


# CORPORATE CHALLENGE

**FACT:** Corporate fundraising events benefit your company's well-being as well as your cause.



**FACT:** Obesity and overweight employees cost U.S. employers more than \$13 billion annually.

- 2004 Harris Interactive Study.

# GET HEALTHY

GET HEALTHY  
INVOLVED  
READY  
ACTIVE  
STARTED

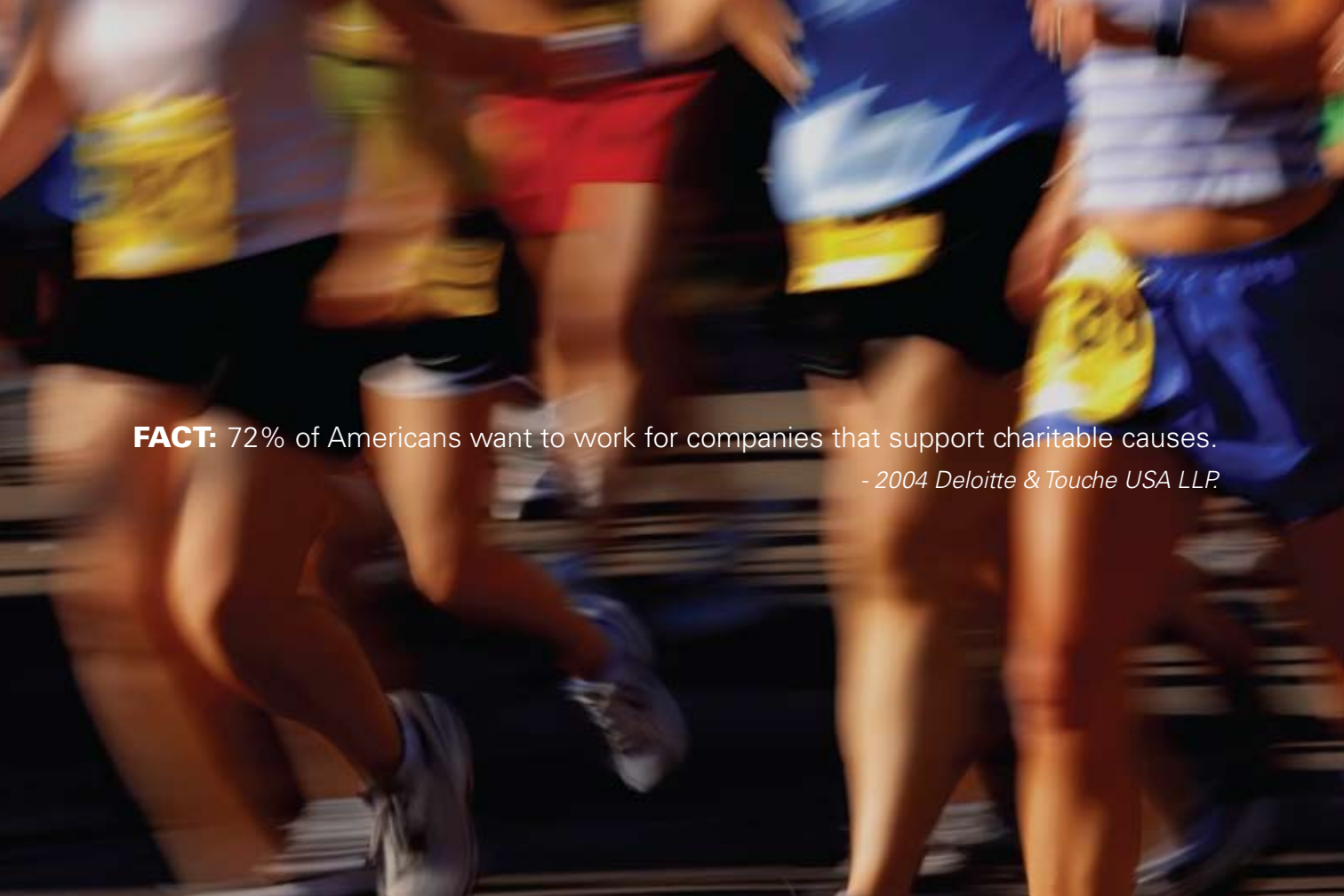
## **Save your corporation thousands!**

Active is excited to invite you to participate in our new community involvement and health and fitness Corporate Challenge Program. As part of this program, your employees are given the opportunity to train with co-workers, raise funds for a cause and compete to be the most fit and philanthropic corporation in your area.

This innovative turnkey program provides an important team-building opportunity for your employees, is easy to implement, and will save your corporation \$240,000\* or more per year in direct employee health care costs.

\*The Cooper Clinic studies show that physically active employees are nearly \$400 per month less expensive than inactive workers (American Journal of Health Promotion).

