



the**cancer**challenge

10K Run, 5K Run, 1-Mile Walk

Saturday, June 27, 2009

Team Packet Information

The Cancer Challenge is a non-profit organization that raises funds for organizations in northwest Arkansas to support programs and services designed around the early detection, prevention, diagnosis, research and treatment of cancer.



Dear Team Captain:

Thank you for your commitment to the 2009 Cancer Challenge. Your support will help raise funds to promote prevention, early detection, treatment, support, and research in the fight against cancer. As a Team Captain, you are a key component in the success of this event and the cause.

The Team Captain is responsible for:

- Creating the team online
- Recruiting 5 or more team members
- Promoting online registration
- Promoting donations

You'll be supported along the way to make sure this event is a fun experience for you and your team members!

The key things you need to know in order to start your team are:

- Race date is Saturday, June 27, 2009 at the Arvest Ballark, Springdale
- 6:30 am – 7:40 am Registration & Check-in (individuals and teams)
- 8:00 am Start Time for 10K(6.2 miles), 5K (3.1 miles) & 1-Mile Walk
- Online entry fees are \$25 for adults, \$15 for teens (ages 13-17), \$10 for youth (ages 3-12), 2 and under FREE.
- Online registration is the preferred method. Credit or debit card only.
- Paper registration forms and checks can be mailed to: The Cancer Challenge, P.O. Box 1843, Bentonville, AR, 72712.
- Teams or individuals that are unable to participate on race day please register to be a LTBT Partner (Love to be there...but can't). This allows you to be present in spirit and receive a T-shirt mailed to your home.

In this packet, you will receive:

- Cancer Challenge Run/Walk Fact Sheet
- Team Captain-Online Registration Instructions
- Online Fundraising Instructions
- Tips on Recruiting a Winning Team
- Common Questions & Answers
- 3 Run/Walk Registration Forms. Additional copies can be made or downloaded from www.cancerchallenge.com
- Run/Walk Poster



WHAT: Annual Cancer Challenge 10K/5K Run & 1-Mile Walk

WHERE: Arvest Ballpark, Springdale (Home of the Naturals)

WHEN: **Saturday, June 27, 2009**

Registration/Check-in	6:30-7:40 am
10K Run / 5K Run	8:00 am
1-Mile Walk	8:00 am
10K & 5K Awards	to follow

WHY: The support of teams like yours is instrumental to the overall success of this event. Team members may participate in any of the events and can run, walk, cheer or sleep in. We encourage each team member to raise and collect donations. Team members must register online by June 26, 2009, by 6:00 pm.

WHO: Any business, organization, hospital, school, or church can make up a team. Even friends and neighbors can join together in this team effort!

TEAM SIZE: Teams consist of a minimum of 5 people. Team members may run, walk, or even be "Proud in the Crowd" and serve as an official spectator. Each team member must register online and pay an entry fee.

BENEFITS: Each team member receives a Cancer Challenge T-shirt, a hat, goodie bag and the knowledge that you took an active role in the fight against cancer.

PRIZES: 10K and 5K prizes awarded to male and female finishers in 12 age categories, and to overall male and female finishers. Top fundraising teams will also be recognized.

Age Categories: 14 and under, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65+

QUESTIONS: Please call Cancer Challenge Office at (479) 273-3172



TEAM CAPTAIN: ONLINE REGISTRATION INSTRUCTIONS

- Log on to www.cancerchallenge.com
 - Click on **Registration/Run Walk** link
 - Click on “**Setup a Run/Walk Team**”
 - Select “**Team Captains – Create Your Team**” button
 - You will be redirected to an Active.com page and will need to **Create a MyActive account** (option B) or login if you already have a MyActive account (option A). Please save your login (email address) and password for future access to handy team tools.
 - At the Team Creation screen, Type a **Team Name**. Save.
 - Once your team has been created, begin sending invitations to individuals to join your team. Be sure to give them your team name. Also, don’t forget to register yourself!
 - You now have access to the following **Team Tools**:
 - Invite others to join this team
 - View team roster
 - Email team members
 - Update team information
 - Download team reports
- To login in the future to access Team Tools:
- Go to www.active.com
 - **Select Event Directors and Organizers**, Admin Logins (at the top right of the screen)
 - At Registration Center, select **Manage Your Team-Team Center**
 - Enter your login (email) and your password.
- Once your team has been created, individuals can begin registering for your team at www.cancerchallenge.com. Be sure to give them the Team Name.



