



PRESENTED BY



2022 Toronto Corporate Run / Walk Captain's Manual

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good times
RUNNING

WHAT: Toronto Corporate Run/Walk 5k – Toronto’s oldest fitness team building event. 5k Distance, Chip-Timed, Accurate, Safe.

(Formerly Owned / Operated by the YMCA of Toronto – YMCA Relay, YMCA Challenge, Strong Kids Relay – all former names from 1981 – 2013 – Good Times Running became new Owner / Operators in 2014 after the YMCA cancelled the event)

WHERE: Ontario Place, the Commons, West Island – 955 Lakeshore Blvd West. Toronto ON M6K 3B9

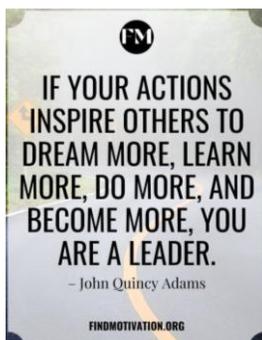
(location for the time period 2014 – 2019, and now 2022 SUBJECT TO POSSIBLE CHANGE ACROSS THE STREET – similar route(s) as before, potential NEW Start / Finish and Party Area

WHEN: Wednesday, June 1st – 6:30 pm START (not 7pm – we keep trying to push the start earlier – doors open at 5pm – arrive early and enjoy the scenery by the water)

(this event was always held in the last week of May, or first week of June, always mid-week, always after work like all other global corporate run/walk events – from 2014 – 2019 we moved the event to the Fall and now we are back in the original time slot... it’s going to be great!)

WHY: For in-person FUN, FITNESS and FUNDRAISING – Team Building, Workplace Wellness, Fun After Work, Business Development, Corporate Responsibility.....why not!!

HOW: Keep reading the manual if you don’t know yet.....





What does it mean to be Team Captain?

If you are reading this, THANKS, for taking the lead role within your company. We really appreciate this, but the magic is that you will get far more out of this role than you might imagine. Someone on your team, either a workplace colleague you know or just started to get to know, will change their life because of your efforts.

Seriously. We see this all the time, so if you do take this journey and stop at the Finish Line waiting for your fellow teammates to complete their 5k, watch what happens. Something so simple like a 5k becomes a major catalyst for change; some people have come back from serious injury or family loss and thus their training and discipline to get this distance done becomes emotional and a big deal for them,

Someone has made significant changes to their lifestyle as a result of this opportunity and your leadership. It may just be a 5k today, but this new fitness routine can become a new way of life and literally they may not stop at this one event.

Some will continue training, moving up to the 10k, or further. Some might stop smoking or make improvements in their diet and lifestyle because of this new opportunity. Don't give up on anyone, especially those "people" who need more handholding than others.



What this means is we really need a few people like you rolling up their sleeves and supporting your co-workers who need help. With their training, maybe some motivation, maybe a nudge and a few words of support and encouragement.

For certain colleagues it has been a long time since they entered a “race” and it might seem daunting or a little embarrassing to show their bare legs in front of co-workers for the first time! And no one wants to be last as that bothers some people, we hear this all the time. Remind anyone who asks that the last person got the most value for their registration money!

Team Captains are vital to our event success so once again if you are taking on this role by yourself or with a few others, we tip our hats and salute you from the bottom of our hearts. Several teams who return year after year also have the same captains so if needed we are happy to e-introduce you to some veterans who can share with you their many years of experience.

Many large companies literally have so many staff that you will get to know some new office mates for the first time and when you see each other in person at our event it’s like a reunion! A running or walking buddy today becomes a new friend, outside the office... imagine that. Who knows what that means in the long term but it’s a special connection in the endurance sports world that may stick with you for a long time.

Roles and Responsibilities

Technically nothing! We are all adults here and each member on your team, large or small, is signing their own waiver and registering on their own. But what we see often are these key things:

- Make sure everyone knows EXACTLY where to go, when, and what to prepare for – surprisingly many who sign up either forget to use an accurate email or quickly hit “delete” after they register so as not to fill up their inboxes
- We do our best to communicate regularly with everyone attending but some people do wait for that official word from YOU or the company with next steps – so we suggest sending out separate, internal communications to your team or set up a What’s App temporary group to exchange training tips or planning of everyone’s trip down to the event on June 1st (some people do arrive late as they mix up the start times versus end times)
- Remind everyone that there is FREE BAG CHECK on site, and if they plan to stick around for the after party it might be more comfortable to have a dry shirt, jacket, sweater with them
- If your team is doing some fundraising we can step in and help once someone creates their fundraising page



