



USAP Events NorCal Corporate Challenge

Believe & Achieve

2020

Objectives:

- 10-15 corporate companies engaged and participating in all or some of the USAP Events
- Creating corporate outreach through volunteering and participating as a team
- Donations of \$100,000 to charity of choice or each local event charity
- Creating health & wellness through team building activities
- Get more women involved, which will create more engagement, healthier families and workplaces
- Educate and provide knowledge and the products and services to stay fit and healthy



2020 USAP Events

HMB Triathlon July, 2020 -----	California Tri June 21, 2018 -----	Folsom Triathlon July 12, 2020 -----	Alameda Half Sept 13, 2020 -----
Morgan Hill Tri May 19, 2020	SV Kids Tri August, 2020	Oakland Triathlon August 23, 2020	Monterey Tri October 11, 2020



How does the Challenge Work and Benefits?

Challenge is Based on: Total Participation Points, Overall Age Group Performance Points and Volunteering Points

- | | |
|--|---------|
| • HMB Event Donation Prize: | \$2,000 |
| • California Triathlon Event Donation Prize: | \$2,000 |
| • Oakland Event Donation Prize: | \$2,000 |
| • Donation Grand Prize of Series Winner: | \$5,000 |

To participate in the Challenge, you must have the following minimums to participate in the event donations above:

- 5 participating members from your organization
- 5 participating volunteers from your organization



How does the Challenge Work and Benefits?

Corporate engagement benefits around the events

- Participation Categories
 - C-Level Challenge
 - D-Level Challenge
 - Departmental Challenges
 - Relay Teams, Aqua-Bike, Paddle and Run-Bike to get everyone involved
- Volunteerism/Community Outreach
- Corporate Wellness
- Team Building and Morale Development
- Corporate & Product Awareness, Sponsorship & Expo involvement
- B2B Development



Other Ways to get Involved?

B2B Engagement

- Building business to business relationships around the events in our business community
- Expo involvement and corporate participation
- Products & Services launch or awareness through event incorporation

Donating & Fundraising

- Fundraising Goal: \$100,000
- Creating a level of charitable giving & fundraising around the event(s)
- Corporate Challenge partners are racing/participating to build the growth for our beneficiary of choice or their own charity that they support or have corporate involvement.
- Charity of Choice: Crohn's & Colitis Foundation of America

Relay - Race with a Pro / Corporate CEO Team (3-person team)

- Create CEO Relay team, racing for the charity of choice
- Charity development around the Race with influencers and leaders in each industry
- Goal to raise over 25k through this initiative from each CEO Relay Team
- Relay format (swim-bike-run) choosing who does which portion of event

Email us to get your organization added to our Corporate Triathlon Challenge list and receive a discount code for registration. If you would like to discuss fundraising and/or sponsorship, please email us or give us a call.

USA Productions

Direct: 408.515.2860

info@usaproductions.org





USAP Corporate Challenge Partners

- Event Production Company: USA Productions
- Beneficiary of Choice: Crohn's & Colitis Foundation of America
- Training Partner: Kain Performance & Team Sheepar
- Custom Apparel Sponsor: Jakroo
- Nutrition Sponsors: RXBar, SiS, and Juice Plus
- Swim Accessories Sponsor: Blue Seventy
- Online Retailer: Swim Outlet
- Brick & Mortar Retailer: Sports Basement



The Crohn's & Colitis Foundation of America will be our beneficiary of choice around all our events. You will see them in full at each event volunteering and participant through their Team Challenge Triathlon Program. www.ccfa.org



CCFA sponsors basic and clinical research of the highest quality. The foundation also offers a wide range of educational programs for patients and health-care professionals and provides supportive services to help people cope with these chronic intestinal diseases. CCFA has received a 4-star rating from Charity Navigator for three consecutive years and also has the highest rating from the Better Business Bureau.

Team Building

The California Corporate Triathlon Series will promote teamwork while building a healthy workforce. Our goal is to create a positive competition among corporate teams with an equal focus on competition and participation. The Series will be as friendly to first time participants as to hardcore endurance athletes. The winning team will receive bragging rights, a perpetual award for display at company HQ and will have the ability to donate the \$10,000 prize purse to the charity of choice on behalf of the company that fields the most spirited or determined teams. Company participation in the Corporate Triathlon Challenge will be much more than the usual team-building event or retreat because it combines the challenge of training & participating in the triathlon, the health and wellness benefits that follow, and the opportunity to engage potential customers in a meaningful way.

As a title sponsor benefit or a participating corporate team, USA Productions and our coaching partners will create and implement a specially designed employee participation program including the following elements:

- Suggested 8-week training programs for beginner swim, bike, run participants designed and implemented by us.
- On-site Corporate Triathlon Challenge kick-off including motivational & informational presentation by our ambassadors, influencers and leaders.
- Company discounts for our training programs getting employees excited about their participation in the California Corporate Triathlon Challenge and wanting to prepare themselves for the first challenge event.



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Creating Corporate Wellness

The Harvard Business Review defines corporate wellness programs as “an organized, employer-sponsored program that is designed to support employees (and, sometimes, their families) as they adopt and sustain behaviors that reduce health risks, improve quality of life, enhance personal effectiveness, and benefit the organization’s bottom line.”

According to Harvard Business Review’s research:

- Every dollar invested in wellness programs yields \$6 in health care savings.
- Employees participating in wellness programs are much less likely to leave the employer.
- Employees are much more likely to engage in fitness activities if upper management is also involved
- Wellness programs must be comprehensive, engaging, and just plain excellent. Otherwise, employees won’t participate.
- Wellness is not just a mission—it’s a message. How you deliver it can make all the difference. Sensitivity, creativity, and media diversity are the cornerstones.
- On-going partnerships with external partners are a success pillar.

The USAP Corporate Triathlon Challenge Series is inclusive as it involves the most popular fitness and endurance-based activities – swimming, biking and running/walking.



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Benefits of NorCal Corporate Challenge Sponsorship or Partnership?

Expo

- One 10' x 20' booth at each event expo or race site
- Premium positioning in the expo area

Sponsor Engagement

Title Sponsor will have the opportunity at its own cost to:

- Supply content for email distribution to confirmed entrant list by USA Productions.
- Insert merchandise or product offering in athlete bags and athlete information guide
- Give-away product to spectators and participants at the finish line

Free Entries

Sponsors will receive several complementary entries per sponsored event for its employees and customers and clients based on donation to the California Corporate Challenge Series.



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How to Become a Sponsor/Partner?

Sponsorship at all levels is based on giving back to our charity or your charity of choice. The goal is to raise 100k and create an avenue for health and wellness for our corporate community.

Title Sponsor of Series (1): \$40,000
15 entries for series

Presenting Sponsor of Series (1): \$20,000
8 entries for series

Health & Wellness Sponsor (5): \$12,500
4 entries for series

Affiliate Sponsors of Series (10): \$5,000
2 entries for series

We look forward to your participation in our 2020 NorCal Corporate Challenge! Email us today with any questions: info@usaproductions.org



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