

Use them for activation, inspiration, and motivation. Send them out verbatim, or modify to make them your own.

POSTERS

CUSTOMIZE, PRINT AND POST

After you have registered your team at foxcitiesmarathon.org/registration it's time to spread the word!

- You choose the fillable PDF poster that's right for you: Letter (8.5x11) or Tabloid (11x17).
- Customize the poster with your Team Name, Team Captain and Captain Contact Information
- Print in color or black & white and post!
- Remember to encourage early registration. Prices increase June 1.



LOGOS

BRAND YOUR MESSAGING

Add the Amcor Business Challenge Logo and Community First Fox Cities Marathon Presented By Miron Construction Logos to your messaging. Download variations of the logos at: foxcitiesmarathon.org/GetInvolved/business-challenge/



GRAPHICS

RECRUIT WITH EVERY EMAIL

Use this graphic to remind your employees to join your team. Link them to our registration page at foxcitiesmarathon.org/registration.



DOWNLOAD YOUR TOOLS TODAY!

VISIT FOXCITIESMARATHON.ORG CLICK ON: GET INVOLVED > BUSINESS CHALLENGE

RECRUIT

ANNOUNCE YOUR TEAM

Use these email or communication starters to announce your company's Amcor Business Challenge Team.

Join Team (Company Name) and walk or run the 5K, 10K, half marathon, full marathon or as part of a relay team in the Community First Fox Cities Marathon presented by Miron Construction. There are also virtual options! We've taken the Amcor Business Challenge and need YOU on our team! The more employees that participate, the closer we are to bragging rights, and a great time working, training and celebrating together.

Looking for an exciting opportunity to bond with your fellow co-workers? Join Team (company name) in the Amcor Business Challenge and HAVE FUN staying healthy and active while competing against other companies! Events take place Sept. 17-19. Or, sign up for the virtual and pick your day!

We're taking the Amcor Business Challenge as part of this year's Community First Fox Cities Marathon presented by Miron Construction! Sign up and let's see who can go the distance this September! The more employees who participate - the closer we are to winning!

Take a pledge with the support of your co-workers, to stay fit all year long! Sign up with (company name) for this year's Amcor Business Challenge for the Community First Fox Cities Marathon presented by Miron Construction and be one step closer to a healthy lifestyle and a happier you! Events take place Sept. 17-19. Or, sign up for the virtual and pick your day!

Think you can out run your coworkers? Now's your chance to show 'em what you got! Join the (company name) Team in this year's Amcor Business Challenge at the Community First Fox Cities Marathon presented by Miron Construction, and let your feet do the talking! Events take place Sept. 17-19. Or, sign up for the virtual and pick your day!

Does your department have team spirit? Well we're giving you a chance to prove it! Join Team (company name) in the Amcor Business Challenge at the Community First Fox Cities Marathon presented by Miron Construction and let's see which department can make us proud by signing up the most people!

ACTIVATE

CALL TO ACTION

Register for the 5K, 10K, half marathon, relay marathon, and marathon or a virtual event - marathon, half, 10k or 5K at foxcitiesmarathon.org/registration. During your registration, indicate you are part of the Amcor Business Challenge and choose (Team Name) from the drop down menu.

Have you signed up for a Community First Fox Cities Marathon event yet? Join (Team Name) by registering for the 5K, 10K, relay marathon, half marathon, or full marathon at FoxCitiesMarathon.org/registration. You can race in-person or virtually!

CHEER

MOTIVATE YOUR TEAM

"Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilization work." - Vince Lombardi. Proud that "TEAM (COMPANY NAME)" is living this by joining together for this year's Amcor Business Challenge as part of the Community First Fox Cities Marathon presented by Miron Construction. Events take place Sept. 17-19. (Email Team Captain (contact name) for more information.)

Need that extra push (or) motivational support to live a healthier more active lifestyle? Join us for the Amcor Business Challenge for the Community First Fox Cities Marathon presented by Miron Construction. Join the (company name) Team and WORK TOGETHER with co-workers and family to accomplish your goals! Events take place Sept. 17-19. (Email Team Captain (contact name) for more information.)

Did you know people gather every Saturday morning at Run Away Shoes in Appleton to train for the Community First Fox Cities Marathon presented by Miron Construction? Whether you plan to walk or run the half, full or relay marathon... all are welcome at these training events hosted by PaceSetters of the Fox Cities. Join our Amcor Business Challenge Team and let's do this together! Events take place Sept. 17-19. (Email Team Captain (contact name) for more information.) There is also a free training guide to help you every day with tips on warming up, nutrition, cross training, injury prevention and more! Details about training and the guide is available for download at FoxCitiesMarathon.org/training-runs.

