

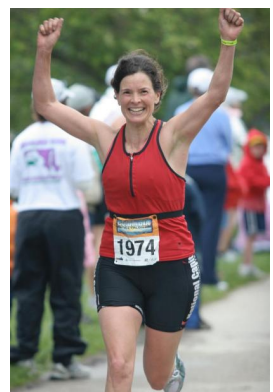
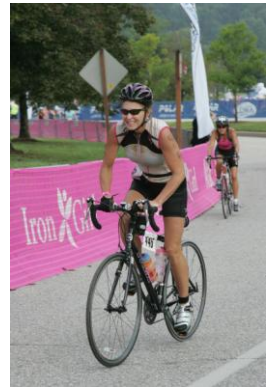
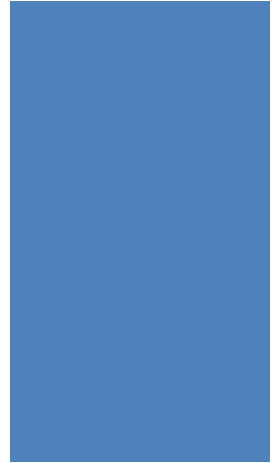
TriColumbia

2012 Corporate Challenge Team



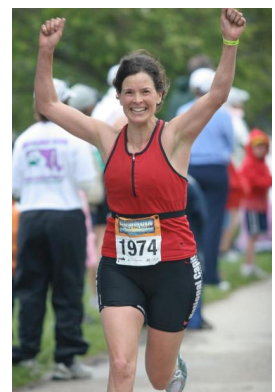
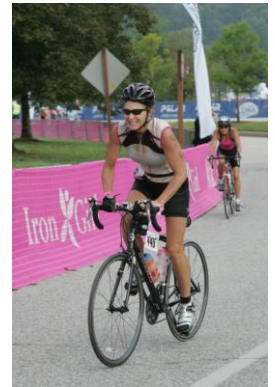
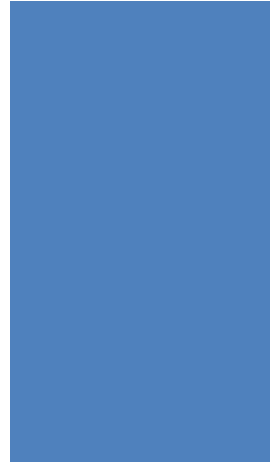
Purpose

- Bring together Maryland's top corporations to participate in a fun competition in an effort to support TriColumbia's efforts to get Maryland's kids fit
- A portion of the proceeds benefit **Learn2Tri** which seeks to help Maryland students in grades 4 – 9 to develop a lifetime of enjoyment in health and fitness by introducing them to triathlons
- Provide an opportunity for enjoyable and rewarding corporate team building



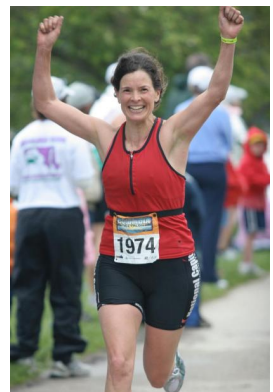
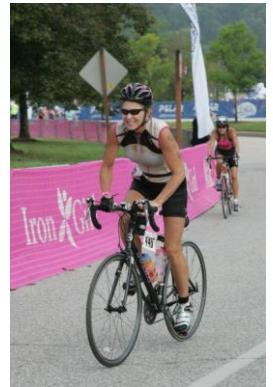
How to Compete

- Choose any of three TriColumbia events:
 - Columbia Triathlon – May 20, 2012
 - Blackwater Duathlon – June 3, 2012
 - Celebrating Heroes Triathlon – June 24, 2012
- Register company teams online at www.TriColumbia.org
- Entry Fee: \$3,500 per 10 person team
- An unlimited number of teams can be registered per company
- Team Challenges are an additional way for each team to raise more money and help TriColumbia's efforts to get kids fit in each school in Maryland. The sign up for each participant will be available online.



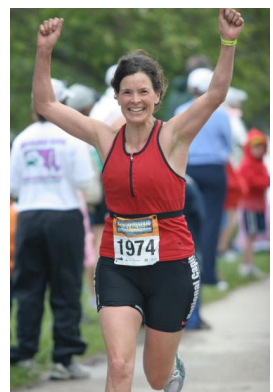
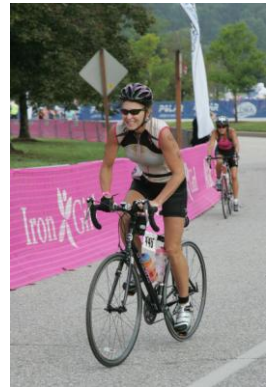
How Your Company Employees Benefit

- Treated as VIPs for the event
- Entry to Post-Event Celebration for Each Team
- Event T-Shirt, Hat & Goody Bag for each Team Member
- Corporate Team-Building for participants and supporters
- A program that fits into company's wellness programs
- Improved morale, lower stress, increased productivity & reduced absenteeism



How Your Company Benefits in the Community

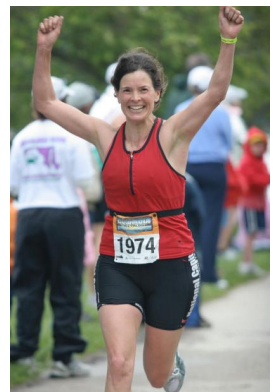
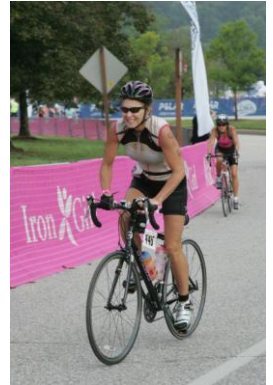
- Top company will be invited to present check onstage during the awards ceremony
- Space provided at post event celebration for all participating organizations to bring and display their corporate banners or signage
- Social media mentions on Facebook, Twitter and YouTube
- Website Inclusion with company logo on event landing page & **Learn2Tri** page
- Corporation signage at event
- Corporate pavilion at event
- VIP access at races and invites to meet & greets at other events
- Satisfaction of supporting efforts to bring the triathlon lifestyle into more physical education curriculums in Maryland



What Your Company Can Win

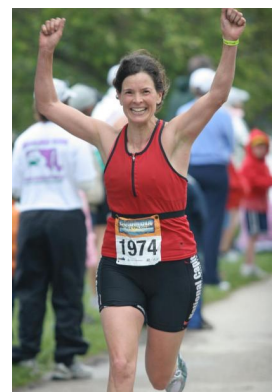
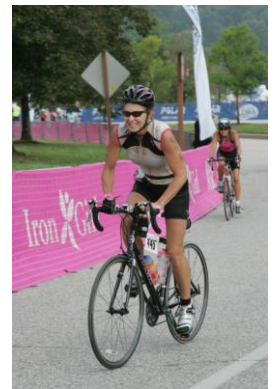
Awards Presented at Each Event:

- Corporate Challenge Cup
Awarded to Company with the Fastest Average Corporate Team Time
- Additional Awards for:
 - Fastest Overall Corporate Tri-Relay Team Time
 - Corporation with the Most Registered Teams
 - Corporation that Raises the Most Additional Funds for **Learn2Tri**



How TriColumbia Can Help You Get Started

- Provide on-site company orientation to introduce the program and answer any questions
- Provide links to industry professionals who can provide clinics, presentations and workouts
- Provide introduction to other corporate participants to learn from their experience and success



For More Information

- Visit www.TriColumbia.org or contact Anne Johnson at anne@TriColumbia.org

Who the Program is about