TEAM MEMBERS: ONLINE FUNDRAISING INSTRUCTIONS

To begin fundraising as individual or as a team, you will want to create a personalized web page through the Cancer Challenge website. Follow these instructions to create your page.

- Log on to www.cancerchallenge.com
- Click on **Fundraising/Becoming a Fundraiser**
- Click on “**Set-up a Personalized Fundraising Page**”
- On the right hand side of the page, Click on
 - Individuals – to build your personal fundraising page.
 - Team Leaders- to build a team fundraising page. This allows others to join your team/group and fundraise as a team. Monies are tracked and credited to both the individual and team accounts.

Note: you will need to login at this time. If you have already registered for the run/walk use the same login (email address) and password. Otherwise, you will need to set up a MyActive account at this time.

- Build your personalized page.
 - Upload a personal photo.
 - Create a message connecting yourself to your cause.
- Send emails inviting others to join your cause.
 - Briefly explain why this cause is important to you.
 - Your subject line should be simple and cause related.
 - Be sure to include the link to your fundraising page and make it stand out.
 - Educate your donors on your cause and stress the benefits of contributing.
 - Always ask contacts to forward your email to others.
 - Ask often and ask big!
 - Keep donors updated on your progress.
- To login in the future to your personalized web page
 - Go to www.active.com/donations



Tips on Recruiting a Winning Team!

1. Get Organized!

- Recruit Co-Captains to help you organize your team

2. Spread the Word!

- Hang flyer in break room, send an email blast, share details at a meeting, etc.

3. Raise Donation Money!

- Remind all participants of the importance of raising donation money
- Organize a donation drive
- Build a personalized team or individual webpage via The Cancer Challenge website (see online fundraising instructions enclosed)

4. Build Team Spirit!

- Use your own enthusiasm to promote the race
- If appropriate, request support from your company or organization
- Hold a pep-rally (kick-off breakfast, lunch or afternoon get together)

Most importantly—Have Fun!



Common Questions & Answers

How many people does it take to constitute a team?

A minimum of five individuals are required for a team.

When and where do I pick up the t-shirts, race bibs, etc?

Everything will be available on Race Day at the Pre-Registration table. Each team member will check themselves in and receive their t-shirt and hat.

Where do we park on Race Day?

The Arvest Ballpark general parking lot will be available the day of the race.

Can you have strollers or dogs in the race?

For the safety of all participants, our insurance company requests that rollerblades and pets not be allowed on the course. Strollers are allowed in the non-competitive 1-Mile Walk or at the back of the pack for the 5K and 10K.

Can I add someone on my team after the online registration deadline?

All team members must be registered by 6:00pm the night before the event. Participants that did not meet the deadline may register Race Day as an individual.

Where do we send in the registration money for donations?

Donations can be mailed to: The Cancer Challenge – Donations, P O Box 1843, Bentonville, AR, 72712.

Can we send cash?

Only checks or Money Orders will be accepted. Please do not send cash.

Who do we make the check payable to?

Please make checks payable to: The Cancer Challenge

I signed up online as an individual and I meant to sign up on a team, how do I correct?

Call the Cancer Challenge office at 479-273-3172 for assistance.

10K, 5K, AND 1-MILE RUN/WALK

\$25 ADULT • \$15 TEEN (AGES 13-17) • \$10 YOUTH (AGES 2-12) • UNDER 2 FREE • \$25 LTBT PARTNER

Register at www.cancerchallenge.com (Preferred Method) or mail form.

Select Level: Adult Youth (Ages 2-12) Teen (Ages 13-17)
 LTBT Partner (T-shirt mailed)

Note: LTBT Partner, "Love to be there ... but can't," is a person who is present in spirit but not able to attend the event. Register and a T-shirt and hat will be mailed to you.

