

National Corporate
Marathon
Championship

Houston-Methodist Marathon
Houston, TX.
January 18, 1998

USCAA

United States Corporate Athletics Association



Exercising Your Corporate Image



21st National Corporate
Track & Field
Championship

Santa Barbara, CA.
July 25-26, 1998

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21st Annual USCAA National Corporate Track & Field Championships

Santa Barbara, California

July 25 - 26, 1998

The U.S. Corporate Athletics Association's (USCAA's) National Corporate Track & Field Championship is scheduled to be held in Santa Barbara, California on July 25 - 26, 1998 to benefit corporate America's fitness and raise funds for the Make-A-Wish Foundation®. This year's event will be the 21st Annual Championship and promises to be a great event. The USCAA invites all companies to form a team 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. A full-color tri-fold brochure describing the USCAA, its history, its vision, and its events is available upon request.

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. Retired employees and contractors may also be eligible to take part. 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 (more of the shorter distances), 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 running from 100 meters to 400 meters. The USCAA Nationals are fun as well as competitive, engender lots of long-lasting camaraderie, and benefit worthy charities. The weekend closes with an energetic post-meet party.

The USCAA would be glad to help you form a competitive and fun team. Teams are divided into four divisions based on company employee size. Teams 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 one team.

USCAA Headquarters

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The USCAA also has provisions for groups of teams to organize their own additional competition among themselves. For example, a special award at Nationals could be presented to the strongest local business, fastest fire department, swiftest swat team, most rapid restaurant, fittest bank, or most energetic energy company. The teams involved make up their own scoring rules and awards. It's an exciting way to make everyone a winner!

Tables are available at the two-day meet to promote your company's 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. Another option is to choose one or more events and sponsor or provide special awards for them specifically. All sponsors receive special recognition at the competition, in the meet program and in the USCAA's newsletter, *FitNews*. Both of these publications are also good venues for advertising.

This is our 21st Annual Corporate Nationals. We are striving hard to make this year special. Honorary chairpersons for 1997 were Steve Scott and Ruth Wysocki. Those for 1998 have not been chosen yet. Television coverage is also being worked out.

We would be glad to send you information and help you organize and lead a successful team - it's easier than you could imagine and the benefits are well worth it! We are also eager to work with you to develop a relationship that would be mutually beneficial in terms of sponsorship, advertising, or selling your products and services to an energetic corporate America. We have many ideas and are flexible to yours.

Please contact the USCAA if you have any questions or concerns at: (312) 321-6842 or (312) 527-6636 (fax). We are eager to speak with you about making this year's USCAA Nationals the best ever!

Thank you, and have a great day,

