



# CORPORATE CHALLENGE

INFORMATION PACKAGE  
Sunday, September 27

# Overview and Roadmap

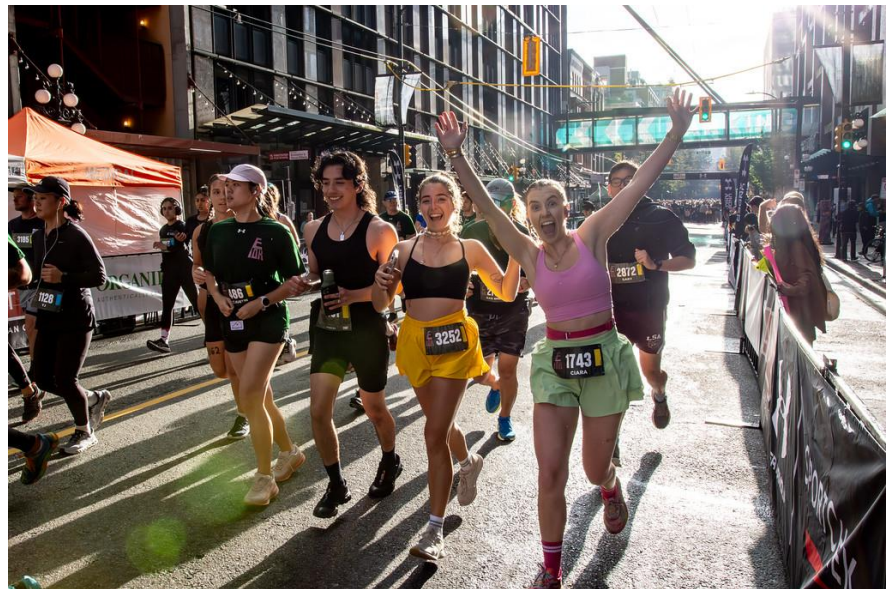
New in 2026, the Corporate Challenge invites organizations of all sizes to come together, get active, and give back at the Under Armour Eastside 10K on Sunday, September 27.

Corporate Challenge participants will complete the 10K while fundraising for at least one of our incredible [charity partners](#).

It's an opportunity to strengthen company culture, promote health and well-being, and rally your team around a shared goal—on race day and beyond.

## Ready to Join?! Here's how:

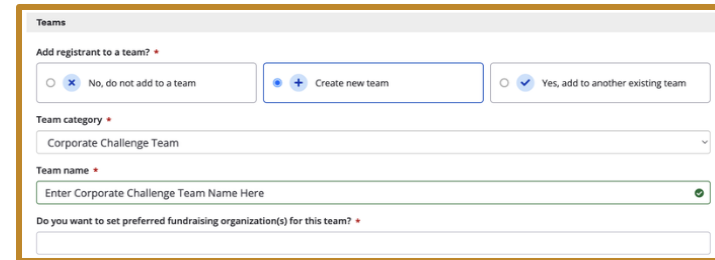
1. Create Your Team
2. Recruit Your Team Members
3. Employee Registration
4. Get Ready for Race Day
5. Race Day and Prizing



# Create Your Team

## Appoint your team captain!

The Team Captain will “Create new team” during registration, name the Corporate Challenge Team, and select their fundraising organization(s). Once their registration is complete, the team has been created. They will receive a “Team Join Link” that can be shared with team members to register.



The screenshot shows a registration form titled "Teams". It includes the following fields and options:

- Add registrant to a team? \***: Three radio button options: "No, do not add to a team" (unchecked), "Create new team" (checked), and "Yes, add to another existing team" (unchecked).
- Team category \***: A dropdown menu with "Corporate Challenge Team" selected.
- Team name \***: A text input field containing "Enter Corporate Challenge Team Name Here" with a green checkmark icon on the right.
- Do you want to set preferred fundraising organization(s) for this team? \***: An empty text input field.



# Recruit Your Team Members

Invite your employees to participate in the Under Armour Eastside 10K!

**Option 1: Pre-pay for employee registrations using our [Gift Registrations](#).**

- In the Gift Registration form, enter the quantity of 10K registrations you would like to purchase, ensure you select in-person registrations and complete payment.
- Receive an email with your Gift Codes.
  - Distribute these codes along with your Team Join link for your employees to register.

**Option 2: Allow employees to join your team and self-pay for their registration**

- Employees complete their registration and pay for themselves using the Team Join link from the Team Captain



# Employee Registration

**It's time for your employees to register!**

Provide your employees with:

- The Team Join Link (Team Captain will have received after creating the team)
- The Gift Code for their desired distance (optional - if you are pre-paying for employee entries)

Employees will follow the Team Join Registration Link as it will automatically add them to the Corporate Challenge Team. If using a Gift Code, they will enter it in the promo code section.

**Enter promo code or gift code**

**Enter promo code or gift code**

**Enter Gift Code Here**



# Get Ready for Race Day

## **Set and Celebrate Fundraising Goals**

Set fundraising goals for your employees and your team! Clear goals motivate fundraisers and make progress easy to track. Consider how your organization can support and recognize fundraisers—whether through incentives, shout-outs, or special rewards—to keep them engaged and inspired.

## **Promote Your Participation**

Spread the word about your organization's involvement! Share your participation across social media, newsletters, and any other communication channels you use.

## **Group Race Kit Pickup**

Corporate Challenge Teams can opt-in to group race kit pickup! This means we will get your teams' race kits ready for you ahead of time they can be picked up at once or dropped off to an office in the Lower Mainland.



# Race Day and Prizing

Join us on race day: **Sunday, September 27!**

- 8:30am: 10K Start at Cordova Street at Abbott Street (across from [Woodward's Atrium](#))
- Complete your race and then hang out and cheer on your colleagues in our post-race area filled with snacks, photo opportunities, and more!

## Prizing

- The Corporate Challenge will feature prizes from our partners! Stay tuned this summer for full details.
- *Teams must have a minimum of 6 participants to qualify for prizing.*



# Join Now

Join our Corporate Challenge Today!

[Register your team](#)

Questions about the Corporate Challenge?

Reach out to Rachel at [charitywest@canadarunningseries.com](mailto:charitywest@canadarunningseries.com)

