



5K RUN/WALKATHON

To support the Boys & Girls
Clubs of Gloucester County



HELP MAKE A DIFFERENCE!

THE 2021 RUN/WALKATHON

From March 15–April 15
Any time, any location

Presenting Sponsors



BOYS & GIRLS CLUBS
OF GLOUCESTER COUNTY





In this time of COVID-19 we need the Boys & Girls Clubs more than ever! The Boys & Girls Clubs of Gloucester County is providing continuity and a safe environment for children to thrive, whether they are out of school and need a location where they can learn, or in-school and need an afterschool program. Either way, children participate in physical fitness activities and receive free nutritious meals.

The Boys & Girls Clubs of Gloucester County is asking the community, particularly those concerned with children's health, to participate in our first ever Virtual Run/Walk A Thon to benefit our Club programs which include health & wellness activities.

How Can I Help?



Be an Individual Participant

Any adult 18 or older may sign up to participate and then walk or run between March 15th and April 15th. Participation is FREE to any participant, however, making a personal donation is encouraged.

Be a Pledger

Pledge at least \$20 to any participant in support of their efforts to run/walk a 5K between March 15th and April 15th. (Yes, any participant may also make a pledge on behalf of themselves or others.). Anyone over 18 with a credit card may make a pledge. You may also make a straight donation.

Organize a Team

Any participant may organize a team by securing 2 or more people.

Individuals may organize teams of any size. Individuals in companies/organizations may also organize teams of any size but also have the option of creating multiple teams. Families as well may organize teams. Children under 18 may participate through family registration only. An adult captain is responsible for the child. Teams are encouraged to make a fundraising goal of \$2,500 or more.

How Can I Help?



— Become a Company/Organization Participant —

Companies and Organizations are being asked to commit to fielding at least one team and identifying a team captain (point person) for each team they field. They agree to let their employees know about this event by disseminating an e-mail message with a link to registration.

— — — — — Become A Sponsor — — — — —

Companies and Organizations are being asked to either become an Award Sponsor or T-Shirt Sponsor. Sponsorship information, including pricing and benefits, can be found on a future page.

When is the Time/Location of the Event?

There is no one location. Participants may choose to walk and run wherever they want. They are on the honor system to complete 5K between March 15th and April 15th. Sign-up starts February 1st.



Recruit Team Members

Recruit as many members as possible. Teams may be as large as you wish. Those who sign up agree to try and get enough pledges to raise \$250 each.

Fill Out Forms

Fill out information on Run/Walk A Thon page and then ask participants on team to do so as well within 48 hours after they agree to participate. All captains are treated as a team member and will attempt to raise at least \$250. They will normally use e-mail and texts to share with friends and colleagues the link to go to, in order to sign up. If these friends and colleagues do not want to participate, they will be given an option to pledge to their own page or give a donation.

Recruit Pledgers

Encourage team to get as many pledgers as possible! The more team members recruited, the higher the likelihood that the team will be able to achieve first second or third place. More importantly, higher dollars will be raised for the cause, the greater the number of team members involved.



Receive Trophy If You Win!

Receive award trophy by mail (if your team finishes in one of the top three positions for an award category)!

If your team comes in first, second or third place for any of the following categories, a trophy will be mailed to the captain's home address. A letter of announcement will go to all team members that their captain has received the trophy on their behalf.

Team Award Categories Include:

- **Most total dollars** (top 3 teams receive a trophy)
- **Most total pledgers** (top 3 teams receive a trophy)
- **Largest number of team members** (top 3 teams receive a trophy)





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Participant Responsibilities



Register For The Event

Registration for participants begins the first week of February. Sign up through Qgiv at this link: <https://secure.qgiv.com/event/gcbgc/>

Create Your Fundraising Page

Each participant will create their own fundraising page using a Qgiv template we provide in an effort to raise funds for the Boys & Girls Clubs of Gloucester County. They can customize their page as they wish, but must not include any inappropriate content that does not align with the organization's mission. They can choose to share this fundraising page's URL via email, through text message or through social media and can utilize the provided virtual running bib to market the event.