*Our mission is to empower your employees to enjoy the benefits of living a healthy lifestyle while giving them the opportunity to support a cause that makes a difference.*



**FACT:** 72% of Americans want to work for companies that support charitable causes.

*- 2004 Deloitte & Touche USA LLP.*

# GET INVOLVED

Our vision is to enhance the work experience of your employees by providing them with an important team-building opportunity that will save you money, boost employee moral and increase brand awareness and overall profits.

## What are the Benefits?

### Save money on health care costs

- Recent studies from the American Journal of Health Promotion show that a physically active employee will save you approximately \$400 less per month than an inactive employee.
- According to the Benefits and Compensation Digest, on average employers have seen a 28% reduction in sick leave, 26% reduction in direct health care costs and a 30% reduction in costs related to workers compensation and disability by implementing a health promotion program.

### Enhance employee morale & productivity

- According to the 1999 Cone/Roper Cause Related Marketing Trends Report, workplaces that encourage regular physical activity report all of the following benefits: increased productivity and morale, reduced injury rates, better employee relations, improved job satisfaction and team spirit and improved employee health and fitness.

### Increase brand awareness & profits

- Supporting a cause will greatly elevate your visibility in the community and will further bring awareness to your brand.
- According to American Journal of Health Promotion 2/3 of consumers report they will switch to a brand that supports a cause they champion.



**FACT:** 37% of adults report they are not physically active. Only 3 in 10 adults get the recommended amount of physical activity.

*- U.S. Department of Health and Human Services.*

# GET READY

This turnkey program provides you with the following tools for success:

## **Fully designed corporate health & giving Web site**

Branded with the look and feel of your corporation, our professional design team will create an all inclusive website which features health and nutrition information, online donations and fundraising capabilities and a comprehensive “virtual” online training program to allow employees to track and report their progress.

## **8-21 week training program**

Whether your employees are first time athletes or elite racers, our 8-21 week training program helps athletes of all ages and abilities achieve their health and fitness goals. Your employees will enjoy training runs with an expert coach, employee fitness tracking to record progress plus expert advice on training and injury prevention to ensure fitness success.

## **Employee kick-off meeting**

To jump start your teams’ momentum, an Active staff member will come to your location with our expert trainer and a charity representative to host this on-site celebration to educate, motivate and inspire your employees to take charge and start this new endeavor.

## **Employee communication & incentive materials**

We win if you win, and the only way for us to win is to ensure that your employees have all the materials and incentives they need to accomplish more than they could ever imagine.

## **In-depth reporting**

To measure the success of the program for you and for your employees, we provide in-depth reports based on specific measurable objectives set forth by you and your team.



Sample Web Site

A low-angle, close-up shot of runners' legs and feet on a track at night. The scene is illuminated by warm, golden light, likely from stadium lights, creating long, dark shadows on the asphalt. The runners are in motion, with their legs and feet captured in various stages of a stride. The background is slightly blurred, emphasizing the foreground action.

**FACT:** 8 in 10 Americans say that corporate support of causes wins their trust in that company, a 21% increase since 1997.

*- The 2004 Cone Corporate Citizenship Study.*

# GET ACTIVE

HEALTHY  
INVOLVED  
READY  
GET ACTIVE  
STARTED

## **Active Network, Inc.**

Based in San Diego, California, Active Network is a leading provider of technology and marketing solutions for the participatory sports and recreation industry. The company's products automate the administration required in event, league and recreation management. For sports participants, the company offers the most complete web resource for searching and registering online for events, leagues and community activities. Active Network serves organizations and participants in multiple markets throughout the United States, Canada, Australia and New Zealand. For more information, please visit [www.ActiveNetwork.com](http://www.ActiveNetwork.com).

*At Active, we're passionate about services that foster healthy, active lifestyles. Our community-minded and active team identifies closely with the organizations and participants we serve.*

# GET STARTED

Active is committed to exceeding your expectations and providing each of your employees with an experience that is meaningful. By participating in our Corporate Challenge Program you will be able to unite your workforce in an extraordinary athletic and philanthropic event that will grow year after year – plus save you thousands of dollars!

Don't miss out on saving thousands, uniting your workforce and making a difference in the community. We look forward to speaking with you and providing you with more information about this tremendous opportunity.

-Your Friends at Active Network.

## Calculate your savings:

The average corporation saves ~\$4,800 per year in health care costs from an employee who is active compared to an employee who is inactive. How much can you save?

We'd like \_\_\_\_\_ employees to join our team. Now, multiply that number by \$4,800.

\_\_\_\_\_ x \$4,800 = \$ \_\_\_\_\_

Savings in just 1 year!

 **active** NETWORK