TEAM CAPTAIN GUIDE

THURSDAY
AUGUST 31, 2017
BALLPARK VILLAGE

stlbizdash.com
#BizDash2017
Produced by the St. Louis Sports Commission, the Biz Dash 5K is an event that brings local St. Louis area businesses and their employees together to celebrate our community, build team camaraderie and promote a healthy, active lifestyle. While the main focus is the 5K (3.1 mi) run, the event also includes a post-race tailgate party where participants have the chance to enjoy themselves, mingle with the other participants and receive recognition for their contributions, race times, and company t-shirt designs. With live music, food, drinks and fun, it’s “St. Louis’ Biggest Office Party.”

In our inaugural year, 120 companies created teams and almost 2,000 people participated in the event making it a huge success! This year we want to get even more organizations involved. Any business in our community including corporations, small businesses, start-ups and everything in between is invited to participate in this one-of-a-kind event. It’s a great opportunity to get outside, have some fun with your colleagues, and compete against the other businesses in your industry. Nothing says team bonding like a little friendly competition, right? Think of it as a Thursday night happy hour wrapped around a 5K run in Downtown St. Louis.

The heart of the Biz Dash is to promote a healthy lifestyle. In other cities like Richmond, Orlando, and Atlanta, this type of event has been widely popular and effective in engaging the community and its business professionals. Studies have shown that the healthier (and happier) the employee, the more productive they are in the workplace thereby contributing to a higher achieving organization. The Biz Dash is all about inclusion, so every level of runner or walker is encouraged to participate. It is going to be an event you don’t want to miss!
The Biz Dash is open to employees from corporations, small and large businesses and financial institutions. Employees of non-business organizations (federal, state and municipal governments, educational institutions, and quasi-governmental organizations) are also eligible to participate as long as they are employed by the same unit, branch, chapter or school.

TEAM ELIGIBILITY:
- In order to be eligible for a Company Team, participants must be actively employed and work a minimum of 25 hours per week.
- Companies may register an unlimited number of employees for their team, all of whom will be individually timed.
- Team scores will only include participants' who are employed by that Company Team. Family and/or friends may be included on Company Teams (if designated during registration), but they will not be eligible for team scoring. All runners will be able to view their individual times.
- Companies must have a minimum of four participants to be eligible for team scoring (two men and two women). See “Scoring & Awards” for more details on how teams are recorded.
- The HBM Holdings CEO Challenge category is available to companies with five or more full-time employees. Please refer to “Scoring & Awards” for more details regarding this category.

RACE DAY:
- You may not bring outside food or alcohol inside the Team Village.
- All participants must wear their assigned race bib on the front of their shirt during the race. Race numbers must be visible and in full view.
- For safety reasons, strollers, bicycles, roller skates, in-line skates and pets will be prohibited on the course and in the Team Village.
- Entries are non-refundable, non-transferable and cannot be deferred to another year.
- The Biz Dash will go on rain or shine. In the event of severe weather, patrons will be moved inside Ballpark Village and a call will be made about the race at that time.
- Event Management reserves the right to delay, postpone or cancel the event due to inclement weather deemed unsafe. Participant safety is the number one priority. Entries are non-refundable in the case of cancellation.

Awards will be presented on the Missouri Lottery Stage after the race for the overall categories below as well as company t-shirt designs.

- Overall Male
- Overall Female
- Male CEO
- Female CEO
- Top Team in each Industry Category

INDUSTRY CATEGORIES
- Banking, Finance & Investments
- Legal & Accountants
- Hospitals & Health-Care
- Transportation & Utilities
- Insurance
- Sales, Retail & Hospitality
- Engineering & Construction
- Military, Government & Education
- Communications, Media & Marketing
- Sports, Recreation & Entertainment
- Technology, IT & Electronics
- Foundations & Non-Profits
- Running Clubs

*For more specific details on each industry category, visit stlbizdash.com.

