



# CORPORATE CHALLENGE WEEK

AUGUST 24-31, 2018

## WHAT IS IT?

The Good Life Halfsy is a 6,500 participant half marathon in Lincoln, Nebraska providing the state with over a \$2 million economic impact on race weekend. We challenge your company to **make your move** and encourage your employees to get active by running or volunteering in the 2018 Good Life Halfsy half marathon.

## WHY PARTICIPATE?

- Active and healthy employees are more productive and feel more connected.
- Supporting your employees in running Nebraska's most exciting half marathon is an easy way to bolster your wellness program and create a positive company culture.
- Companies in each size-segmented division with the highest percentage participation will win recognition and bragging rights.

Every runner and volunteer count towards your company's standing on the leaderboard

## HOW DOES IT WORK?

Good Life Halfsy Corporate Challenge Week occurs August 24th-31st. Companies big and small sign up for free and then encourage employee involvement. We'll provide you with customized materials to make it easy. Choose from either providing a Corporate Stipend or promoting Rollback Pricing to your employees and families. Plus, volunteering as a team is another great way to get involved.

### CORPORATE STIPEND

Join leading employers like Union Bank, Cabela's, Bulu Box, and LinkedIn by providing a stipend to motivate your employees to register. We'll provide you with a unique code providing a discount from 20%-100%. We'll invoice you for the amount of stipend used after the event.

MAX  
IMPACT

### ROLLBACK PRICING

Agree to actively promote registration to your employees and we'll provide you with a unique code that rolls back the price of registration for your people to a previous price tier.

### VOLUNTEER

We'll provide a link to corporate volunteer opportunities and take care of coordination from there.

## GET STARTED NOW

Visit [goodlifehalfsy.com/corporatechallenge](http://goodlifehalfsy.com/corporatechallenge) to learn more or officially register your company for the challenge! **Hurry, your company must be registered by August 17th to participate in Good Life Halfsy Corporate Challenge Week.**