



Local Business Packet

Thanks for expressing interest in participating in the upcoming **Park Quest: A Kids Urban Adventure**. You will find everything you need to know about the event in this packet.

HIGHLIGHTS

- This packet provides an overview of the event, and it explains the involvement of local businesses like yours.
- Park Quest is a family oriented adventure race where children and their guardians will be able to complete various activities and challenges throughout a park.
- Sponsorship for local businesses is \$500. Space is available first-come-first-serve. You can register to sponsor the event on our website at <http://parkquest.willsandwellness.com/sponsor>
- Sponsors will facilitate one activity station, and will also be given a booth in the Sponsor Village to pass out information regarding their business and services. Race participants will be encouraged to visit the Sponsor Village before and after the race.
- The goal of the race is to provide a fun activity that involves the whole family, while also highlighting many non-profits & businesses that serve the Denver community. Your Sponsorship provides an opportunity to meet new clients or customers in your target demographic, and demonstrates your support for the community.

QUESTIONS?

Email vernon@willsandwellness.com or call 720-266-8190



Key Information

KEY DATES

Race Day: Saturday, Sep 10, 2016

Sponsorship Registration Deadline: Aug 1

Submit Logos & Magazine PDF: Aug 8

Submit Activity Station Idea: Aug 22

Deliver Marketing Pieces to W&W Office: Aug 29

LOCATION

The North Green in the Conservatory Green neighborhood of Stapleton

(Located at 49th Place and Valentia Street near Northfield Mall)

RACE DAY SCHEDULE

8:00 – 9:30a	Booth & Activity Station Set Up
9:30 – 10:15a	Registration & Sponsor Village Open
10:30a – 12:00p	Park Quest Race
12:00 – 2:00p	Picnic & Sponsor Village Open
2:00 – 3:00p	Break Down

FEE

Sponsorship is \$500 for local businesses. The event is free to all race participants.

REGISTRATION

Sponsors must register at <http://parkquest.willsandwellness.com/sponsor>. Upon registering, Sponsors will receive a packet of information regarding planning the activity station, submitting marketing material, race day expectations, and setting up the booth in the Sponsor Village.

RACE PARTICIPANTS

Race promotion and race activities will cater to families with children 0-10 years old.



General Information

THE RACE HOST

Wills & Wellness Estate Planning is a local estate planning firm serving the Denver metro area. After personally participating and helping organize other urban races as a hobby, our team wanted to host a race that aligns with our culture and gives us an opportunity to connect with clients and the community. We hosted the inaugural Park Quest in 2015.

EVENT OVERVIEW

Denver has the privilege of hosting adventure races of all kinds, but few races are kid-focused involving the whole family.

Park Quest is an untimed race where children and their guardians complete various activities and challenges throughout a park. On the day of the event, families will check in to receive a backpack and a “passport” mapping out the activity stations set up around the park.

All stations are facilitated by the participating local businesses and non-profits. Each sponsor will host one activity station. Sponsors will be provided with a list of possible activities upon registration, and Wills & Wellness Estate Planning will help coordinate all activities.

Families may visit the locations in any order they choose to complete the activities at the stations. All families will have 1 hour 30 minutes to participate in as many activities as they choose, and they may start or stop any time during the allotted race time. Every child who completes a certain number of activities will receive a medal. After the race, families may purchase a picnic lunch from one of many food trucks on location.

Before and after the race, participants will have an opportunity to visit the Sponsor Village to learn about the many non-profits & businesses serving the Denver community. Non-profits & local businesses will be given a booth in the Sponsor Village near the breakfast and lunch food trucks. This is your opportunity to meet new families and present your services to the community. There will be a DJ playing during the entire event.

All race participants will also receive a Race Day magazine highlighting your company and the many non-profits at the event. Each non-profit will have a unique keyword that participants can easily text to give a donation. Donors will be able to give any amount via credit or debit card, and the first \$50,000 given at the event will have no processing fees.



Business Sponsor Info

Sponsors of Park Quest will have the opportunity to meet potential clients and customers, while also demonstrating your support for the community. Sponsors will have the ability to market their company in the following ways:

Sponsor Village: Sponsors will be given a booth in our “Sponsor Village” near the food trucks to pass out information about their company. We will encourage all race participants to visit the Sponsor Village before and/or after the race. The race ends with a large community picnic on the green. Local businesses and non-profits will be intermixed throughout the village to maximize exposure.