Overall Male & Female – The Overall category will be scored according to the first runners that cross the finish line.

HBM Holdings CEO Challenge – The HBM Holdings CEO Challenge is available to companies with 5 or more full-time employees. It will be scored according to individual chip time (in male and female categories). A CEO Challenge participant must have a C-Level Executive Title at their company in order to be eligible (CEO, CFO, COO, CIO, etc.). This category welcomes both runners and walkers! Team Captains assign CEO participants during team creation. Team Captains can go back at any time and add or remove a participant from the CEO Challenge.

Top Team in each Industry Category – The Top Team category will be scored according to chip times for all 13 Industry Categories. A company must have a minimum of two men and two women to qualify for team scoring. The top two male finishers and top two female finishers from each company team will be automatically combined to create a cumulative team time. ALL participants on company teams will have an opportunity to view their individual times.
TEAM CAPTAINS

The Team Captain (that’s you!) is the individual who oversees your Company Team. It is encouraged and recommended that teams assign multiple Team Captains if your team is larger than eight people. Please note: Only one team is allowed to be created per company, but teams may have an unlimited number of participants.

THE TEAM CAPTAIN IS RESPONSIBLE FOR:

- Creating the Company Team on the registration website.
- Setting the Company Team preferences and payment methods.
- Advertising and recruiting employees company-wide to participate.
- Informing employees how to join the Company Team.
- Making additional purchases in the Captain Store including tents, tables and chairs.
- Ordering food and beverages for your team tent.
- Finalizing the team roster to ensure all participants register before the deadline.
- Coordinating Company Team packet pick-up.
- Distributing and communicating race day materials and information to their team participants.
- Motivating the company to participate in the t-shirt contest and entering the company’s t-shirt design.

Packet Pick-Up Information
Team Captains will be notified of the times and locations of packet pick-up as it gets closer to the event. The Team Captain or a designated team employee will be responsible for picking up their team box, which will include all of their team members’ packets.

Company Team Payment Deadline
Friday, August 25, 2017 is the last day for employees to register to be included in the Company Team invoice (if the company is paying for their employees). Employees can still join their Company Team through Tuesday, August 29, but they will have to pay by credit card.

Questions?
Contact the Biz Dash 5K Event Manager Kyle Stegeman at 314-345-5144 or kstegeman@stlsports.org.

IMPORTANT DATES & DEADLINES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>FRIDAY, APRIL 7</td>
<td>Online registration opens - $30 per participant</td>
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<tr>
<td>FRIDAY, JUNE 30</td>
<td>Food &amp; beverage options for team tents released</td>
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<tr>
<td>TUESDAY, AUGUST 1</td>
<td>Registration price increases - $35 per participant</td>
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<tr>
<td>FRIDAY, AUGUST 25</td>
<td>Tent Orders Due</td>
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<td></td>
<td>Food &amp; Beverage Orders Due to Ballpark Village</td>
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<td></td>
<td>Company Team registration closes online. Company invoices will be sent out to Team Captains for companies who choose to cover their employees’ entry fees.</td>
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<tr>
<td>MONDAY, AUGUST 28</td>
<td>Last day for teams to submit a T-Shirt Contest design. Must submit design by 11:59 p.m. to be eligible for contest. Teams can drop off or send in a physical t-shirt to the St. Louis Sports Commission. If mailed, shirt must be received by this date. Details on page 18.</td>
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*Times and deadlines may be subject to change. Team Captains will be notified in the event there are changes.

Check out the Team Captain page at stlbizdash.com for promotional materials to help recruit employees for your team!
CREATE A TEAM

1. Go to the event website, stlbizdash.com and click “REGISTRATION” on the left side navigation. On the Registration page, click on the green button that says “CREATE YOUR TEAM.”

