



**TRUIST CORPORATE CUP**  
**5K | HALF MARATHON | RELAY**

**AUGUST 14, 2021**  
**15TH ANNUAL**  
**TEAM CHALLENGE**

# TEAM CHALLENGE INFORMATION

**THE TEAM CHALLENGE** allows area businesses & community groups to compete for recognition as the organization that best exemplifies a commitment to healthy living & social responsibility in the Greater Charlotte area and beyond. For our 15th year, we've added an exciting new way to participate (both in-person and virtually)! Team members can log miles whenever and wherever they choose from July 13 - August 12 to get the most combined mileage!

## **Benefits of participating in the Team Challenge:**

- **Showcase your company to many runners, spectators, vendors and volunteers.**
- **Foster friendly competition and team building as you compete against other Charlotte businesses / organizations for bragging rights.**
- **Give back to the community through fundraising for the YMCA Annual Campaign and volunteering on race day.**

## **On race day, we will determine the Team Champions in each category based on:**

### **Team Engagement:**

- **1 point for each mile logged from July 13 - August 12.**
- **20 points for the team in each category that logs the most miles overall.**
- **20 points for each participant in the Corporate Cup 5K or Half Marathon above the 10 participant minimum.**
- **10 points for each volunteer.**

### **Team Spirit:**

- **30 points for entering a t-shirt design in our annual contest.**
- **50 points for winning the t-shirt design contest.**
- **1 point for every social media post (Instagram) created using the hashtag #YMCACorporateCup along with #TeamNAME from July 13 - August 12.**

### **Giving Back:**

- **5 points for every \$ 100 donated to the YMCA's Annual Campaign.**

**Ready to commit to the Team Challenge?**

**➤ SIGN UP HERE ◀**

# You're in for the Challenge... Now what?!?!



**Congrats!** We've come up with a step-by-step guide for you to create the best team ever and up your chances of winning the Corporate Cup.

## Step 1: Recruit the Forces

While finding at least 9 other runners sounds like a daunting task, it's actually not as hard as you might think. All you need to do is find 2-3 other people and let the trickle-down effect take place. Those people can then reach out to their network and voila! Call it the "7 degrees of Kevin Bacon" but it works. Remember, you get 20 points for every runner on your team once you reach the 10 person minimum. Runner sign-up can be found here:

<https://raceroster.com/events/2021/31910/truist-corporate-cup-5k-and-half-marathon>

**Volunteers** are a vital part of race day and ensure a safe and fun experience for everyone. Cheer stations and water stops are great options for teams – you'll just need 10-15 volunteers who spend a few hours cheering on race day! Volunteers earn 10 points per person for your team and even receive a volunteer race shirt as a thank you for their time.

Unable to run or volunteer on race day? **Consider supporting your team by donating to the YMCA's Annual Campaign.** Corporate Cup is a celebrated tradition in the Charlotte community that continues to strengthen the foundations of community. Our 2020 race raised more than \$214,000 for the YMCA's Annual Campaign. With these dollars, the Y is able to fund critical programming to support the growth and advancement of members in our community. Teams can create their own fundraising page for the race – this allows your runners to recruit donors for the cause and engages your non-runners alike!

## Step 2: Spread the Word

Once you decide on the best mode of communication for your team, sharing information with your team is a piece of cake.

### Email:

Using your email account, create a Corporate Cup team contact group and add the emails of your team. Then, whenever you need to send out a team email, just type in "Corporate Cup" instead of each individual email address. This is a good option because it allows you to attach word documents, pdf files, and excel spreadsheets – this is extremely helpful for sending out our weekly team challenge stats that begin in May. It also allows your teammates to have the choice of replying all or just to you for a little privacy.

### Social Media:

Create a Facebook group or Instagram/Twitter account for your team! This way everyone on the team can post important information like training plans, motivational quotes or post race party plans.

- Need a little help with what to post/write? Check out our hashtag on Instagram, Twitter and Facebook for inspiration; **#YMCACorporateCup**

# You're in for the Challenge... Now what?!?! CONTINUED



## Step 3: Get Everyone Pumped

If you're lucky, you will have an excited team ready to rock 'n roll! However, most teams are a mish-mash of friends, co-workers and family so a little motivation may be needed. In this case, here are a few ideas to get you going.

### Organize a socially-distant team run.

If you live close to at least a few members of your team, plan group runs once a month at a rotating location. If each team member chooses a location close to them, more people are likely to participate. Make sure to plan a leader for each distance that way you are encouraging your entire team to get active.

### Check out the Corporate Cup Facebook page and Instagram.

We offer exciting stories, photos and updates about the race, incredible pictures, along with contests, team rankings and posts that you can get involved with, too. Be sure to follow us and engage with the race by using **#YMCACorporateCup**

**Facebook (Childress Klein YMCA)**

**Instagram (@ymcacharlotte)**



For additional questions, please contact:  
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# RUN | VOLUNTEER | DONATE

## Join the team today!

[ymcacharlotte.org/races](https://ymcacharlotte.org/races)