Registration Procedures and Suggestions

We use **Race Roster** for our online registration system, like most run/walk events across Canada, a trusted and reliable third party payment processing company. They have won many awards and are based in London, ON. This is the **ONLY** way for each and every person to sign up, and if it's your first time doing an event like this Race Roster asks for a quick account registration. All data is secure and never sold, the ownership of this data belongs to Good Times Running Inc. You can call Race Roster for help - just refer to **Event I.D. #58822 – 1-855-969-5515**

Due to Liability and Insurance reasons we cannot have Captains register on behalf of their teams. Everyone can use their office address and corporate issued email but we know many of your participants who are already active and have a Race Roster account will use their personal email.

Several mandatory questions are built in to this back-end process, including which company you are from and there is a drop down menu where your company should be listed. Please check yourself as you may be a new team with us and we can quickly add the business name here. This is important because it's much easier for our staff going forward to pull a report anytime for you to see how many people have registered.

And yes it's like herding cats or sheep sometimes! So this allows you to follow up with someone who is hesitant, shy or uncertain and who may have said "I signed up already" when in fact they did not!

Shirts

Other mandatory questions include **"What Shirt Size are You"** – we ask this because most teams provide T-shirts (breathable, tech fibers) for their teams attending and we help them capture this sizing. This event **DOES NOT** include t-shirts for this reason, just so you know. We highly recommend the idea of buying team shirts, as it's a great advertisement for your company.

Running or Walking

We also ask if you are Running or Walking and this is important as the event grows. Our Race Crew at the Starting Line will ask and remind all Walkers to line up behind Runners, for safety reasons. Those fleet footed runners chasing trophies and personal best 5k run times need to be in the first 20-30 rows of participants!

Race Bibs

Each race bib assigned is unique to each participant and yes, this is an **OFFICIAL**, chip-timed 5k distance, precisely accurate. But we recognize the 10% - 20% of those attending who race often and want to make sure the course wasn't "short" or "long" (heaven forbid).





Most companies pay for team registrations, or partial, or, make everyone pay themselves and there's a reimbursement afterwards if you can show proof of finishing!

Some companies pay 50% and ask for the balance to be covered by each team member and this includes the shirt. Some companies pay the entry fees but ask for a certain fundraising minimum from each attendee or a group goal is established for everyone to work towards.

Promo Codes can be issued to allow your teams and individuals to register, skip payment, and your company is invoiced separately. Payment can also be made by Cheque, ETF but not bitcoin. (: We appreciate and expect everyone to manage payment ahead of the event as we are often too tired right after to do much else!

The next page shows what a CONFIRMATION REGISTRATION email looks like. If your participant was successful registering, within seconds the transaction sends the recipient an email confirmation. This is not required to show at a later date, BUT some people forget the very last step, or make a mistake and believe they have registered. Without this verification it means something happened. Don't panic. We can fix this.



Confirmation No. 15245022

Toronto Corporate Run and Walk 2022



This email confirms you are registered for **Toronto Corporate Run and Walk 2022**

If you have any questions about your registration, please [contact the event organizer](#).