Stay motivated by following the Community First Fox Cities Marathon on Facebook, Instagram or Twitter. I can't wait to compete as (Team Name) in the Amcor Business Challenge during this year's Community First Fox Cities Marathon weekend of events Sept. 17-19!

INCENT

GET CREATIVE

Check out these ideas for ways to motivate & incent your team to participate.

- **Create a wellness challenge connected to your participation in the Amcor Business Challenge.** For example: total up the number of steps from now until race day. Multiply the steps taken during their race to add to their total, grouping employees by the distance they have chosen. Announce the winning 'stepper' for each distance post-race.
- **Pay for some or all of their registration.** Contact us for codes your employees can use to subsidize the cost of their registration. Your company will be billed monthly for any code uses. *(See last page)*
- **Run a Departmental Challenge** for the highest percentage of employees from a department participating.
- **Host a Race Sign Up Day.** We'll come to your location to talk to employees and get them signed up.
- **Offer a Perk for Participating.** A water bottle or head/wristbands.
- **Design a Custom T-Shirt for Your Team.** Shirts distinguish your team members in training and on race day.
- **Have Teammates Make Cheer Signs for One Another.** Post near their workstation.
- **Form Training Teams.** Informal groups to gather and walk or run together.

POST

GO SOCIAL

Spread the word on your Social Media channels - promoting your organization's commitment to wellness and the community and to challenge other companies to join in the Amcor Business Challenge! Feel free to share on LinkedIn as well to show your company is focused on health, wellness and team work! *Encourage your employee's to follow the Fox Cities Marathon on Facebook, Instagram and Twitter and LinkedIn.*

Announce Your Participation:

- Team [Company name] is taking to the streets in the Amcor Business Challenge at this year's Community First Fox Cities Marathon presented by Miron Construction. We'll walk and run our way to the finish line in the 5K, 10K, relay marathon, half marathon and full marathon. Follow our journey! #foxcitiesmarathon

Challenge other companies:

- [Company name] is taking the Amcor Business Challenge at this year's Community First Fox Cities Marathon presented by Miron Construction. Who's in? #foxcitiesmarathon
- Who's ready for a little friendly competition? Team [company name] is in training. Will you join us? #foxcitiesmarathon #Amcorbusinesschallenge

Motivation Monday Messages:

- Motivation Monday: Every journey begins with a single step. Our team at [company name] is working on ours to rock this year's Community First Fox Cities Marathon presented by Miron Construction. #foxcitiesmarathon #Amcorbusinesschallenge
- Motivation Monday: Our team is RUNBELIEVABLE! [company name] Team is working hard for this year's Community First Fox Cities Marathon presented by Miron Construction. #foxcitiesmarathon #Amcorbusinesschallenge
- Motivation Monday: You can, you should, and if you start ... you will! Keep up the great work [company name] Team! #foxcitiesmarathon #Amcorbusinesschallenge

Celebrate your team's progress:

- So excited we have XX team members signed up to compete in this year's Amcor Business Challenge at the Community First Fox Cities Marathon presented by Miron Construction. #foxcitiesmarathon #Amcorbusinesschallenge
- Training update: Look how far we've come! Kudos to Team [company name]. We're gearing up for September and the Community First Fox Cities Marathon presented by Miron Construction. #foxcitiesmarathon #Amcorbusinesschallenge

TAG US

THANKS FOR THE TAG

The Community First Fox Cities Marathon presented by Miron Construction is active on social media. Follow us, share and tag us:

- @Fox Cities Marathon on Facebook & Instagram
- @FCMarathon on Twitter
- Fox Cities Marathon on YouTube, Pinterest & LinkedIn



SHARE

SHARE STORIES TO CELEBRATE & MOTIVATE

Help your employees get to know one another better by sharing their stories in the weeks leading up to the race. Our events are full of everyday people and their stories are what motivate us to do what we do. Your employees's stories are poignant, funny, motivational, interesting and surprising. Celebrate THEM and their journey by sharing their stories one at a time with others, internally or externally as allowed. We'd even love to hear them!

- Find out what is behind their choice to participate.
- Are they an experienced runner/walker or are they just beginning?
- What are their tips?
- What will the medal mean to them?
- Who is their 'role model'?
- What kind of shoes do they wear?
- What is on their playlist?
- Who will they keep pace with?
- Is this their first race of this kind (distance or timed)?
- Are they following a training program?
- Where do they like to run/walk?
- What would their cheer sign say?
- Where will they wear their medal?



