



HUNTSMAN
SPORTSFEST

Corporate Wellness Program



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Boost Your Corporate Wellness Program with Huntsman SportsFest

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Huntsman SportsFest is an exciting fundraising event bringing our community together to run, walk, or cycle. While this event will be a fun-filled day, it's main purpose is to fight cancer by supporting research at Huntsman Cancer Institute.

Engagement, motivation, support, and strategy are the keys to a successfully integrated wellness program and the Huntsman Corporate Wellness Program does the heavy lifting for you. Huntsman SportsFest has something for everyone who wants to make a difference!



Contact HCF Events Team: events@huntsmanfoundation.org | 801.584.5815

Benefits of Participating in Huntsman SportsFest

We love our sponsors for their willingness to join us in the fight against cancer. But even more, we love it when their employees join us as well. In addition to the health and wellness benefits offered for participating employees, joining Huntsman SportsFest fosters a sense of belonging and community around a cause that is meaningful for all of us.



Benefits to Companies

Employee Engagement: Employees feel more involved and invested in the success of the sponsorship when they are participating and encouraging friends and family to join them.

Health, Wellness, and Fitness Goals: Through Huntsman SportsFest we offer a running and cycling training program at no cost to all active fundraisers and sponsors, as well as a “Couch to 5K/10K” training plan. Employees see the sponsoring company not only supporting them in their career goals, but in their overall health goals.

Team Building: Employees and teams are able to train and participate together, which helps them to foster stronger relationships as they take on the physical and emotional challenges of the event.

Volunteerism: Not all employees will want to participate, but they can still be involved as a volunteer to cheer on their co-workers from the sidelines.

Empowerment: Cancer is personal and impacts each individual in unique ways. Whether you have a personal cancer story or you have watched a friend or loved one battle this disease, it touches us all. Through Huntsman SportsFest participants can rally around a co-worker or invite fellow co-workers to participate in honor of their loved one. Raising money for cancer research helps affirm that you can do something even in difficult situations. Banding together as a group can be powerful.

Benefits to Huntsman Cancer Foundation

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More Participants: Larger numbers of participants, means more allies in the quest to eradicate cancer.

Community Advocates: More participants out in the community means more advocates talking about Huntsman SportsFest and the lifesaving work happening at Huntsman Cancer Institute.

More Fundraisers: Although fundraising is not required, we find that two out of ten participants raise \$500 or more. This in turn makes for a larger donation to research.

Targeted Feedback: As a sponsoring company that also participates, you receive more targeted feedback during our recap meeting, allowing us to improve the overall event experience.

Returning Sponsor: We find as employees are able to participate, we see the company make the event an annual tradition, and we gain a long-time partner in the fight against cancer.

100% of funds raised go to the lifesaving research at Huntsman Cancer Institute



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Getting Started

MANAGER BUY-IN

Managerial support is the key to building excitement and motivating employees to join your company team. As leaders in the company, they have a platform to effectively cultivate a team and help its members stay motivated.

COMPANY CONTRIBUTION

There are multiple ways for companies to structure their teams. There is no “right way” to do this. Every company should adapt their wellness program to what will benefit their employees most. The following are possible partnership opportunities:

Paying the program fee only: The partnering company pays 100% of each employee’s program entrance fee (varies from \$25 - \$75). Each company has the opportunity to set a fundraising minimum for their employees to achieve to participate in their chosen event.

Paying the program fee and matching employee contributions: The partnering company pays 100% of each employee’s program entrance fee (varies from \$25 - \$75). The employer also agrees to match any employee’s contributions dollar for dollar or up to a certain amount.

Paying the program fee and matching all donations: The partnering company pays 100% of each employee’s program entrance fee (varies from \$25 - \$75). The employer agrees to match all donations made to the company team dollar for dollar, or up to a certain amount; possibly with a limited time frame.

Paying the program fee and company donation: The partnering company pays 100% of each employee’s program entrance fee (varies from \$25 - \$75) and makes a donation towards the employee’s fundraising goal. Employees are encouraged to continue fundraising to increase company contributions and reach a higher incentive level.

REGISTER YOUR COMPANY TEAM

Huntsman SportsFest has something for everyone! Members of your team can choose to run, walk, or cycle.

