

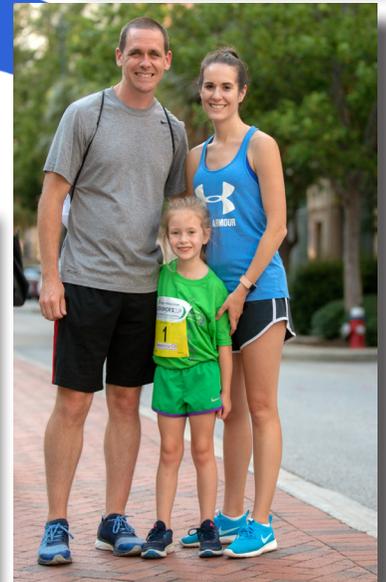
Team Captain Toolkit



WORKING WELL 2019 CORPORATE CHALLENGE



LEXINGTON MEDICAL CENTER
SOUTH CAROLINA'S *Running* FESTIVAL





Thank you for agreeing to be a Team Captain for the 2019 Working Well Corporate Challenge. This annual event is a major component of the Governor's Cup Road Race.

The Governor's Cup is the oldest continuously conducted running event in South Carolina and the 2019 event is scheduled for May 17-18. The Governor's Cup is a running festival that includes a weekend full of events:

Friday, May 17, events include:

- Main Street Mile - adults and children are encouraged to participate

Saturday, May 18, events include:

- Lexington Medical Center's Governor Cup Half Marathon
- BlueCross BlueShield of South Carolina 5K Run and Walk

Detailed information on all Governor's Cup activities is available at www.GovernorsCupSC.org. The Corporate Challenge is offered in collaboration with the South Carolina Hospital Association's Working Well initiative. More information on Working Well is available at www.WorkingWellSC.org.

The Governor's Cup's Working Well 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 2019 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 for additional information.

Once again, thank you for your commitment to making the 2019 Governor's Cup Road Race a wonderful experience for your colleagues. We look forward to working with you!

Sincerely,

Russell Pate
Governor's Cup Race Director

- 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

- 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 portion of your team's registration. Name your charity upon registering to be a Team Captain.

- Mark your calendar for team packet delivery. Teams who wish to have their packets delivered to their worksite, must inform Katie Miller (Katie.Miller@GovernorsCupsSC.org) prior to May 1.
- May 17 attend the expo and pick up your packet. Participate in the Main Street Mile.
- May 18 take part in the 5K walk/race, half marathon or cheer on your team!

Key Dates

Price Increases

Registrations prices will increase on March 1 and May 1. Register early for the most savings!

Team Packet Delivery

All worksites who requested packet delivery by May 1, the Governor's Cup team will deliver your team's packets May 13th. This delivery will include all entries submitted by noon on May 10. Each race participant will receive his or her race shirt and some swag with additional prizes for team captains.

Individual Packet Pickup

May 17, 2017, 11 a.m.-7 p.m.

Hilton Columbia Center, 924 Senate Street, Columbia, SC

If your team opts out of the delivery option, each team member can pick up his or her race packet as an individual.

Working Well Corporate Challenge Recognition Awards

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

See the Governor's Cup website for Race Day Timelines

www.GovernorCupSC.org

- training for the 2019 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 www.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

Additional Training programs:

Strictly Running will begin a half-marathon training group for all ages and abilities on February 9, 2019. It is a sixteen-week training group aimed at preparing runners of all experience levels and any starting distance. The group will meet on Wednesday evenings and Saturday mornings, and the training will focus on the 2019 Governor's Cup Road Race on May 19, but we will prepare you for any race you choose during the training period. John Zemp will be your USATF certified coach. You receive weekly training plans, 2 detailed workouts for group each week, open access to the coach via email or text, 15% off at Strictly Running during the training period, and more. You can call 803-799-4786 to get more information.

Fleet Feet Sports Columbia has several training groups to help runners of all abilities train for Governor's Cup Events. Fleet Feet we will have both a 5k and a Half Marathon training program targeting the Governor's Cup races. The 5k program is 12 weeks and kicks off February 26th. The Half Marathon training program will be 11 weeks and is kicking off March 5th. For more information and to sign up: <http://www.fleetfeetcolumbia.com/training>. Any additional questions can be emailed to training@fleetfeetcolumbia.com.

- recruitment tactics -

Recruitment Email Template or Newsletter Story

To: All employees

Subject: Governor's Cup Road Race Working Well Corporate Challenge

Hi, I am (**Name**) and I am your team captain for the 2019 Governor's Cup Road Race Working Well Corporate Challenge. The Governor's Cup Road Race will be held on May 17-18, 2019 and we want you to join us. Sign-up today for the half marathon, the 5K run or walk 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 www.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 Working Well Corporate Challenge for the 2019 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 2019 LMC Governor's Cup. Are you one of them? It's not too late! Contact (**Team Captain name**) to sign up today!"

"On your mark, get set, GO! We are (**Number**) weeks away from the 2019





GovernorsCupSC.org

Working Well

Healthy Worksites, Healthy Communities

Affiliated with the South Carolina Hospital Association

Main Street Mile:

Friday, May 17, 2019

Half-Marathon &
5K Run/Walk:

Saturday, May 18, 2019

Contact

at _____

for more information about
registering for our team and to receive
a discount code for registrations!



RUN THE CUP!

May 17-18, 2019