2. A pop-up window will appear with the button, “JOIN A COMPANY TEAM.” Click this button to proceed. In the new menu, it will show a list of Company Teams. From this page, you can search for your Company Team and join one if it is already listed. To continue creating your team, click the button that says “CREATE A NEW TEAM.”

3. You will be prompted to sign in or create a username/password for RunSignUp before you can proceed. (RunSignUp is the race registration system embedded in the Biz Dash’s site). Please sign up and those will be your credentials to see your Team Captain Tools once your team is set up. After you’ve created your username and password, you can continue creating your team.

4. You will fill out all of your Company Team’s contact information, industry category, payment setup, CEO name if competing in the CEO Challenge, and your special code for company employees to join your team. You’re almost done, but not quite yet!

For in-depth instructions on filling out this portion, go to the Registration page on the event website where you can download the “Create a Company Team” manual.

Don’t forget to join your company team yourself AND remember your RunSignUp login credentials!
After your Company Team is created, it will take you to your Team Page. You can upload your company logo to personalize your team. Click on the button that says "JOIN" to register yourself for the race. Fill out the registration form to complete your registration process.

The screen to the right is what will appear when participants click on the blue button that says “JOIN A TEAM” on the Biz Dash registration page. They can search for the Company Team and/or click the "JOIN" button next to the team name to join that team. Please see the next page for information Team Captains will need to provide to their coworkers to join.

You are all set! To start recruiting runners for your team, send the following information and steps to your coworkers with the Company Team name and special password to join:

1. Go to stlbizdash.com and click on the Registration link.
2. Click the blue button that says “JOIN A TEAM.”
3. Search for your company team name in the menu and click “JOIN.”
4. Type in your company team’s special password to join:
5. Sign up as a “New Registrant.”
6. Fill out all of your contact information in the registration form to submit and officially join your company team for the 2017 Biz Dash 5K.

PLEASE NOTE:
1. No race day entries will be accepted.
2. Entry fees are non-refundable and non-transferable: this includes event cancellation, delay or change.
3. All outstanding company team fees must be paid prior to packet pick-up.
4. Any additional equipment rented is non-refundable.
5. A lost or missing bib that is re-issued on race day will incur a $5 charge.

Promote the Biz Dash 5K within your company! You can access several promotional items free to download on the Team Captain page at stlbizdash.com. To request printed Team Captain posters be shipped to you, please contact Kyle Stegeman at kstegeman@stlsports.org.

AVAILABLE AT STLBIZDASH.COM:
- Team Captain Poster 11x17
- Biz Dash Flyer 8.5x11
- Biz Dash Infographic 8.5x11
- Social media graphics (various sizes)

Write in your Team Captain contact information at the bottom of each poster so your coworkers know who is handling your Company Team’s registration.
MANAGE MY TEAM

Once you have your Company Team created, you can use the Team Captain Tools to customize and maintain your team page, communicate with your team members and track your participants. On either the Team Captain page or the Registration page, click on the navy blue button that says “MANAGE YOUR TEAM” to access the Team Captain Tools. (If logged out, you will need to provide your RunSignUp username and password to view your team page).

STLBIZDASH.COM

From the Team Captain Tools page, you can add additional Team Captains, adjust your payment and invoice settings, add your company CEO if competing in the HBM Holdings CEO Challenge, add a team logo, and purchase additional tables and chairs for your team’s post-race area through the Captain Store.

FOOD & BEVERAGES

Enjoy St. Louis’ Biggest Office Party with food and beverages delivered right to your team tent in World Wide Technology Team Village! Teams can choose from a variety of food and beverage options courtesy of Ballpark Village. Pre-ordered drinks will be delivered to tents at 5 p.m. and food will be delivered at 7 p.m.

To place an order, visit the “Food & Beverages” page at stlbizdash.com.

**Please note that food and beverages in the Team Village can only be purchased through Ballpark Village. Personal food and beverages will not be permitted.

