

HUNTSMAN SPORTSFEST GUIDE FOR SUCCESS

Your participation makes a difference! 100% of the dollars raised and generously donated will support the mission of Huntsman Cancer Institute (HCI). With each pedal stroke and footfall, we get one step closer to a cancer-free frontier and an end to cancer as we know it.

STEP 1 – Get registered and commit to raising funds for cancer research

Commit to run, walk, or ride! All activities further cancer research at HCI.

Create a Team: Ask others to join you by creating a team. Work together to set a team fundraising goal. Set fitness goals together and be ready to move on June 12, no matter your chosen activity.

Your Why: Another big part of your commitment to raising funds for cancer research is remembering that cancer is personal. Focus on why this mission is personal to you. You can show loved ones battling cancer you care by dedicating your participation in the Huntsman SportsFest in their honor.

If you haven't registered yet, registration for all events can be done right here on huntsmansportsfest.com

STEP 2 – Prepare for your chosen activity

The power of a plan! We're excited to see you on event day, and we want to make sure everyone remains injury-free. Training for your planned activity is an integral part of preparing for the Huntsman SportsFest.

HUNTSMAN RIDE TRAINING

The Huntsman Heroes cycling training will begin on Saturday, April 3, 2021. Adjustments may be necessary due to COVID restrictions, and we will keep cyclists informed as we know more. Registered cyclists will receive a training schedule in March, with in-person training details coming late March. To participate in weekly training, cyclists must fundraise \$250 (or more!) by May 1.

HUNTSMAN RUN TRAINING PLAN

[Check our Huntsman Run "Couch to 5K" plan or 10K plan](#) designed by Elfi Ortenburger, coach of the Huntsman Heroes running team.

STEP 3 – Personalize your fundraising page

A personal fundraising page is created when you sign up to participate in the Huntsman SportsFest. A personal page is a great tool to let others know why you are raising money for cancer research. Are you raising money in honor of a family member or memory of a friend? Or, are you celebrating your own cancer experience? Personalize your web page with your story and photos. A real-life story makes your fundraising efforts personal and powerful.

STEP 4 – Start training and track your miles or steps

Track your training and event day miles via RidewithGPS.com, Strava, or Charity Miles. Check them out below.

RidewithGPS.com: This app is an excellent tool for cyclists of all athletic levels. We have created “goals” through this platform that riders can join and participate in public leaderboards with other SportsFest cyclists. Our “training goal” will track your hours in the saddle (and miles pedaled) between now and the event. The “event goals” (different distances) will track your progress toward the finish line on event day. Visit the Huntsman Heroes RideWithGPS dashboard to join our goals, connect with other cyclists, and view our official course and training routes.

Strava: Strava is a fitness-tracking and social media app designed for runners and cyclists with three main features: tracking, connecting, and competing. Join the two Huntsman groups and connect with other Huntsman athletes.

[Strava Huntsman Run Group](#)

[Strava Huntsman Ride Group](#)

Charity Miles: This app will track your mileage and allow people to pledge funds for future miles you will run or ride. Once you have met your mileage goal, donors are notified it’s time to pay their pledge. As a bonus, Charity Miles links up with your Strava account! Click here for the [Charity Miles set-up](#) video.

Facebook Groups: For anyone new to Huntsman SportsFest, join our Huntsman Heroes Facebook Run or Ride groups. Connect with our coaches for guidance on how to prepare to run or ride long distances. Join the [Huntsman Heroes Running Group](#) OR [Huntsman Heroes Cycling Group](#) and connect with our committed Huntsman Heroes team.

STEP 5 – Start fundraising

Now that you have personalized your fundraising page, set participation goals, and made a day-of plan, it is time to start fundraising! Check out the updated [fundraising toolkit](#) for resources to personalize your webpage, write your fundraising emails, and find additional fundraising ideas. All resources have options for both virtual and in-person participation.

STEP 6 – Get Social

Social media is a fast and easy way to turn friends, family, colleagues, and neighbors into donors. Think big and use your social media channels to tap into a whole new network of people beyond just your immediate contacts. You'll be surprised at the extra donations that can come in by sharing your fundraising page on social media. Check out these [social media resources](#) in our [Fundraising Toolkit](#).

Be sure to direct potential donors to your fundraising page by inserting your page link on your feed. The Facebook algorithm will try to direct you to use their Facebook system when you enter words like "donate" or "fundraising". We are unable to add donations through the Facebook fundraising platform to your fundraising total, as they can't be tracked. Ensure that your link you are asking friends to donate to takes them back to your Huntsman SportsFest page.

STEP 7 – Celebrate Huntsman SportsFest Weekend With Us!

Event day is the fun part where your preparation and planning come to fruition! Be sure to tune into the opening ceremonies on Friday, June 11, 2021 (TIME AND LINK COMING SOON!) for event day inspiration. Now it's time to hit the road, path, trail, or however you choose to participate!

Packet Pick-Up Details:

Early Packet Pick-up

When: Friday, June 11, 2021

Where: Fort Douglas Still Will Field at the University of Utah

Time: 2:00 – 7:00 PM

Event Day Packet Pick-up

When: Saturday, June 12, 2021

Where: Fort Douglas Still Will Field at the University of Utah

** This year, you will be unable to pick-up packets for others.*

Event Weekend Details:

We'll be adding more Event Weekend details as it becomes available.

STEP 8 – Share your experience

We'll be with you at the Start and Finish Line, but your experience at the Huntsman SportsFest is uniquely your own. We want to share your experiences at the event! Please share photos, videos, and tracking apps (Strava, iFit, etc.) results from your participation. We will be doing shout outs during event day to those posting on our [Huntsman Heroes Facebook page](#), our [Instagram page](#). Please tag [@HuntsmanHeroes](#) or use the hashtag [#HuntsmanSportsFest](#) on your personal social media channels. Let your fellow participants and the world know about your accomplishments and how you are supporting cancer research.

STEP 9 – Thank your Donors

Please remember to thank your donors! Celebrate each donation by sending a handwritten note, email, text, call, or even recognize them on social media. It's important to appreciate your supporters and let them know their contribution is valued.

STEP 10 – Receive your Incentive Items

The best incentive for raising money is knowing we are that much closer to eradicating cancer from the face of the earth. To add a little more fun to the mix, we have some great incentive items for different fundraising levels.

*Anyone who reaches the \$500 milestone before or on May 1 will be guaranteed to receive their Huntsman Ride or Run jersey at Packet Pick-Up. Anyone who reaches the \$500 level after May 1 will receive their jersey AFTER the event.

RUN INCENTIVES:

- \$250 Raised – \$10 off registration for the 2022 Huntsman Run
- \$500 Raised – Huntsman Run jersey and two tickets to the end-of-year Huntsman Heroes' Celebration
- \$1,000 Raised – Huntsman Heroes' team jacket

RIDE INCENTIVES:

- \$250 Raised – \$50 off registration for the 2022 Huntsman Ride
- \$500 Raised – Huntsman Ride jersey and two tickets to the end-of-year Huntsman Heroes' Celebration
- \$1,000 Raised – Huntsman Ride cycling bib from DNA Cycling
- \$1,500 Raised – Guaranteed entry to 2022 LOTOJA (not comped)

Thank you for joining us for the 2021 Huntsman SportsFest! Your participation brings new hope to individuals facing a cancer diagnosis. Funds raised provide the critical funds to advance life-saving breakthroughs at Huntsman Cancer Institute. These breakthroughs are shared with the world, bringing us one step closer to an end to cancer. For that, we are forever grateful!