Race Day Magazine: We will print a magazine for all race participants that gives each Sponsor a page to present who they are and what they do. Sponsors must provide the page to us in a PDF format. We will give you the dimensions and PDF requirements after registration. **The deadline to provide your information page to us is Aug 8.**

Activity Station Branding: All Sponsors are welcome to brand their own activity station with logos or signs. During race time, your obligation is to facilitate the activity station in a fun and engaging way for the participants – NOT to tell participants about your company.

Backpack Marketing Materials: All race participants will receive a backpack on race day. You are welcome to provide any marketing material you wish to be included in the backpack. **The deadline to provide any marketing material or literature to us is Aug 29.**

Online Listing: All sponsors will be listed on the Park Quest webpage with a short statement about what you do and links to your company’s website. **The deadline to provide your logo and summary to us is Aug 8.**



Sponsor Village

The Sponsor Village will be setup around the food trucks, and each sponsor will receive a 10'x10' space for tables, a tent, banners, etc. You must bring all tables, tents, and signs that you wish to display. We will encourage race participants to visit the Village before and after the race. This is your opportunity to pass out information about your business.

Race day setup and sponsor registration will begin at 8:00am. Upon arrival, you will be given your location in the Village, as well as the location for your activity station in the park. You will need to setup both your booth in the Village and your activity station before the race registration begins at 9:30am. At 9:30am, the Sponsor Village will open with breakfast & coffee food trucks.

During race time, you will leave your booth to facilitate your activity station. Someone from your company is welcome to stay at the booth during the race as long as you have enough people to also facilitate the race activity.

Following the race, we will host a community picnic, and participants can enjoy the food trucks and the Sponsor Village at their leisure.



Activity Stations

Park Quest will consist of various stations for families to visit and complete an activity or challenge. Stations will be spread out across the park, and we will provide you with a map to your station on race day.

As an Activity Organizer, your company will come up with an idea for an activity, bring the materials required for that activity, and then run the challenge on the day of the race. We will provide all sponsors with a list of possible activities. You are welcome to use any of our ideas, or you can come up with your own activity to be submitted by **Aug 22** for approval.

We will keep track of all the activities to verify they are appropriate and to make sure there isn't overlap. The passport map that all participants will receive on race day will plot the activities around the park. After participants complete your activity, you will stamp their passport. We will provide you with your stamp on race day.

Your station should be able to accommodate 5 families at one time. We encourage activities or challenges that require the entire family [parent / grandparent & child(ren)] to be involved, and they should be challenges that can include children of different ages from 0-10 years old.

During the race, your responsibility is to race participants. This is not your time to sell the company you work with. You can brand your activity station with banners or a tent.

You will have about 50 feet of space in the park to facilitate your activity and setup any tents or tables required. **On race day, you must have your activity station completely setup by 9:30am.** You will then be asked to man your booth in the Sponsor Village from 9:30am until 10:15am.

At 10:15am, you will be asked to make your way to your activity station. The race will begin at 10:30am. You must have your booth properly staffed during the entire race (from 10:30am to 12:00pm).

Register Here - <http://parkquest.willsandwellness.com/sponsor>



Non-Profit Info

Our goal in incorporating non-profits is to help promote awareness about their work in the community, as well as to have additional activity stations for the families participating. In return for facilitating an activity station that's engaging and interesting, non-profits will receive all of the above mentioned marketing benefits, as well as an easy way for race participants to give to their organization.

Race Day Giving: We will use the Text2Give service to provide an easy way for participants to give to any non-profit on site. Each non-profit will have a unique keyword that donors will text to a race day number. Text2Give will setup the keywords before the race, and we encourage non-profits to list their keyword at their booth and activity station. Keywords will also be listed in the race day magazine.

Donors wishing to give to an organization will text their keyword to the race day number. They will be sent a link to a secure webpage where they will enter their credit/debit card information and email. After they have entered their payment information once, each time they text a new keyword for a different organization, they will be asked how much they wish to give to that organization. They text an amount, and their card is charged. It's as simple as that.

Text2Give will work with each organization to setup their keywords and deposit information. The first \$50,000 given across all organizations on race day will have no transaction cost at all. After \$50,000, the processing fees are 2.9% + \$0.30 per donation.

Organizations will be given a list of all donor names, emails, and amounts from Text2Give as donations come in. A summary will be provided the following day. Information about Text2Give can be found here - <https://txt2give.co>