TRAIN

PRACTICE MAKES POSSIBLE

Share these training opportunities with your team:

FaceSetters Fox Cities Marathon Training Runs

pace-settersrun.org > club runs > marathon/training runs

No matter your age, pace or experience, all are welcome to join these training runs/walks on **Saturday mornings at 7 a.m., May 29-Sept. 12, weather permitting.**

Start & Finish Location:

Run Away Shoes, W3192 County Road KK, Appleton

Training Runs/Walks:

- FREE and open to the public
- Mapped routes, turn-by-turn directions
- Routes include sections of the Fox Cities Marathon course

Fleet Feet fleetfeetfoxvalley.com/training

Variety of training opportunities whether you are experienced or just getting started.

YMCA ymcafoxcities.org

Check out a variety of YMCA programs, coaches and classes to support your goals.

ThedaCare Training Guide

Training guide includes a full schedule and tips on injury prevention, warm-ups, stretching, rest, cross training & more.

Visit FoxCitiesMarathon.org/training-runs for more details and to download your free copy of ThedaCare's Fox Cities Marathon Training Guide.



Q&As

HAVE QUESTIONS OR IDEAS?

Please don't hesitate to contact us with any questions or ideas you may have. We love to hear what you're doing to promote your Amcor Business Challenge Team.

Email us at info@foxcitiesmarathon.org

Q: Do all employees have to choose the same event?

A: No, employees can register for their choice of: 5K, 10K Half marathon, Marathon, or Relay marathon.

Q: Do all employees need to register at the same time?

A: No, employees can register anytime registration is open.

Q: Do spouses, friends, or family count toward our participation total?

A: No, participation totals are based on employee participation. However, friends, family and spouses are more than welcome to register and join you in any event.

Q: Can Team Captains see who is registered for their Team?

A: Yes, visit foxcitiesmarathon.org > Get Involved > Business Challenge and choose Team Look-up.

Q: How can Team Captains communicate with registered teammates?

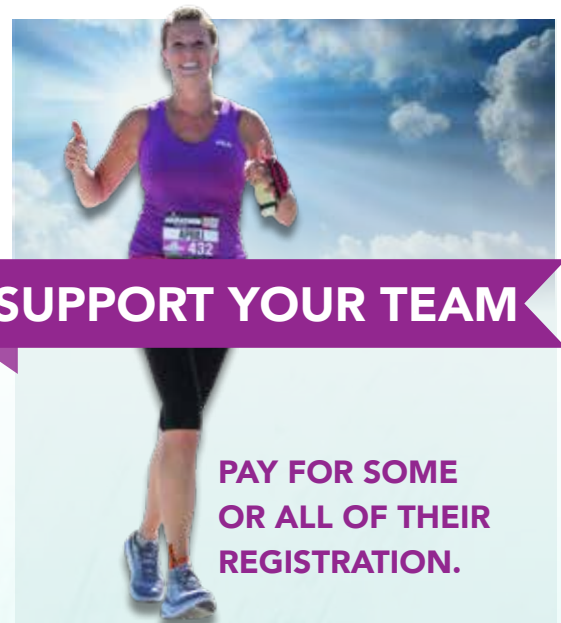
A: Team Captains will find the option to email registered team members at foxcitiesmarathon.org > Get Involved > Business Challenge > Team Look Up.

Q: Can my company fund part of our employees registration?

A: Yes! If your organization would like to provide a full or partial payment for employees - just let us know! We'll provide a unique code for your team to use and monthly billing with registration details.

Q: If an employee is already registered, how do they become part of our team?

A: Registered participants can contact the marathon at info@foxcitiesmarathon.org.



SUPPORT YOUR TEAM

PAY FOR SOME OR ALL OF THEIR REGISTRATION.

Contact us for codes your employees can use to subsidize the cost of their registration. Your company will be billed monthly for any code uses.

Let us know if you would like to support your employees by setting up a company subsidy program. You can choose from the following two options.

Fund a set amount:

\$_____ Full Marathon
\$_____ Half Marathon
\$_____ Relay Marathon
\$_____ 10K
\$_____ 5K Walk/Run

— OR —

Fund your employees' entire registration fee for these races

_____ Full Marathon
_____ Half Marathon
_____ Relay Marathon
_____ 10K
_____ 5K Walk/Run

Please order complimentary back bibs for our team.

_____ Quantity

Contact us at
info@foxcitiesmarathon.org

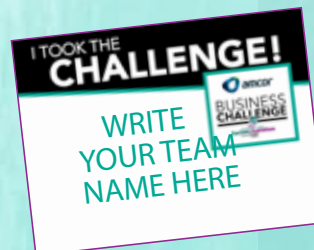
NETWORK

JOIN OUR FACEBOOK CAPTAIN'S GROUP



Ask questions and share ideas in our Facebook group just for Business Challenge Captains.

We'll also host a Captain's meeting. Watch for your invitation.



REGISTER YOUR TEAM TODAY!

VISIT FOXCITIESMARATHON.ORG CLICK ON: GET INVOLVED > BUSINESS CHALLENGE