Event details

Event date(s) June 1, 2022

Event location 955
Lakeshore Blvd West
Toronto, ON M6K 3B9

Name

Sub-event

Peter Donato

Individual Registration



Check in barcode



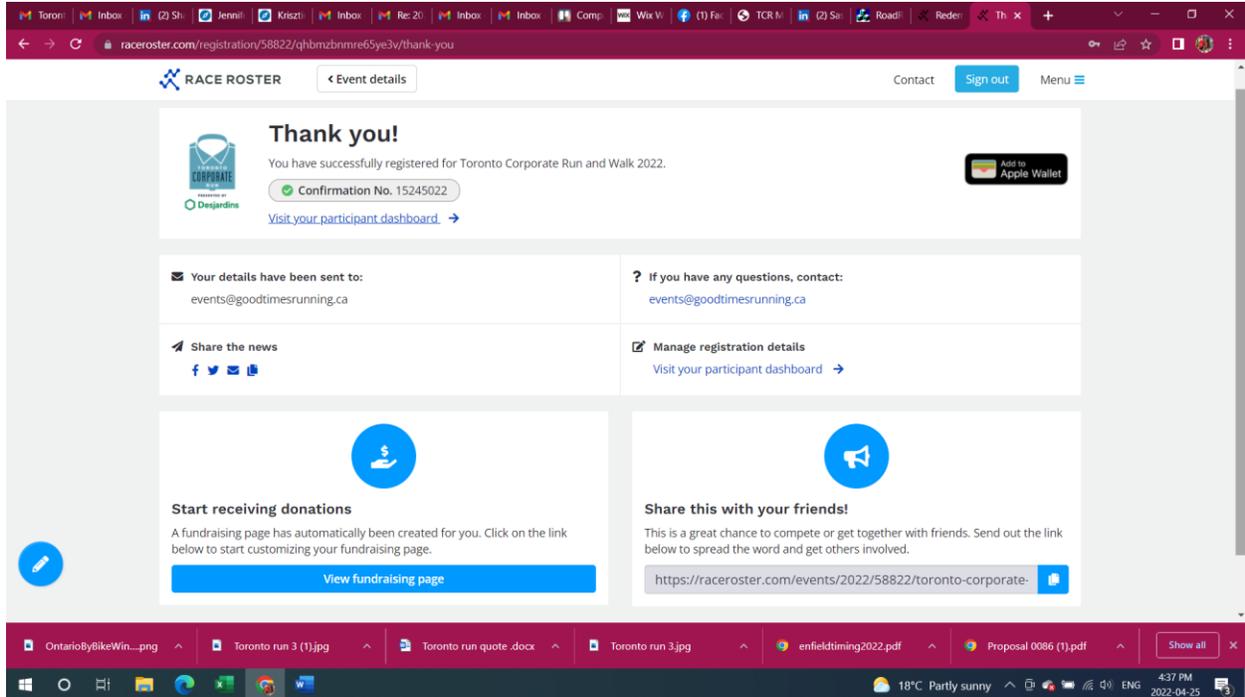
View or print your registration receipt for this transaction

<https://raceroster.com/transaction/event-registration/58cfbec8-935c-4f54-ac56-034692a6e0db/receipt>

Once you register it's after this point that you will see the link to click and create a free fundraising page.....

There will be some automatic triggers we create to alert everyone on some key event reminders, but at any time after and when you register you can opt out of any future

email correspondence. All event emails are securely stored in our Constant Contact account and we send regular event updates through this method.



“Great leaders
inspire greatness
in others”

EVENT PRICING



The 2022 Toronto Corporate Run offers individual and team pricing

INDIVIDUAL PRICING	TEAM PRICING
<ul style="list-style-type: none">○ Until April 30th: \$60.00 + HST○ May 1st – May 31st: \$65.00 + HST○ Late: \$75.00 + HST○	<ul style="list-style-type: none">○ Until April 30th: \$220 + HST○ May 1st – May 31st: \$240 + HST○ Late: \$280 + HST

Team Pricing is always cheaper IF you register Four People together, hence the Team Building aspect (step #1 along the process). We do have Virtual Pricing for those who cannot attend in-person, or for team members who get called away on a business trip or remote workers who just can't attend in person – these details and pricing are online when you register.

WHEN IS THE LAST DATE WE CAN REGISTER??

Good and frequently asked question. Officially if we are not SOLD OUT and space is available you can register right on site within 30 minutes of the actual start time. The main, key items we order well ahead of June 1st include the Race Bibs and some supplies (Food and Drink). We always order extra bibs and if we see that our numbers are close to a SELL OUT we will update the website and announce this on social media. Like any and all events of this size we do need to eventually close registrations which is why the LAST CHANCE is usually at Late Packet Pick Up which occurs the day prior, in Toronto. Our Registration team will take Phone orders as well in these final moments.

This Team Entry level is for any company or organization looking for added value, flexibility and entry level Partner and Sponsor benefits. A number of fixed and custom options exist including these two below:

MEGA TEAM

MEMBER ADVANTAGE



Level 1 - \$2,750

- 25 entries at the early bird price to be paid upfront (plus you save \$125 on these first entries valued at \$60/each)
- Permanent price of \$55 per registration for any registrations over and above the 25, up to and including the day of the event
- Social Media recognition through Toronto Corporate Run channels, LinkedIn, Twitter, Facebook and Instagram
- Logo recognition in 2 of our mass emails (9900+ subscribed)
- Unlimited registration changes

Level 2 - \$6,000

- 50 entries at the early bird price to be paid upfront (you save \$250 on these first entries valued at \$60/each)
- Permanent price freeze at the early bird (\$55 per registration) for any registrations over and above the 50, up to and including the day of the event.
- Logo recognition in 5 emails, at least 3 social media platforms of both TCR and GTR (Twitter, Facebook, Instagram) and event websites (TCR and Race Roster Registration Platform), one small Boosted FB and Instagram Post
- 1 Lunch and Learn at your office, with a guest speaker.



