

# 2022 Corporate Challenge



## team captain toolkit

**49th Governor's Cup Road Race**  
Friday + Saturday, February 18-19, 2022

**Kids Main Street Mile    Main Street Mile**  
**Half Marathon    5K**

[Governorscupsc.org](http://Governorscupsc.org)



GovernorCupSC

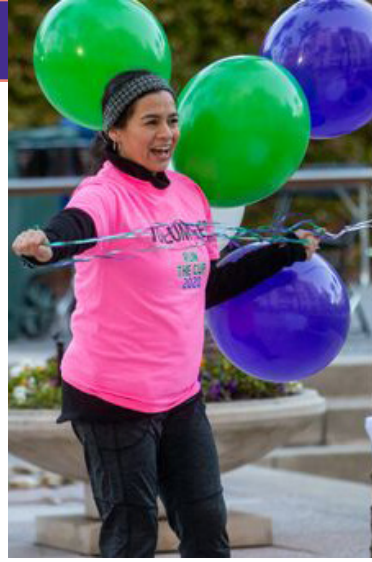


governorscupsc



GovernorCupSC





Thank you for agreeing to be a Team Captain for the 2022 Corporate Challenge. This annual event is a major component of the Governor's Cup Road Race.

The Governor's Cup Road Race is presented by Lexington Medical Center and is operated by the Carolina Marathon Association which has been conducting major running events in Columbia since 1977. We've got all the details right here for you!

- Friday, February 18 on Columbia's Main Street at 1830 Main Street
  - 6:00 p.m.- Join over 800 kids as they participate in the Kids Main Street Mile
  - 7:00 p.m. - Open Main Street Mile
  - 7:30 p.m. - Elite Main Street Mile
- Saturday, February 19 starting at Main and Gervais Street, Columbia SC
  - 8:00 a.m. - Half Marathon
  - 8:20 a.m. - 5K Run/Walk
  - 9:00 a.m. - Finish Line Festival begins. Awards ceremony for 5K and half marathon to follow

Detailed information on all Governor's Cup activities is available at [Governorscupsc.org](http://Governorscupsc.org). The Governor's Cup's Corporate Challenge promotes health and fitness in employees at worksites across the state of South Carolina. Participants are encouraged to take part in the weekend-long Governor's Cup events.

As a team captain, your role is to promote and coordinate participation of employees at your worksite in the 2022 Corporate Challenge. Your team captain kit contains all the tools you will need to organize a successful team. If you would like additional help in coordinating your team, please contact the Governor's Cup team at [Katie.Miller@GovernorsCupSC.org](mailto:Katie.Miller@GovernorsCupSC.org) for additional information.

Once again, thank you for your commitment to making the 2022 Governor's Cup Road Race a wonderful experience for your colleagues. We look forward to working with you!

Sincerely,

Katie Miller  
Governor's Cup Event Manager

# - checklist for team captains -

As the team captain for your worksite, you are the primary contact for team members. We ask that you recruit team members, help participants register, designate a charity beneficiary for your team and distribute race materials to your team. If you have any questions during the process, please contact Katie Miller at [Katie.Miller@GovernorsCupsSC.org](mailto:Katie.Miller@GovernorsCupsSC.org)

- Send introduction emails, post flyers, post social media blurbs and get creative to let your worksite know about the Governor's Cup Road Race. Sample materials are included in this toolkit.
- Recruit team members
- Create a training group. Resources are included to help you along the way.
- Help team members register. Team members can register using the online registration portal (<https://www.strictlyrunning.com/GCup/gcup.asp>).
  - A discount code for 20% off each race entry will be provided to your team captain. Please note, the online registration option applies a seven percent processing fee to the total.
- As a Corporate Challenge participant, you get to designate a charity to receive a 10% of your team's registration. Be sure to name your charity upon registering to be a Team Captain. *For example, if you have \$5,000 in registration fees then \$500 will go to the charity of your team's choice.*
- February 18 - packet pick up day (The Main Course located at 1624 Main Street. We will be in the back next to PJ Cannon Garage)
- February 19- take part in the 5K walk/race, half marathon, volunteer or cheer on your team!