2017 TEAM CATERING MENU

BUDWEISER BREW HOUSE BBQ TRAY
Includes: Choice of Pork, Brisket or Chicken with slaw, beans and corn bread
Price: $11.50 PER HEAD
To order, visit the “Food & Beverages” page at stlbizdash.com.

DRUNKEN FISH TRAY
Includes: Choice of Ahi Poke Sushi Burritos, Chicken Fried Rice, Chicken Soba Noodle, White Tiger Signature Roll, Spicy Tuna & California Roll
Price: $12.50 PER HEAD
To order, email Justin Cady directly at justin.cady@drunkenfish.com

DRINK SPECIALS
$6.00 – 16 oz Budweiser, Bud Light & Bud Select
$6.50 – 16 oz Bud Light Lime & Michelob Ultra
$2.00 – 20 oz Bottled Water & Coke Products

To order, visit the “Food & Beverages” page at stlbizdash.com.

**BizDash2017**
TEAM TENT RENTALS

The World Wide Technology Team Village is the perfect spot for your team to meet prior to the race and the place to be for the post-race festivities. Make sure your team has a space to hang out, enjoy your food and beverages, and refuel after the race!

RENT A TENT:
1. You can reserve a Team Tent by going to the Captain Store.
2. From the Team Captain page on stlbizdash.com, click the "MANAGE YOUR TEAM" button to access the Team Captain Tools and the Captain Store.
3. There are a limited number of tent spaces available.
4. Orders are taken on a first-come, first-served basis.
5. Tent rentals are non-refundable after purchase.
6. Each Tent Rental includes ONE tent banner with your company name.
7. Team Captains can purchase additional tables and chairs for their tent through the Captain Store as well.
8. Team tents will be numbered and Team Captains will be notified of the number and location of their tent on Monday, August 28.
9. Tent locations are at the discretion of the Biz Dash event management.
10. Tent rentals are due by Friday, August 25.

PLEASE NOTE:
• It is recommended that you determine the number of participants your company will have before you purchase your team tent.
• Teams are encouraged to decorate their tents to enhance their space. Generators will not be allowed at tents so we recommend battery-powered items.
• Private tents and tables are not allowed.
• Food and beverages in the Team Village can only be purchased through Ballpark Village. Personal food and beverages will not be permitted.
• There will be NO: vehicles allowed in the tent area, open flames, barbecue/grilling, live or amplified entertainment/sound at your tent.
• There will be NO promotions, giveaways or sampling of food or beverages of any kind, unless otherwise given written permission by the Biz Dash event management.
• These rules will be enforced by event staff throughout the pre-race and post-race festivities.

Go to the Team Captain Store to Purchase.
stlbizdash.com

TENT RESERVATION DEADLINE:
Friday, August 25, 2017

Tent spaces are limited and reservations will close once they are sold out, even if it is before the deadline. Larger sized tents will sell out first. Tent locations will be determined by the Biz Dash event management when payment is received.

10’x10’ Tent ($350 each)
INCLUDES:
• 1 table (8 ft) with plastic table top
• 4 chairs
• Company name banner

10’x20’ Tent ($600 each)
INCLUDES:
• 2 tables (8 ft) with plastic table tops
• 8 chairs
• Company name banner

20’x20’ Tent ($950 each)
INCLUDES:
• 4 tables (8 ft) with plastic table tops
• 16 chairs
• Company name banner

20’x40’ Tent ($1,400 each)
INCLUDES:
• 16 tables (8 ft) with plastic table tops
• 32 chairs
• Company name banner

**You can add chairs at $5 each and/or tables (8 ft) at $10 each

GOOD FOR TEAMS

10 EMPLOYEES OR LESS

25 EMPLOYEES OR LESS

50 EMPLOYEES OR LESS

100 EMPLOYEES OR MORE
The World Wide Technology Team Village is the place where companies, their employees and clients can enjoy pre-race and post-race festivities. Located in Ballpark Village’s parking lot right next to the Busch II Infield, it is a great spot for your team to meet prior to the race as well as the place to be for the after party.