How does the team category work? Team Scoring and Results

Teams of Four Runners or Walkers from the same office, department, floor or unit can all run individually like everyone does but also for FREE your foursome can be registered to create a **team time** of your four finishing results. The computer automatically records this time after the last person finishes, and you can use this time to compare against other running or walking teams from your company. It becomes very useful for internal records and comparisons, bragging rights (!) but more importantly motivation for everyone to show up and finish!

Teams can be registered in one of three categories, Male, Female or Mixed, and you decide your teams ahead of the date or even at the last moment on June 1st if you want to make changes with the Team Scoring official on site. Have fun with the team names and be creative. Officially most of you are in the **Corporate Division**, while some teams that are slightly faster than others compete in the **Open Division**.

The Open Category just means, for example, a gym, running club or even members of your company (not employees or full time staff) can be involved in the event within another category, as it would not be fair for a run club or fitness club to enter a super-fit, super-fast team and sweep all trophies when none of these participants actually work for the company! Globally around the world the Corporate Run/Walk format does this team scoring and category delineation, and the Toronto Corporate Run is part of this larger, globally recognized Team Scoring format.

Chip-timed results are recorded with EVERYONE who crosses the finish line wearing an official race bib. Enfield Timing of Toronto is our official timer and you access results immediately afterwards at their tent where they provide tablets for quick access. AND after the race all Results are loaded with our Partner RoadRaceResults.com. All former and past Event Results are also here at RoadRaceResults.com so you can check on a previous race or event time you completed, anywhere in Canada.

Awards and trophies are available for top teams in each category, Open and Corporate, and the BIG THREE trophies involve each member of your team! So it's not just about the fastest teams. Top Fundraising, Team Spirit and Largest Mega Team Awards are up for grabs and in addition to the small, glass trophy you can win a larger one and keep it for a year like the Stanley Cup Trophy!

Mega Team status just means any and all companies with 25 or more (approx.) race participants earn special recognition and some discounts for bringing the noise and volume to the starting line. Team nicknames are also another fun way to engage staff so when you register in groups of FOUR you can create names like these past ones we enjoy reading:

Powerful **Kiss my Asphalt** **Energy in Motion** **Misquotes** **Girls that Run**
Sandvik Wannabes **Swift Ultrasound Saints** **Born in the 60s** **Awkward Turtles**





Team Jumbleberry Top Fundraising Team



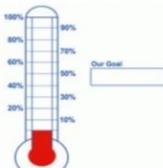
Team UHC Global - Best Spirit Award Winners



Fundraising Tips

Remember that 100% of all donations and pledges raised by any and all teams and individuals go to our Official Charity Partners. In 2022 right now that includes CAMH and the Ukrainian Canadian Foundation. You can bring your own cause to the table, using our event as leverage for whatever Charity is close to your heart, or maybe our event is at the end of a May month-long campaign that can be the icing on the cake for a number of other fundraisers at work? We just ask that after the event you share with us these totals so we can bundle them all together in our final announcement and Sponsor Report.

When everyone registers with Race Roster, after completion you will be given a unique fundraising link to set up, if you wish, or your Team / Company can create one Group Fundraising page to share among the entire company. Some colleagues may not choose to run or walk in person but they are brilliant organizers and could lead up the internal fundraising strategy! CAMH also has a robust system in place and you can connect directly with their Team (Vanessa Kalisz – 416-535-8501, ext 34561 or vanessa.kalisz@camh.ca). This page can be custom designed to match your corporate brand, identity and colors.