## Key Dates

Price Increases for 5K

\$25 June 1 - November 30, 2021

\$30 December 1 - January 31, 2022

\$35 February 1 - February 18, 2022

Main Street Mile pricing is \$20 between now and February 17, 2022. Price will increase to \$25 on February 18, 2022 (Day of event)

Price Increases for Half Marathon

\$50 June 1 - November 30, 2021

\$60 December 1 - December 31, 2021

\$70 January 1 - January 31, 2022

\$80 February 1 - February 18, 2022

## Packet Pickup

Packet Pick-up location is at The Main Course located at 1624 Main Street. You can access the entrance via the patio which is located near PJ Cannon Parking Garage. This will take place on Friday, February 18 located between 10:00 a.m. - 7:00 p.m.

On February 19, Packet pick up will be located on the north side of the Statehouse near the starting line (by Gervais and Main Street) from 7:00 a.m. - 8:00 a.m.

## Corporate Challenge Recognition Awards

The top worksite with the most participation will be recognized. Participation will be based on the percentage of participating employees.

# - training for the 2022 governor's cup road races -

Below are some easy-to-follow plans for anyone looking to run or walk his or her first 5K. There are also some great programs online like Couch-to-5K. For half-marathon training plans, there are groups in Columbia who are training for this event, visit [Governorscupsc.org](http://Governorscupsc.org) for more details, or use some of the plans at the recommended links. Anyone starting any exercise program should always check with a physician before beginning training.

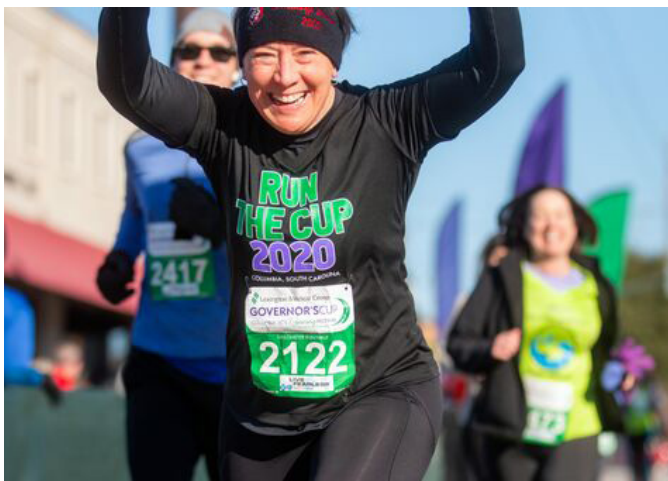
Training usually works best in a group, so gather your team, start training and encourage each other along the way! 5K run or walk plan: Start slow and increase your time and mileage gradually. You should spend 25-30 (run) or 30-45 (walk) minutes a day, three to four times a week, being active. Space out your workouts to give your body time to rest. Listen to your body. It's okay to take an extra rest day to recover. Don't worry about going fast, your body will adapt and will get fitter.

## 5K Run Training Plan

Week	Routine	Duration	Frequency
Week 1	Walk 4 minutes, Jog 1 minute for 5 cycles	25 minutes total	3-4 times a week
Week 2	Walk 3 minutes, Jog 2 minute for 5 cycles	25 minutes total	3-4 times a week
Week 3	Walk 2 minutes, Jog 3 minute for 6 cycles	30 minutes total	3-4 times a week
Week 4	Walk 1 minutes, Jog 4 minute for 6 cycles	30 minutes total	3-4 times a week
Week 5	Walk 1 minutes, Jog 5 minute for 5 cycles	30 minutes total	3-4 times a week
Week 6	Walk 1 minutes, Jog 6 minute for 5 cycles	35 minutes total	3-4 times a week
Week 7	Walk 1 minutes, Jog 7 minute for 4 cycles	32 minutes total	3-4 times a week
Week 8	Walk 1 minutes, Jog 8 minute for 4 cycles	36 minutes total	3-4 times a week