PLEASE COMPLETE ALL FIELDS

FIRST NAME

LAST NAME

ADDRESS

CITY STATE

ZIP AGE AS OF EVENT DATE

DAY PHONE MALE FEMALE

EVENING PHONE DATE OF BIRTH

E-MAIL (required)

CHECK ONE: 10K 5K 1-MILE RUN/WALK

T-SHIRT SIZE: YL S M L XL XXL

I am registering as part of a team. (To set up a team visit www.cancerchallenge.com)

Team Name:

Team Captain:

Team Captain's Phone:

What is your individual fund-raising goal?

\$150 \$250 \$500 \$1,000
 I do not plan to raise additional funds.

(Visit www.cancerchallenge.com to learn how to set up your own fund-raising page.)

I am a:

Cancer survivor
 Co-survivor — provided support to cancer patient
 Other Cancer Challenge supporter

Would you like to receive a Cancer Challenge quarterly newsletter by e-mail?

Yes No

REGISTRATION FEES

Adult	\$25	_____
Youth (ages 2-12)	\$10	_____
Teen (ages 13-17)	\$15	_____
LTBT Partner	\$25	_____
Social & Auction Ticket Qty: __ @ \$75	\$	_____
I would like to make a donation of: (participation not required)	\$	_____
Total	\$	_____

Method of Payment Cash Check

Credit card option available online only.
 Make checks payable to: The Cancer Challenge.

WAIVER & RELEASE (must be signed in order to participate)

I understand that my consent to these provisions is given in consideration of the acceptance of this registration for being permitted to participate in the Cancer Challenge Run/Walk. I am a voluntary participant in this event, and in good physical condition. I know that this event is a potentially hazardous activity, and I hereby assume full and complete responsibility for any injury or accident which may occur during my participation in this event or while on the premises of this event, and I hereby release and hold harmless and covenant not to file suit against the Cancer Challenge, Arvest Ballpark, its local affiliates and any affiliated individuals, any sponsors and their agents and employees, and all other persons or entities associated with this event (The "Releasees") from any loss, liability, or claims I may have arising out of my participation in the event, including personal injury or damage suffered by me or others, whether same be caused by falls, contact with participants, conditions of the course, negligence of the Releasees or otherwise. If I do not follow all the rules of this event, I understand that I may be removed from the competition. I give my full permission to The Cancer Challenge, its local affiliates, and their sponsors to use any photographs, videotapes, audiotapes, or other recordings of me that are made during the course of this event. I understand that this Waiver and Release may be stored electronically and agree that a copy is authentic and admissible as evidence in any future dispute or proceeding.

Signature _____ Date _____

(parent or guardian if under age 18)



thecancerchallenge

Go GREEN!

Register online at:
www.cancerchallenge.com

For more information, call 479.273.3172

Mail entry to:
 The Cancer Challenge
 Attn: Run/Walk Registration
 P.O. Box 1843
 Bentonville, AR 72712-1843

Schedule

6:30-7:40 a.m. Registration & Check-in

8:00 a.m. Start Time for 10K, 5K & 1-Mile Walk

The 10K, 5K, and 1-mile courses will begin and end at the Arvest Ballpark (home of The Naturals) in Springdale, AR. These courses are perfect for all ages and fitness levels. After the event, enjoy refreshments, vendor booths, entertainment, awards, camaraderie, and much more. Each registered participant receives a Cancer Challenge T-shirt and hat.* *First 700 participants

Race Distance: 10K (6.2 miles), 5K (3.1 miles) and Fun Walk (approximately 1 mile)

Age categories: 14 and under, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65+

Awards: 10K and 5K prizes awarded to male and female finishers in each age category, and to overall male and female. Top fund-raising teams will also be recognized.

START YOUR OWN TEAM! Don't miss this great opportunity to bring people together for a day of fun while supporting a wonderful cause. Register today to be a team captain and encourage your friends, family, neighbors, and co-workers to join your team. Or, set a personal fund-raising goal and invite others to help you reach your goal. Visit www.cancerchallenge.com to set-up a team and/or your personal fundraising page. For help in setting up your team, call 479-273-3172.