<p>Ask your employer to match your team's fundraising efforts!</p> <p>Maximize your impact</p> <p> + </p> <p>with a matching gift!</p>	<p>Make a direct ask. Be enthusiastic. Your commitment to the cause can be contagious!</p> <p><i>Make a Difference!</i> DONATE</p>
<p>Email everyone at your workplace to let them know how they can make a difference.</p> <p></p>	<p>Post information on social media sites to raise awareness and funds, while spreading the word!</p> <p></p>
<p>Set up a link to your workplace fundraising page in your email signature.</p> <p><small>Julia Smith Company Name Address</small></p> <p><small>There are no restrictions placed on June 10th (World's Largest Day) and help contribute to your favorite cause. Find out more: www.camh.ca</small> <small>Le 10 juin, les entreprises ont le honneur de braver l'hiver de novembre pour aider à régler les besoins de personnes en besoin. Pour en savoir plus : www.camh.ca</small></p> <p></p>	<p>Set a fundraising goal and use it to motivate people to donate!</p> <p></p>



Keep in mind, Race Roster and most other back-end fundraising providers charge a small processing fee, and when everyone registers there is a one-time Donate Now option that each person will have an option to Click and Donate to either Official Charity, or skip. This one-time donation is sent straight to our Charity Partners and we can tell you exactly how much these funds amounted to if you want to track your individual or team donation totals here.

Muffin Mondays

Bake or buy muffins to sell to staff on Monday mornings



Potluck or Bake Sale

Everyone contributes their lunch or snack money as a donation



Auction, Raffle or 50/50

Donate some goods and have a silent raffle at the office



Jelly Bean Jar

Fill a jar with jelly beans and sell guesses for a donation



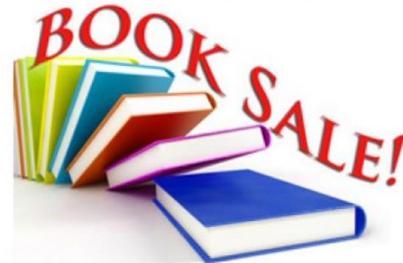
Can & Bottle Collection

Collect bottles and cans in the office and recycle for cash!



Used Book Sale

Donate your used books and sell them for \$1 or \$2.



Training and Motivation Tips

This is the fun part for some of you. It's also often completely out of your control, especially if you are working with remote team members and you don't get the day-to-day opportunity to chat over a coffee or in the lunch room about their situation.

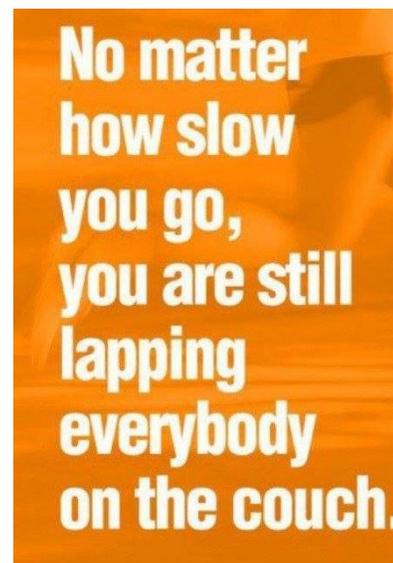
Every one who signs up for this 5k does so from a different place and starting point. For some, already fit and who maybe spent the winter being active, after a few weeks of sharpening their racing skills, they may be "good to go" with no motivation or strategy required. We all hate these people right? On our Event Website we have a simple, handy Guide for almost anyone interested in following a plan:

<https://www.torontocorporaterun.com/training-and-coaching-tips>

We also have a Low Cost Lunch and Learn program where one of our expert team members can join your group over lunch (of course) and spend an hour including some Q and A for those requiring some added, in-person, hands (off) advice person to person in a fun and informal way.

Google also works too (!) – just search "5k running training program" and then watch all the answers. Be careful not to follow a 20-minute 5k training program if running is new to you and don't worry if you run-jog-walk the entire way. 50% of those in attendance will be right beside you.

Everyone who finishes is a winner! And if you really, absolutely, positively can't bear to see your Finishing Time up in lights and on the Internet, just rip off your race bib 50 yards before you finish and scrunch it up in a ball – the timing device won't work BUT you need the tear off coupons to get your Food and Drink tickets redeemed!



Event Notes and Miscellaneous

What if our group is not competitive at all, can we participate for fun?

Of course, the bottom line at this event is Fun, Fitness and Fundraising so any and all teams regardless of size can just register as individuals, it is not mandatory to organize your company participation by groups of four, we just encourage it for more fun and it helps to motivate some people more. We encourage costumes and outlandish team energy if that is your thing. Sing a group “fighting” song to scare the bejeezes out of the other teams. One of the BIG THREE Trophies after all goes to the team with the Best Team Spirit.



How big can our company attendance be?

