



# NAUTICA

## SOUTH BEACH TRIATHLON

## 2012 Corporate Challenge Triathlon Team Overview



A portion of the  
proceeds to benefit  
St. Jude Children's  
Research Hospital



# Purpose

- To bring together Florida's top corporations to participate in a fun competition at the Nautica South Beach Triathlon, in an effort to raise money for St. Jude Children's Research Hospital.
- To help create and implement a strategy at these corporations that will generate excitement and result in employee participation at the event.

# Event Details



- Sunday, April 1, 2012
- South Beach – Miami Beach, Florida
- Two Great Races
  - Classic Race:** ½ Mile Swim – 19 Mile Bike – 4 Mile Run
  - International Race:** 1.5k Swim – 40k Bike – 10k Run
- Registration is available at [www.NauticaSOBETri.com](http://www.NauticaSOBETri.com)
  - A \$20 discount is available to all Corporate Challenge athletes interested in competing on a relay team.



# How to Compete

- Each individual and relay team must register for the event via the online registration or through the mail with a hard copy form available on the website.
- Each individual and relay team member is required to raise a minimum of \$150 in addition to their entry fee. 100% of the money raised over the entry fee is donated to St Jude Children's Research Hospital.



# What do you get?

- Donor Brunch Entry
- Team Racking in the Transition Area
- Event t-shirt, hat and goody bag



# How do you win?

## Two Ways to Win:

- The Corporate Challenge Cup will be awarded to the companies with the fastest average time.
- Recognition will also be given to the company who raises the most funds for St. Jude Children's Research Hospital.
  - The top company will be invited to present a check onstage during the award ceremony.



# How to form a team

- Establish a point person and a core group of 3 – 5 people to promote the team and coordinate the activities
- Contact your company's volunteer or activities organization and see how they can help you spread the word
- Work with your company's Fitness Center to promote the team to employees using event materials (brochure, flyers, etc.) and to establish organized workouts
- Work with event staff to help direct you to industry professionals that can provide clinics, presentations, and workouts
- Utilize company bulletin boards, intranets, common areas, and high traffic locations to promote participation



# Getting Started

- MESP will provide an on-site presentation/orientation to triathlon at your company
- MESP will work with your company to organize clinics and training sessions
- MESP will organize an ocean swim clinic for your team
- The event will put your company in touch with other participating companies to help learn from their experience and success



# Suggested Goals

- As many team members as you can get for the 2012 Nautica South Beach Triathlon
- Organize 3 – 5 group meetings/social events prior to the event in April
- Establish organized swims, runs and bikes prior to the event
- Invite at least one industry professional/triathlete to speak to your group. Event will give best efforts to have a professional triathlete come to speak
- Raise as much money as you can for St. Jude Children's Research Hospital!



# Questions?

Contact Libby Mooney at [libby@mesp.com](mailto:libby@mesp.com)  
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