



**Dear Business Team Representative:**

I am excited to invite your organization to be part of the second annual La Crosse Fitness Festival Corporate Team Challenge held May 1-2, 2010.

### **What is the Corporate Team Challenge?**

The Corporate Challenge a series of events that will provide an opportunity for area businesses to demonstrate their employee's fitness and community involvement, while encouraging maximum participation by people of all ages and current fitness levels. The range of events included in the Corporate Challenge are the Marathon, Half-Marathon, 5K Run/Walk, Corporate Challenge Relay, Cycling Criterium, Bike Tour and Cycling Time Trial.

The Corporate Challenge offers companies an opportunity to add excitement, team building and good-natured competition to the work place while at the same time raising money for the St. Clare Health Mission, La Crosse Youth Enrichment Association (YEA), La Crosse Special Olympics and promoting health and fitness to employees.

### **Who can participate in the Corporate Challenge?**

Any company, school district, municipality or non-profit organization, and all employees, full or part-time may participate in the Corporate Challenge. Families and friends are encouraged to participate in events, but only the employee will be counted towards the team's total participation. There is no limit to the number of participants or the number of teams a single business can have.

Your business will be recognized in one of the following categories:

- Small Company: <25 employees
- Medium Company: 25-99 employees
- Large Company: 100-499 employees
- X-Large Company: 500+ employees

### **Corporate Challenge Award**

- ❖ **Participation** (percentage of employees registered): 1<sup>st</sup> place winners of each of the above categories will be awarded a Corporate Challenge Plaque. All participants must be pre-registered by April 23, 2010 to be counted.

### **What are the next steps for your company?**

1. Designate a Team Captain!
2. Choose a Team name and share the name with employees!
3. Register your organization for the Corporate Challenge!
4. Sign-up employees!
5. Have interoffice competitions to get more people involved and have more fun!
6. **Enjoy race weekend!**

### **How can I register my organization?**

Have your Team Captain contact Pam Pfister at (608) 789-7304 or [pfisterp@cityoflacrosse.org](mailto:pfisterp@cityoflacrosse.org). Organizations that register prior to April 1, 2010 will receive the Corporate Team Challenge handbook that includes promotional materials, training tips, registration ideas and more.

### **What is a Team Captain?**

The Team Captain is designated by each participating Corporate Team. This person serves as the point person between their organization and the La Crosse Fitness Festival regarding registration, training questions, motivation, and coordinating details to help make the Corporate Challenge run smoothly for their organization.

### **What are the Team Captain's Responsibilities?**

1. Company registration in the Corporate Challenge of the La Crosse Fitness Festival.
2. Post promotional posters around workplace and send PDF e-mail flyer to employees.
3. Distribute La Crosse Fitness Festival registration forms to fellow employees.
4. Recruit co-workers and motivate them to recruit others too!
5. Forward La Crosse Fitness Festival information and details to participants.
6. Confirm employment of Corporate Challenge Team members.
7. Serve as a communication liaison between La Crosse Fitness Festival and Corporate Team members.



### **Corporate Challenge Relay**

The Corporate Challenge Relay offers any group of two or four employees or co-workers from the same company to run the marathon relay race against other teams from other corporations or within the same corporation.

### **Where do the registration fees go?**

Registration fees help pay for the necessary permits, supplies and personnel to put on the events. Any additional profit earned once those costs are covered will be donated to the St. Clare Health Mission, the Youth Enrichment Association of La Crosse, and Special Olympics of La Crosse.

### **Registration Details:**

Each individual is responsible for his/her own registration. Participants may register online, by mail or via Team Captain. When registering, participants must note team name on registration form to be counted towards Corporate Team total. It is the responsibility of the participant to pick up their registration packet at the Fitness Expo.

If you need more information or to find out what other businesses are doing to get their employees involved, please contact me. I hope to hear from you soon!

Sincerely,

Pam Pfister  
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