



NON-DUES REVENUE

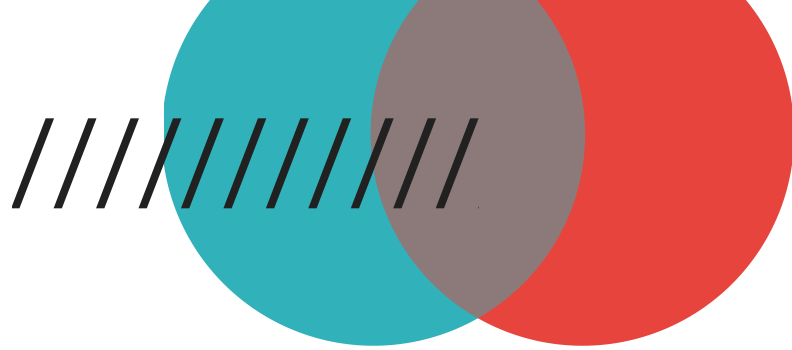
CORPORATE CHALLENGE



CREATED BY

Alchemy Agency Ltd.

THE CORPORATE CHALLENGE



AN OVERVIEW

The Corporate Challenge is an iteration of the Regatta idea. You can actually interchange them, as the title is just the theme, but the challenges can be used for either. In this iteration, corporate teams enter the contest for a small fee.

The teams have to achieve various objectives that can vary from physical events to fundraising and unique projects. There are numerous sponsorship activations and this initiative can convert to a live event when it's safe to do so.

RESOURCES

MINIMUM REQUIRED

We don't actually need too much to make a minimum viable challenge. We would need registration and a platform to showcase a leaderboard, but those are typically accomplished by using your existing website.

WHY WE LIKE IT

- It's not virtual! No sitting in front of a computer and watching shoddy webinars
- It gets people moving, outside, doing activities, and you can include the family
- Offers a great way for all stakeholder to engage, create brand awareness and give back to the community

THE STAGES

01

REGISTER A TEAM

Typically a corporate team, but you can decide to expand that.

02

COMPLETE THE CHALLENGES

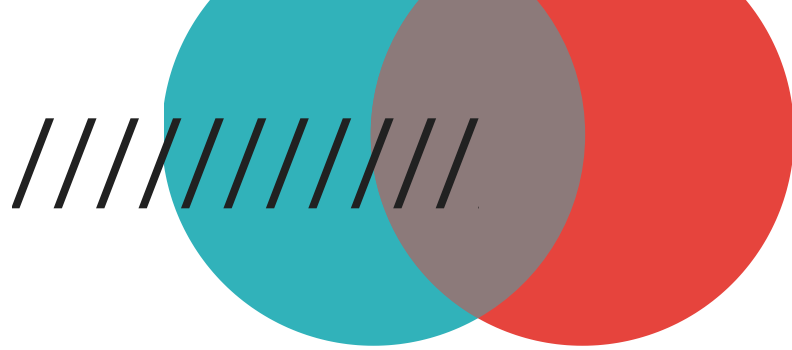
Make them fun and engaging.

03

ANNOUNCE THE WINNER

Be sure to include some prizes!





HOW IT WORKS

Essentially, teams of almost any size can register. Corporate teams are easiest, but even a company can enter multiple teams if they so choose.

The Corporate Challenge consists of a number of challenges. You can decide if you want to let teams know in advance what those challenges are, or leave them a secret until the start of the challenge.

Each challenge earns points. The first team to complete a challenge wins the most points, but there are points for teams who finish second, third and so on. In fact, you can add bonus points for achieving more than what's required.

By the end of the challenge, points are tallied and added to a leader board. The leader board is a great sponsorship activation!

THE CHALLENGES

PHYSICAL

An example might be teams have to cover a collective distance by walking, running or cycling. If teams are of different sizes, we could establish the distance is equal to 20 miles x no. of team members. This means the team as a whole needs to achieve the total distance. It doesn't mean each person on the team has to achieve an equal share.

The point system could give points for first to achieve the distance (tracked by any number of mobile apps such as Strava or Map My Walk).

FUNDRAISING

Perhaps you have a community partner in need of support. One, or more of the challenges could be a charitable effort, where teams need to design a campaign and raise a collective amount of money or some other objective. For example, it might be a collective monetary amount, calculated as \$5,000 x no. of team members.

You might also consider Christmas hampers, meals served, or whatever's appropriate for the charity. Bonus points can be earned by donating additional units, even after this challenge ends.



THE CHALLENGES (CONTINUED)

SPONSORED

Now consider the various sponsored activation opportunities. For example, if you have an office supply company sponsoring, suppose they provide branded sticky notes and a branded tape measure. The teams have to engineer a freestanding structure that measures 5 feet tall and a video with the tape measure as proof. Only the sticky notes can be used.

Completed structures need to be submitted via social media, giving the sponsor considerable exposure. Points are earned for both speed and height. Additional points are achieved by making it taller than 5 ft, but you can only submit once.

MONETIZING THE CHALLENGE

HIGH MARGINS & HIGH PROFILE

Let's start with the obvious - we can charge a team registration fee, find sponsors for the various components, challenges, the leader board, etc.

But we can also create sponsorship engagement pieces on the website or landing page where this is housed. Consider creating unique activations, where a destination sponsor could virtually showcase their region and venues by folding them into one of the challenges.

Perhaps there's an Easter Egg hidden somewhere on the page, prizes of which could relate to visiting the destination.

If we get creative, we'll find all sorts of unique sponsorship opportunities. Perhaps the leading team wins a 'yellow jersey' with a sponsor logo. Or, an insurance agency sponsors the registration page and offers mock coverage for 'virtual injuries'.

Have fun with this initiative and the ideas will flow. If you get stuck on anything, don't hesitate to reach out to us!