

# Team Tool Kit

2009 Komen NENY Race for the Cure®  
Empire State Plaza • Albany  
October 3, 2009



[www.komenneny.org](http://www.komenneny.org)  
(518) 250-5379



July 13, 2009

Dear Team Captain;

We invite you and your team to make a meaningful difference in the fight against breast cancer by joining the 2009 Komen Northeastern New York (NENY) Race for the Cure®. The Race for the Cure is a sporting event with a mission: to eradicate breast cancer as a life threatening disease by advancing research, education, screening and treatment.

The 2009 Race will be held on Saturday, October 3 at the Empire State Plaza in Albany. Race day events include a co-ed 5K race and a two-mile co-ed family walk. Those who can't attend Race day events can register to Sleep In for the Cure® and we will mail them a Sleep In for the Cure® T-shirt.

Up to 75 percent of net proceeds from the Race help fund breast cancer screening, education and treatment programs in the Komen NENY Affiliate's 11-county service area, which includes Albany, Schenectady, Rensselaer, Saratoga, Washington, Warren, Montgomery, Hamilton, Essex, Clinton, and Franklin counties. The remaining 25 percent of net revenues supports the Susan G. Komen Breast Cancer Foundation Award and Research Grant Program.

The 2008 Race was a huge success - - over 4,400 runners, walkers, sleepers and volunteers participated. The 2008 Race raised over \$260,000 in gross revenues. Teams of co-workers, friends and family members contributed much to last year's success. Since 1995 the Komen NENY Affiliate has granted over \$1.8 million to local breast cancer programs.

Please join us on Saturday, October 3 with your team. Teams are groups of 10 or more men, women and children and can include runners, walkers and sleepers. You may submit team entries via a link on the Race web site, [www.komenneny.org](http://www.komenneny.org), or by mail. Online registration requires the team captain to first enter the team name online before individuals can register as team members. Your team members must all register online by 11:50pm September 23, 2009 or by mail postmarked by September 20, 2009. Please note that we cannot accept team registrations on Race day.

We have enclosed team information. If you have any questions, or need additional information, please call 250-5379 or contact us at [teams@komenneny.org](mailto:teams@komenneny.org). We look forward to seeing you on Race day.

**P.O Box 13535**

**Albany, NY 12212-3535**

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# IMPORTANT TEAM INFORMATION

## WHAT IS A TEAM?

A team consists of 10 or more adults and/or children registering together to participate in the co-ed 5K Race, 2 mile co-ed Family Walk, or the Sleep in for the Cure®. Teams may consist of any combination of runners, walkers, kids and/or Sleep In for the Cure® participants. It's fun to participate as a team whether it is with friends, family or co-workers!

## WHY FORM A TEAM?

- To make a meaningful difference in the fight against breast cancer at the local level.
- To honor or remember a breast cancer survivor.
- To experience one of upstate New York's largest participatory events.
- To get great visibility for your company or organization.
- To build company morale.
- To get some exercise or Sleep In for the Cure®.
- To spend quality time with family, friends and associates.
- To give back to your community by supporting a great cause.
- To have lots of FUN!
- Teams are critical to the growth and success of the Komen Northeastern New York Race for the Cure®!!

## WHERE AND WHEN IS IT?

Date: Saturday, October 3, 2009

Location: Empire State Plaza, Albany

Time: 7:30 am – 10:00 am – Race registration and Race Expo  
9:00 am – Co-ed 5K Race  
10:00 am – Co-ed Family Walk  
11:00 am - Awards Ceremony

Fees: \$25 per individual postmarked by 9/26/09 if registered by mail  
**postmarked by 9/20/09 if part of a team**  
\$25 per individual registered online by 11:59 pm 9/30/09  
**if part of a team must be by 11:50 pm 9/23/09**  
\$30 per individual 10/1/09 – 10/2/09  
\$35 per individual on Race Day 10/03/09  
\$10 for children under 12  
\$25 for Sleep In for the Cure®

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# TEAM REGISTRATION and PACKET PICK-UP

TEAMS CAN REGISTER BY TWO METHODS: ONLINE OR BY MAIL

## ONLINE REGISTRATION - DEADLINE: 11:50 PM 9/23/09

To create a team, captains can go to [www.komenneny.org](http://www.komenneny.org), click on Register online, and then click on the **Team Captains – Create Your Team button**. You will be asked to form an ACTIVE account in order to register your team online.

- To decrease confusion choose a team name that does not begin with **team** or **the**. This will make it easier for team members to find the correct name when registering.
- Once the team captain has registered the team name, other team members can register.
- Remind team members to double check the team name in the drop down menu to avoid registering on the wrong team.
- Team captains must also register. They are not automatically registered as a team member when they create the team online.
- The team captain will have access to the Team captain tools which will allow them to view the team roster, print the team roster, edit team information, email team members, and invite people to donate to your team.

