

14<sup>th</sup> National Corporate  
Marathon  
Championship

*San Diego Marathon  
San Diego, CA  
January 17, 1999*

# USCAA

United States Corporate Athletic Association



*Exercising Your Corporate Image*



22<sup>nd</sup> National Corporate  
Track & Field  
Championships

*Los Gatos High School  
Los Gatos, CA  
July 17-18, 1999*

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*Chairman  
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## **22nd Annual USCAA National Corporate Track & Field Championships** *Los Gatos, California July 17 - 18, 1999*

The U.S. Corporate Athletics Association (USCAA) invites you to attend or be a part of this year's National Corporate Track & Field Championship. Scheduled to be held in Los Gatos, California on July 17-18, 1999, it will benefit corporate America's fitness and raise funds for the Make-A-Wish Foundation™. This year's event will be the 22nd Annual Championship and promises to be one of the best ever. Famous co-hosts and television coverage are being worked out. Last year's honorary chairperson was Fred Newhouse. The USCAA invites you to come out and compete, set up a product table at the meet, donate products, advertise, or help sponsor the event.

The USCAA is a nationwide non-profit organization that promotes health and fitness among corporate employees as well as raises funds for charity. It is made up of corporate athletes - both slow and fast - and organized by a board of directors who are volunteers from across corporate America. Together they organize and compete in a variety of corporate races. The biggest of these competitions for the USCAA is its annual National Corporate Track & Field Championship. The USCAA also raises funds at this meet for the Make-A-Wish Foundation®™ with its Charity Cup Challenge. Our full-color tri-fold brochure describes the USCAA, its history, its vision, and its events.

The USCAA National Corporate Track & Field Championship is made up of events that are team- or relay-oriented and structured to be equally competitive for men and women of all ages. Some events even require runners of a particular executive level. The competition allows both the weekend warrior and the former college track star to participate in the same event and to contribute equally to a team's success. Individual distances in these relays range from 100 or 200 meters to 2 miles on the track, shot put, discus, high jump, long jump, and 5K and 10K road races.

Also included are two non-scoring events: a 4-person relay consisting of two Special Olympic athletes and two corporate athletes, and a Corporate Kids Run with children from 1 to 16 in 5-year increments running from 100 meters to 400 meters. The USCAA Nationals are fun as well as competitive, engender lots of long-lasting camaraderie, build a strong networking base, and benefit worthy charities. The weekend closes with an energetic post-meet party.

Tables are available at the 2-day meet to promote your company's running products or services. A coupon or flier could also be included in the team packets that go out to the participants. Companies interested in sponsoring may do so in a number of ways. One is through in-kind product donations which would give your business good visibility.

USCAA Headquarters

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Possible suggestions include:

- ◆ awards:
  - team trophies
  - individual medals
  - special awards for all participants (approx. 1,000)
  - special awards or flowers for 1st place finishers (160 awards)
  - special awards or sponsorship of particular events (2-6 athletes per event)
  
- ◆ finish line/event banner
- ◆ flowers around the awards stand
- ◆ meet volunteers

We encourage you to choose one or more events (with your name or logo added to them) and sponsor or provide special awards for those athletes specifically. All sponsors receive special recognition at the competition, in the meet program and in the USCAA's semi-annual newsletter, *FitNews*. Both of these publications are also good venues for advertising.

The USCAA would also be happy to help you form a competitive and fun team. Teams may be formed from a regional, national or even international employee base - they are not restricted to be regional. Teams compete in four divisions based on company employee size. They may consist of as little as one person, although 10-30 is more common at first. Several small companies may even join together to form a team.

We are eager to work with you to develop a relationship that would be mutually beneficial in terms of sponsorship, advertising, or promoting your products and services to an energetic corporate America and to help raise awareness and contributions for the Make-A-Wish Foundation". Let us also help you organize and lead an exciting team - it's easier than you could imagine and the benefits are well worth it!

Visit the USCAA web site at [www.uscaa.org](http://www.uscaa.org) for more in-depth information.

Thank you and have a great day,

Gordon Smith  
USCAA Vice President and Communications Chairman

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