Large organizations can register as many participants as they like (our record is 223) - so go ahead and try to bring out your best and brightest to the starting line! If you expect to have more than 25 people participating consider our Mega Team Member Advantage programs for teams of 25 - 225 attendees, where there are group savings and partnership opportunities at the entry levels.



Who can we invite to participate, just head office managers and staff?

We encourage all companies regardless of size to consider inviting teams within your company from all areas of the business. Everyone who contributes to the success of your business should be welcome to attend, which may of course include factory or warehouse staff, field representatives in technical and sales roles, or far-reaching team members who work remotely and never seem to be part of these events.

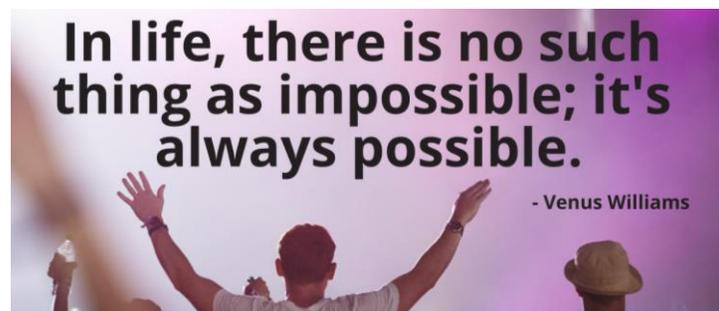
Now you can combine in-person staff with Virtual Participation as we have offered this for years. Remote workers can still register, train, fundraise and run from their local branch or office on the same date and time as everyone else, or that day / week over the lunch break. Everyone can record their own 5k time and have this recorded and saved for permanent safekeeping including a Finisher's Certificate as well.

There is a CFO / CEO Challenge too - <https://www.torontocorporaterun.com/ceo-challenge>
You may have some or one top-brass individual who wants to get involved so don't hesitate to invite "the Boss" to get involved. Some may even be fast runners and some may enjoy the Fundraising Challenge built into this role.



Recruiting Tips (more)

It's also VERY important when recruiting to remind anyone that 50% who attend this event are walkers - many slower joggers are often intimidated by "runners" and so we want to remind people about this - if they watch the promo videos they can see for themselves how inclusive this event is... take an hour to walk the course if you need to. Ask people who might be a little hesitant what their health goals might be and/or what other activities and sports do they enjoy, try to help someone who might believe that a 5k is a hard fitness challenge – its not!



Sponsorship and Partnerships

This event like any other relies extensively on great support from Partners and Sponsors. If this piques the interest of your company let us know. It may be something simple like sponsoring part of the after-party food, or photo booths, water stations and goodie bags. Some companies or brands just want to be on site with an activation, giving out samples or executing a fun, entertaining activity which can enhance the event experience for our participants. Or maybe you have access to some high value prizes, awards or other related corporate gifts taking up room in the closet; we might use them!

Mega Team Member Advantage Levels are a great way to start your journey with us in a small way, if your team size is 25 or more. Ask us for more details, we can arrange a quick intro call.



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PEPSICO
CANADA



STEAM WHISTLE
CANADA'S PREMIUM PILSNER

Can I bring my dog?

Believe it or not it's among our top ten questions we get each year! So you know, races and events such as these usually forbid wearing headphones, bringing kids or animals. The kid thing is maybe obvious, since it's a Corporate Run and most salaried employees are over the age of 18. But heck we all know young people work so if someone is 14 to 18 and legitimately a salaried employee or maybe you're a gaming company, then why not.

Dogs. Well, anyone who attended our event in the first few years might remember Jefferson, the mascot of Good Times Running. He was at every event, hanging out with the registration team and then often we let him wander afterwards to pick up the scrap pizza slices that made their way to the ground. So yeah, we love dogs, and although Jefferson is no longer with us we like seeing other dogs (no cats), on a leash, well behaved and starting at the back. Our event is outdoors after all and there is grass and water everywhere, just don't ask our team to "watch the company mascot" while you run/walk. Your dog is welcome if it's out there on the course with you!



Actual MyNextRace Team Picture 2012 YMCA Relay



If you have read this far, good for you, its considered “work” so don’t feel guilty. Final Reminder. As a BONUS we try to get all captain’s a long-sleeve hoodie (pictured above) or new (introduced in 2019) a Captain’s Jacket / Windbreaker pictured here, final page. Membership in this exclusive club has its benefits....



Thank you for reading this far!



Remember the difference between a Boss and a Leader. A Boss says “Go” and a Leader says “Let’s Go”. E.M. Kelly