SELECT YOUR TEAM CAPTAINS

An ideal candidate for a team captain is an employee who is organized, respected by their colleagues, and excited to take on new challenges. Don't feel limited to selecting one team captain; having multiple team captains helps split up the workload and allows for more leadership opportunities.

OPTION FOR A SIGN-UP DAY

A representative from Huntsman Cancer Foundation can host an employee sign-up day at your office. They will be able to answer questions and assist employees to register with the company team.



“Cancer moves fast. We have to move faster.”
- Jon Huntsman, Sr., Founder, Huntsman Cancer Institute

Building Momentum

Employees are more likely to join their company team when they feel valued and supported by their employer. Promoting a healthier office-wide environment is beneficial for everyone, not only those who sign up with the team.

POST THE TRAINING SCHEDULE

Share the running and cycling training schedule with your colleagues to keep everyone updated on your team's progress. Include a digital copy in the company newsletter inviting people to join your team and put up a hard copy in the breakroom.

LUNCH AND LEARN

Host a company-wide Lunch and Learn about the company team. A Huntsman Cancer Foundation representative can attend and discuss the program with employees and answer any questions they may have about training, fundraising, or Huntsman Cancer Institute.

PROVIDE HEALTHY SNACKS

Providing healthy snacks around the office will aid in promoting healthy habits, improve people's moods, boost office energy, and support the company team. If your office already provides snacks for employees, then consider adding healthier options.

HEALTHY OFFICE POTLUCK

Plan an easy weekly, bi-weekly, or monthly healthy potluck lunch for the office. Print off a simple sign-up sheet for food and pass it around. Office potlucks are a great way to build office camaraderie and provide a way for your team members to talk to colleagues about the team.

BRING IN A HEALTH GURU

Bring in a specialist who offers biometric screenings and health assessments, and can discuss proper nutrition with employees.

WALKING MEETINGS

If your employees sit at a desk most of the day, conducting walking meetings is a great way to mix up the day and spend time outside. Research suggests that taking walking breaks throughout the day increases productivity and creativity.

OFFICE WELLNESS WALL

Dedicate and decorate a wall in the office where employees can share healthy eating tips, new recipes, their favorite exercise routines, and fundraising tips for the program.

OFFICE INCENTIVES AND REWARDS

Instead of offering high-performing employees a general \$20 gift card as a prize, offer items that support healthy habits like a grocery store gift card, a certificate for a massage, a fitness tracker (i.e. Fitbit, Garmin, Misfit), a month gym pass, etc.

UPDATE THE COMPANY WEBSITE

Support your team and share company pride on your website with a team photo and details about their achievements.



Company Fundraising Competitions 9.

Hosting weekly or monthly office challenges where the winner receives a company donation to their fundraising page is a great way to build camaraderie and encourage healthy competition. A team's employer can get a lot of mileage out of even a small amount like \$2,500. People love competition, and even more when there are incentives involved.

BEST PERSONAL WEB PAGE

Hold a contest where team members have a week to update and personalize their fundraising web page. At the end of the week have a panel of judges vote on which team member has the best web page.

MILE-A-DAY CHALLENGE

Have team members track how many days in a row they run at least one mile. Set up a time frame for this competition and the person with the longest unbroken streak is the winner.

SEVEN HOURS OF SLEEP CHALLENGE

Have team members track how many nights in a row they went to bed and sleep seven hours. Set up a time frame for this competition and the person with the longest unbroken streak is the winner.

HYDRATION CHALLENGE

Have team members track how many days in a row they drink eight cups of water (8 oz. each). Set up a time frame for this competition and the person with the longest unbroken streak is the winner.

WEEKLY AND MONTHLY FITNESS CHALLENGES

Create a 30-day fitness challenge at the start of the month, or have people track their progress towards running or cycling the most miles in a week.

HEALTHY COOKING CONTEST

Have a company cook-off where employees can make their favorite healthy recipe and bring it in for a company potluck. Before everyone eats, have a panel of judges taste each of the dishes and choose a winner.

RIDE YOUR BIKE TO WORK

Incentivize employees to ride their bike to work by holding a points-based competition. Each day a person rides their bike to work counts as one point and the person with the most points at the end of the competition is the winner. Mix things up every so often by making certain days of the week worth double points.



Contact HCF Events Team: events@huntzmanfoundation.org | 801.584.5815



Thank you for your partnership!



Questions? Contact Us!

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