Reach a Fundraising Goal

Participants need to try and reach their individual fundraising goal of \$250 (or \$2,500 per team). They can do this by sending their page to friends and family to secure pledges! Anyone who reaches their fundraising goal of \$250 will receive special recognition. Those who raise \$500 or more will receive a medal for their achievement.



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Participant Responsibilities



Participate in the Event

Walk or run 5K anytime before April 15th. You may do it all at once or spread it out over days and weeks. It may occur indoors, outdoors anywhere you want.

Turn in Your Time

Participants who want to qualify for an award must turn in their 5K time to Gianna Cettei at gcettei@gcbbgc.org by Thursday, April 15, 2021. This step is optional!

Receive Trophy If You Win!

Participants who place in the top three positions for an award category will receive a trophy mailed to their home address. Award categories include:

- **Most total dollars** (top 3 each receive trophy)
- **Most total pledgers** (top 3 each receive trophy)
- **Fastest time** (top 3 each receive trophy)



Make a Donation

Pledgers are expected to make a donation of at least \$20 on behalf of any runner. Participants can pledge for themselves or for any other participant. Pledgers who do not have a runner in mind can also make a general donation through the Boys & Girls Clubs of Gloucester County website.

Receive Thank You Letter

Pledgers will receive a thank you with tax documentation for their generous gift! All proceeds go toward programming for the Boys & Girls Clubs of Gloucester County.





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Sponsorships



Presenting Sponsor

SOLD OUT \$2,500

- Largest logo on t-shirt
- Your logo on our website
- Your logo on event e-mail blasts
- 3 social media shout-outs on both LinkedIn and Facebook
- Your logo on event thank you page

Award Sponsor

\$1,000

- Second largest logo on t-shirt
- Announcement of company name in presentation of all awards
- Social media shout-out on both LinkedIn and Facebook
- Your logo on event thank you page

T-Shirt Sponsor

\$500

- Your logo on back of t-shirt which goes to every participant
- Your logo on event thank you page



BOYS & GIRLS CLUBS
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Interested in being a sponsor? Contact Rob Kutzik at rkutzik@gcbgc.org



5K RUN/WALKATHON SPONSORSHIP FORM:

ORGANIZATION/CONTRIBUTOR INFORMATION:

Contact Name: _____

Title: _____

Contributor/Organization Name: _____ (Indicate name as you wish it to appear in our promotions)

Team (If applicable): _____

Phone: _____ Email: _____

Address: _____ City: _____ State: _____

Zip: _____

PURCHASE INFORMATION: (Check all that apply)

☐ Presenting Sponsor ☐ Award Sponsor ☐ T-Shirt Sponsor

☐ I cannot attend, but enclosed is my contribution of \$_____

PAYMENT OPTIONS: (Tax exempt to the extent of the law)

☐ Check Total: \$____ Please make check payable to Boys & Girls Clubs of Gloucester County and send to P.O. Box 742, Glassboro, NJ 08028.

☐ Credit Card Please visit our website at www.gcbgc.org to process your payment. Donate at the button at the top of the page or visit our Virtual 5K Run/Walkathon page listed under the Events tab.

☐ Request Invoice. Payment within 2 weeks.

If you have any questions, please contact Rob Kutzik at rkutzik@gcbgc.org



5K RUN/WALKATHON DONOR FORM:

PERSONAL INFORMATION:

Name: _____

Company name (If applicable) : _____

Phone: _____ Email*: _____

Address*: _____ City*: _____ State*: _____

Zip*: _____

*Required

WOULD YOU LIKE TO APPLY THIS TO A PARTICIPANT OR TEAM?

☐ No ☐ Yes (please list name or team): _____

PAYMENT AMOUNT: (Tax exempt to the extent of the law)

☐ Check Total: \$____ Please make check payable to Boys & Girls Clubs of Gloucester County and send to P.O. Box 742, Glassboro, NJ 08028.

☐ Credit Card Please visit our website at www.gcbgc.org to process your payment and write 5K Run under the description.

☐ Request Invoice. Payment within 2 weeks.