

SKBAR

RUN LIKE A
SUPERHERO

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form your team



Family Fun Event

Benefitting Kid One Transport
and other local children's charities

The Kick-Off Run/Walk of the
Mercedes-Benz Marathon Weekend of Events

Saturday, February 11, 2012

Downtown Birmingham

5KBR Superheroes

Recruit a League of Superheroes for a Cause

The goal of the **5KBR Superhero Run/Walk** is to raise funds for **Kid One Transport** as well as to create an event that embodies both **KBR's** philanthropic spirit and its ideals of wellness and health **by benefitting other local children's charities within the Birmingham area community**. **KBR** is well known for its international philanthropy and its support of health, education, and arts organizations.

Many runners are already involved with a charity and can now use the **5KBR**, the kick-off event of the **Mercedes-Benz Marathon Weekend of Events**, as an additional avenue to support their favorite cause. Even those who have never participated in a road race before can get involved in the excitement of the **5KBR** while raising money for those in need.

Registered runners and walkers for the **5KBR** can collect pledges to support a nonprofit 501(c)3 organization of their choice. Join thousands of caring people on race day and create your own league of superheroes to benefit a local charity that's close to your heart or to benefit Kid One Transport in their efforts to provide medical transportation services for those in need. Include family members, friends, professionals, and community and business leaders to help make a difference and increase awareness for your cause. The **5KBR Superheroes** campaign strengthens ties between the running community and charities and also provides much needed financial support for the underserved. Charities are encouraged to ask their supporters to form teams on their behalf. Be sure to tell those worried about doing the 5KBR that there's a Couch to 5K App for that!

Make it Fun

Name your "League of Superheroes" (a.k.a. Team) after your favorite superhero and become a proud leader in the fight for your cause. Costumes are optional, but they'll make it more fun! (Examples: "Teen Titans," "Fantastic Four," "Magnificent Seven," "Justice League," "Wonder Women," "Bat Kids," etc.) Prizes will be given to those wearing the most heroic costumes. Each team will have the opportunity to set up a tent in Linn Park near the starting line so your team members, family and friends can meet up before and after the run/walk.

We'll help with the fun by supplying every 5KBR registered participant with their very own red superhero cape in their race packet!

And if you have kids running in the **Kids Mercedes Marathon** later that morning, they'll have a place to hang out at your tent (as long as you have adequate adult supervision) until it's their turn to run at 10:00 a.m. (Remember that **Kids Mercedes Marathon** registration closes on November 30th). Enjoy entertainment and fun for the whole family all morning long.

Superhero Sidekicks

The relationship between a superhero and his/her sidekick is an amazing thing to behold. Each team or charity is encouraged to have a **Sidekick** station on race day to support your league of superheroes. Sidekicks are group of cheering fans strategically posted along the race course. We want to spread support all along the 5KBR race route to encourage the caped crusaders on their journey to the finish line. This is an excellent way to recognize participants who support your cause, see the race and get involved in the excitement on race day. Sidekick stations are for any group wanting to support the runners, not just official teams or charities.

Requirements to Get Involved

Each individual, team or charity is responsible for overseeing its own fundraising campaign, and the total amount of money raised relates directly to the efforts of the individual, team or charity. Each interested party will be required to add a fundraising team at www.crowdrise.com/5KBR and actively promote and use this page for online donations that will go directly to the charity.

Superheroes should build a personal donation page on www.crowdrise.com/5KBR, which is linked to the associating team's page. This set up process is simple and allows each fundraiser to see in real time exactly how much money they have raised. Additional online tools are also available to help fundraisers. Anyone can sign up for a free campaign page which can easily be customized with a picture of you in your superhero costume (or not) and a personal message. Participants email potential donors with the link to their personal page and a request for a donation or post it directly on Facebook or Twitter. Donors can simply pull out their credit cards and contribute without having to write a check, find a stamp and get to a mailbox, making giving online easy! Tax deductible receipts and acknowledgments are sent to all donors. Raising money through a personal donation page is simple, speedy, and available to all. Please note that participants must still register for the 5KBR event itself at www.mercedesmarathon.com/5KBR.

Important information about donation pages: The online donation system is maintained by **Crowdrise.com**. This company provides fundraising management solutions for hundreds of races and other sporting events across the country. There are fees and details involved with using this software that pertain to the charities only. There are no fees assessed to any fundraiser who has built a page.

There are no fees incurred by collecting cash or check donations through offline means. All such contributions go directly to the charity. Checks written to a charity should always be sent directly to that charity's headquarters. It is required that each team promptly enter offline donations onto their fundraising page. This information must contain: donor name, amount, address, phone and email. This information is used for verification purposes only.

Each individual, team or charity will be given a unique username and password which allows them to access the online "administrative tools," which display donations in real time. This system displays the donation amounts and information about the donors, fundraisers and runners. These tools are available exclusively for participating individuals, teams and charities; the general public cannot gain access to this information.

Participating individuals, teams and charities are required to report the total amount of money raised. Reports are formatted as a list of participants and how much each raised, both on and offline. These reports will be used to help determine the "official charities" for next year.

The **Mercedes Marathon / 5KBR** race committee or a representative from **crowdrise.com** can assist charities with the set up process for the fundraising page. If you are interested in forming a team or you are part of a charity that is interesting in forming a team or multiple teams, go directly to www.crowdrise.com/5KBR and get started. If your charity is not listed on Crowdrise's extensive list of charities, please fill out the attached information form and send it to val@trakshak.com to get your charity of choice signed up. Then let the fundraising begin!

5KBR Superheroes

Charity Information Form

Charity Name _____

Director _____ Email _____

5K Superheroes Coordinating Staff Member _____

Email _____ Cell Phone _____

Charity Phone _____ Fax _____

Address _____

City, State, Zip _____

Website _____

Is charity a 501(c)3 organization? Yes No

FEIN ID # _____

Fundraising Goal \$ _____