## 5K Walk Training Plan

Week	Routine	Frequency
Week 1	Walk 10 minutes	3 days
Week 2	Walk 15 minutes	3 days
Week 3	Walk 20 minutes	4 days
Week 4	Walk 25 minutes	4 days
Week 5	Walk 30 minutes	4 days
Week 6	Walk 35 minutes	5 days
Week 7	Walk 40 minutes	5+ days
Week 8	Walk 45 minutes	5+ days



## - recruitment tactics -

### Recruitment Email Template or Newsletter Story

To: All employees

Subject: Governor's Cup Road Race Corporate Challenge

Hi, I am (Name) and I am your team captain for the 2022 Governor's Cup Road Race Working Well Corporate Challenge. The Governor's Cup Road Race will be held on February 18-19, 2022 and we want you to join us. Sign-up today for the half marathon, the 5K and/or the Main Street Mile!

The Working Well Corporate Challenge aims to get employees of South Carolina businesses to engage in a healthier lifestyle through this fitness event. As part of our team, you will receive (Include any other incentives your employer can offer) in addition to the race shirt, finisher's medal and post-race celebration at the event. As part of your registration fee, three percent of our total registration fees will be donated to (Include your charity of choice).

Contact me for a paper registration form or visit [Governorscupsc.org](http://Governorscupsc.org) and select the registration page to register for our team. Be sure to enter (Discount code) to register as part of our team and receive 20 percent off your registration fee. I am looking forward to a fun day of fellowship and fitness!

Thank you,

Name

(Contact information)

### Social Media Recruitment Samples

“(Company Name) Employees: Have you signed up to be a part of the (Company Name)'s Corporate Challenge for the 2022 Governor's Cup? Sign-up today to run the half-marathon, 5K, or Main Street Mile! Contact (Team Captain name) for more information and a discount code.”

“So far we have (Number) people signed up to be part of our Working Well Corporate Challenge Team for the 2022 Governor's Cup. Are you one of them? It's not too late! Contact (Team Captain name) to sign up today!”

## - Event Starting Times, Location and Fee Schedule -

The Kids Main Street Mile will take place Friday, February 18, at 6:00 p.m.. The Start will be at 1800 Main Street and finish will be at the corner of Laurel and Richland Street.

Race begins Friday evening, February 18, at 6:30 p.m. (open) and 7:00 p.m. (elite). Starts at 1800 Main Street and finished between Laurel and Richland Street.

Half-Marathon: Starts on Saturday morning, February 19, at 8:00 a.m. at Gervais and Main St. heading east. The event finishes heading south on Park St. at 1110 Park Street.

5k: Starts on Saturday morning, February 19, at 8:20 a.m. at Gervais and Main St. heading east. The event finishes heading south on Park St. at 1110 Park Street.

### **Main Street Mile**

\$20 Now - February 17, 2022

\$25 February 18, 2022 (Day of event)

### **Kids Main Street Mile**

Please visit <http://www.governorscupsc.org/kids.html> to register. All kids 12 and under are free to participate

### **Half-marathon**

Early Bird Special: \$45 May 10 - May 31, 2021

\$50 June 1 - November 30, 2021

\$60 December 1 - December 31, 2021

\$70 January 1 - January 31, 2022

\$80 February 1 - February 18, 2022

\*Half-marathon and Main Street Mile combo package available at an additional \$10 over the current half-marathon price. Combo pricing includes one wicking shirt for the Half-marathon.

### **5k Run/Walk**

\$25 June 1 - November 30, 2021

\$30 December 1 - January 31, 2022

\$35 February 1 - February 18, 2022

\* 5k and Main Street Mile combo package available at an additional \$10 over the current 5k price. Combo pricing includes one wicking shirt for the 5k run/walk.