## MAIL REGISTRATION - DEADLINE: POSTMARKED BY 9/20/09

Each team member must complete a registration form (race entry form). Copies can be made of the one enclosed in this packet or it can be downloaded from [www.komenneny.org](http://www.komenneny.org).

Collect signed registration forms and entry fees from each person. Make sure forms are complete including proper team name.

Please try to send team mail registration together in one envelope, postmarked by 9/20/09. Please separate pledge monies from registration fees. Send Team registrations to:

Komen NENY Race for the Cure  
P.O. Box 13535  
Albany, NY 12212-3535

## PACKET PICK-UP

A representative of your team must pick up the entire teams running bibs, walking bibs, running chips and Race for the Cure® T-shirts at the Southeast end of the Empire State Plaza, Albany between 11am and 7pm on October 1<sup>st</sup> and 2<sup>nd</sup>. All team items will have been pre-packed in boxes. Please call 250-5379 or contact us at [teams@komenneny.org](mailto:teams@komenneny.org) if an alternative pick-up time is needed. **Remember to bring your copy of the mail in Team Tally sheet and/or a print of your online team roster to help confirm all your team members items have been packed.**

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# IMPORTANT TEAM DATES

## NOW UNTIL 9/20/09

- Review team tool kit materials
- Set a goal for number of team members. Must have a minimum of 10 team members.
- Stress fundraising opportunity to team members.
- Create your team online unless all members are to be registered by mail.
- Ensure all team members' registrations have been collected with fees to mail in, or have been entered and paid via online registration.
- When applicable check to see if your company has a corporate matching gifts program.
- Publicize the race within your organization.(see sample newsletter in tool kit)
- Distribute flyers (you can copy the one in the team tool kit)

## BY 9/20/09

Mail in registrations must be signed and sent with fees postmarked by September 20, 2009. Registrations received by mail after September 20<sup>th</sup> will be treated as individual registrants.

## BY 9/23/09

Online Team registration closes at 11:50 pm on 9/23/09. After this time participants must register as an individual.

## 10/01/09 and 10/02/09

A representative of your team can pick up the entire teams running bibs, walking bibs, running chips and Race for the Cure® T-shirts at the Southeast end of the Empire State Plaza, Albany between 11am and 7pm on October 1<sup>st</sup> and 2<sup>nd</sup>. Please call 250-5379 or contact us at [teams@komenneny.org](mailto:teams@komenneny.org) if an alternative pick-up time is needed.

## OCTOBER 3<sup>RD</sup> 2009

Enjoy Race Day! Over 4,000 people will most likely participating at Race Day events. We suggest you set up a designated area in advance to meet your team on Race Day. Have FUN!

## PARKING

There is limited street parking. There is parking in the East Garage located on Madison Avenue between Grand and Eagle Streets. The parking garage is a five-minute walk from the race course. There is also public parking under the Empire State Plaza. There is a \$5 parking fee in this lot and a photo ID is required for the driver and all passengers. There is a map of parking locations and directions at [www.komenneny.org](http://www.komenneny.org).

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## **ABOUT THE KOMEN NENY AFFILIATE**

The Northeastern New York Affiliate of the Susan G. Komen for the Cure serves the 11 county area of Albany, Schenectady, Rensselaer, Saratoga, Washington, Warren, Montgomery, Hamilton, Essex, Clinton and Franklin. The NENY Affiliate is continuously working to better the lives of those facing breast cancer in our community. The NENY affiliate and those who support us with their resources join more than 1 million breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Susan G. Komen Northeastern New York Race for the Cure®, the NENY affiliate has granted more than 1.8 million to local organizations in upstate New York since 1995.

## **ABOUT SUSAN G. KOMEN for the Cure**

- Nancy Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. In 1982, that promise became the Susan G. Komen Breast Cancer Foundation, now Susan G. Komen for the Cure, and launched the global breast cancer movement.
- Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.
- Komen for the Cure has invested nearly 1 billion dollars to fulfill its promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.
- The Komen Race for the Cure series, the largest series of 5K runs/fitness walks in the world, includes over 100 Races in the US and several international races. This year we once again expect over one million participants to take part in this signature awareness and fundraising event.

