



## Great Michigan Race 2011 Team Fundraising

There are many factors that make the Great Michigan Race successful, but none are as important as the dollars raised to support such a worthy cause. We have worked hard to incentivize all of the teams participating by rewarding your fundraising efforts. Fundraising is a core challenge and ultimate goal of this event.

Because this event relies on its teams to generate funding, we only feel it is fair to reward teams that spend the time generating funds for the Special Olympics Michigan. How does fundraising help my team? Fundraising allows your team to meet and exceed various fundraising incentive goals that will help your team on race day. Our top qualifiers from 2010 qualified for the Final Challenge based on their overall time and points received during the race. As you will see in a minute, all of the incentives will benefit your team and maximize your teams' opportunity to qualify for the Final Challenge. Incentives include:

- Time deductions – Every minute counts! Last year several teams in each division finished within 5-10 minutes of one another. Therefore, we created many opportunities to earn a time deduction.
- Fast Pass – allows a team to either skip a challenge (saving time) or if your team fails a challenge, you can submit the Fast Pass to reverse it and receive the maximum points for that particular challenge.
- GMR Gear – wear your gear with pride in support of the Great Michigan Race and Special Olympics Michigan while you fundraise.
- Michigan Adventure Weekend – for our top fundraising teams, the entire team can enjoy a weekend at Michigan Adventure.

*Outlined below are three different incentive programs that we hope will not only reward your teams efforts, but also allow this event to raise money for the Special Olympics Michigan.*

### 1. Fundraise for Your Team

The more you raise, the more swag we throw at you and the better chance your team has at being crowned the 2011 Great Michigan Race Champion. Your team can benefit by fundraising for the event's benefactor, Special Olympics Michigan. If you:

- Raise the minimum of \$500 – Your team receives a logoed Great Michigan Race (GMR) T-shirt for each team member to wear as you train and fundraise.
- Raise an additional \$500 (total of \$1,000) – Your team also receives a 5 minute time deduction from your overall race time. Time and accuracy are two critical factors as teams maneuver throughout the race. Your support of this great event can give you a head start and increase your odds of qualifying for the final challenge.
  - GMR T-shirt for each team member
  - 5 Minute time deduction from your overall race time
- Raise an additional \$1,000 (total of \$1,500) – Your team also receives a "Fast Pass" to skip a challenge along the race route or reverse a "Fail" to a "Pass" and receive the maximum points for that particular challenge.



- GMR T-shirt for each team member
  - 5 Minute time deduction from your overall race time
  - Fast Pass
- Raise an additional \$2,000 (total of \$2,500) – Your team also receives an additional 15 minute time deduction from your overall race time
  - GMR T-shirt for each team member
  - Fast Pass
  - 20 Minute time deduction from your overall race time
- Raise an additional \$4,500 (total of \$5,000) - Your team also receives an entry into a drawing at a chance to win a Michigan Adventure Weekend
  - GMR T-shirt for each team member
  - Fast Pass
  - 20 Minute time deduction from your overall race time
  - Entry to win a Michigan Adventure Weekend
- Raise an additional \$9,500 (total of \$10,000) – Your team also receives a Michigan Adventure Weekend.
  - GMR Merchandise
  - Fast Pass
  - 20 Minute time deduction from your overall race time
  - Win a Michigan Adventure Weekend

## 2. New this year! Fundraising Division

Your support is critical in supporting the Special Olympics Michigan in carrying out their mission. As an added incentive (new this year), teams that fundraise \$2,000 or more will automatically be placed in a 2<sup>nd</sup> division, what we call a Fundraising Division. What does this mean? On race day, your team will now have two opportunities to qualify for the final challenge. This is a great way to leverage your teams' opportunities and maximize your chance on being crowned the 2011 Great Michigan Race Champion.

## 3. Spread the Word and Win

We appreciate all of the support and feel your team should be rewarded for spreading the word about the Great Michigan Race. For each team that you encourage to participate that does register and participates on race day, your team will receive additional benefits as follows:

- 1 Referred Team = 5 minute time deduction from your overall race time
- 2 Referred Teams = 10 minute time deduction from your overall race time
- 3 Referred Teams = 15 minute time deduction from your overall race time
- 4 Referred Teams = 20 minute time deduction from your overall race time
- 5 Referred Teams = 25 minute time deduction from your overall race time plus receive Great Michigan Race branded gear.

It's simple, all the teams you referred have to do is simply register and click on the referral box and highlight your team name....it's that easy.