## **PROMISES AND PROCEEDS**

The promise of Susan G. Komen for the Cure is to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures. The Komen Northeastern New York Affiliate grants up to 75% of net race revenues to local breast cancer treatment, education, prevention and outreach programs in its 11-county service area which includes the counties of: Albany, Schenectady, Rensselaer, Saratoga, Washington, Warren, Montgomery, Hamilton, Essex, Clinton and Franklin. A minimum of 25% of net race revenues support the Susan G. Komen for the Cure Award and Research Grant Program.

## **TEAM AWARDS**

Awards will be given for:

1. The largest team
2. The team which collects the most donations per team member
3. The best team t-shirt

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**2009 Komen NENY Race for the Cure® Mail –in Team Tally Sheet**  
**Please return this form with the mail-in registration forms for your team**

Group/Company Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Team Name: \_\_\_\_\_  
 Team Captain: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Team Captain:** Please fill out completely. Keep a copy for yourself and turn one copy in with your signed mail-in race registration forms and checks. **Mail-in Team entries must be postmarked by September 20, 2009.**  
 (Deadline is 9/23/09 for team members registered on-line) Photocopy this page as many times as needed.

	Name	Event – 5k run (R) walk(W) sleep(S)	Male (M) Female (F)	Child (C) Adult (A)	T-shirt Size Adult S,M,L,XL,XXL Child S,M,L	Phone Number	Survivor (Y or N)
1							
2							
3							
4							
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<i>Adult Run/Walk T-shirt</i>	<i>Adult Sleep in T-shirts</i>	<i>Child Run/Walk T-shirts</i>	<i>Child Sleep in T-shirts</i>
Size S: _____	Size S: _____	Size S : _____	Size S: _____
Size M: _____	Size M : _____	Size M: _____	Size M: _____
Size L: _____	Size L: _____	Size L: _____	Size L: _____
Size XL: _____	Size XL: _____		
Size XXL: _____	Size XXL: _____		
Size XXXL: _____	Size XXXL: _____		

**TOTAL RUNNERS** \_\_\_\_\_ **TOTAL WALKERS** \_\_\_\_\_ **TOTAL SLEEPERS** \_\_\_\_\_

**REMEMBER:** All team packets, running bibs, timing chips and T-shirts must be picked up at the Empire State Plaza Concourse on Thursday, October 1 or Friday, October 2 between the hours of 11:00 AM and 7:00 PM. Contact 250-5379 or [teams@komenneny.org](mailto:teams@komenneny.org) if you need to arrange an alternate pick-up time.

## SAMPLE NEWSLETTER ARTICLE

(Your company/organization) is Teaming up to Find a Cure!

A team from (name of your company/organization) will join the fight against breast cancer on Saturday, October 3, 2009 by participating in the **2009 Komen NENY Race for the Cure®**.

The **Race for the Cure®** is an annual 5K race and fun walk that attracts men, women and children of all ages and athletic abilities. Those who cannot attend the event can register to Sleep In for the Cure® and they will receive a special T-shirt. The Race is a sporting event with a mission: the eradication of breast cancer as a life-threatening disease. The **Race for the Cure®** series is the largest series of 5K runs in the nation, held in over 100 cities across the country, with more than 1.3 million participants worldwide in 2008.

While much has been accomplished with the funds raised to date, we still have much more to do. Breast cancer remains the leading cause of cancer deaths among women ages 40-59.

(Your name) is this year's **Race for the Cure®** team captain and has set a goal of recruiting (number) of people. According to (your name), "the **Race for the Cure®** is a wonderful way to have a great time while helping fight one of the biggest threats to women's lives today."

The 15<sup>th</sup> annual Komen Northeastern New York **Race for the Cure®** will be held at the **Empire State Plaza on Saturday, October 3, 2009**. Seventy-five percent of the proceeds will remain with the Northeastern New York Komen Affiliate to help fund breast cancer screening, education and treatment programs. Since 1995 the Northeastern New York Komen Affiliate has granted over \$1.8 million to local breast cancer programs.

For more information, contact (your name) at (your phone number).

## 2009 SUSAN G. KOMEN NENY RACE FOR THE CURE® SPONSORS

**We couldn't do it without their support!!!!!!**

**National Presenting Sponsor:** Yoplait

**Official Race Series Partners:** American Airlines, Bank of America, Coldwater Creek, Ford, Fuze, Mott's, New Balance and ReMax

**Local Sponsors:** United Health Care, St. Peters Breast Center, Price Chopper, CSEA, Hannaford, Cengage Learning, Albany Medical Center, Reality Check, AM Contracting, Oberlander Group, O'Connell & Aronowitz, The Preferred Group, Roche, The Buzz 105.7 and New Channel 13.

**Local Honorary Chairs:** First Lady Michelle Paige Paterson, United States Senator Kirsten Gillibrand, and Benita Zahn

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