Company Teams can pre-order food to be delivered to their tailgate tent space and there will also be food and drinks served à la carte. Participants can play cornhole, listen to live music and view their scores as they finish on the Spire LED screen. Be sure to stick around for the awards ceremony following!

Participants can pre-purchase parking passes for only $5 for Ballpark Village’s parking lot as well as the Stadium East and Stadium West garages. Additional details are available on the “Parking” page at stlbizdash.com.

The Biz Dash 5K will begin at 7pm on 8th Street just west of Ballpark Village.

The course route may be subject to change. Team Captains and participants will be notified of any changes before race day.
T-SHIRT CONTEST
Your company may not have the fastest runners, but your team can still come out a winner (and look good too) by entering the T-Shirt Contest. Use this as an opportunity to be creative and have some fun internally by designing customized team gear. These shirts are a great walking billboard for your company to wear on race day. Please see the details below to submit a shirt for the contest!

T-Shirt Awards Categories:
Most Creative | Best Design | Best Humor

T-Shirt Contest Criteria:
1. Includes use of YOUR company logo or branding.
2. Offers a creative and unique design or company tagline.
3. Includes the Biz Dash EVENT LOGO, which you can download on the event website, stlbizdash.com. This logo may be manipulated in color and size. No other aspect of the logo can be changed (besides the colors). If the logo is distorted or changed in any other way besides the colors or size, the design will be disqualified from the contest.
4. Only one entry will be accepted per company.

Submission Deadline
To enter the T-Shirt Contest, you must mail in a physical shirt with your design or drop it off at the Sports Commission office by Monday, August 28, 2017. A size small is preferred! Race night entries will not be accepted.

Please include the following with your t-shirt submission:
1. Company Name
2. Team Captain’s Name
3. Designer’s Name

The Event Committee will evaluate all entries and recognize three winners. The three winners will be announced on the Biz Dash 5K Facebook page on Wednesday, August 30 and will be displayed in the Team Village. Winners should attend the awards ceremony wearing their winning shirt to receive their award.

All shirts submitted will be available for pick-up at the Team Village following the awards ceremony at the Sports Commission tent.

PACKET PICK-UP
Team Captains will be notified of the times and locations of packet pick-up as it gets closer to the event. The Team Captain or a designated team employee will be responsible for picking up their team box that will have all of their team members’ packets.

TEAM PACKET BOXES WILL INCLUDE:
- Team Roster
- Race bibs with timing strips and safety pins
- Beer/giveaway vouchers (attached to bib)
- Biz Dash participant shirts
- Map of the World Wide Technology Team Village
- Number and location of team tent (if rented)

Team boxes will also be available for pick-up at the World Wide Technology Team Village starting at 5 p.m. on August 31. All team members have to be pre-registered before the event. There will be no registration available on race day.

FOLLOW FOR UPDATES
#BizDash2017
/Biz Dash 5K
@STLSportsCom
@stlsportscom

MAIL TO:
St. Louis Sports Commission
Attn: Biz Dash T-Shirt Contest
308 N. 21st Street, Suite 500
St. Louis, MO 63103
#BizDash2017
@STLSportsCom
What is the cost to register for the event?
First Deadline: $30 per individual/team member – through July 31, 2017.
Second Deadline: $35 per individual/team member – beginning August 1, 2017.

Cost includes:
- Race Bib & Timing Chip
- Biz Dash 5K Participant Tee
- Complimentary Beer Ticket
- Complimentary Event Giveaway Item
- Live Entertainment

Is there a limit to how many people can register for a Company Team?
No, companies can have an unlimited number of participants represent their company team. Only one team is allowed to be created per company.

Does a company have to pay for their participants?
Not necessarily. Team Captains have three options for covering entry fees. Captains must make this selection in the “Event Cost” section during team creation.

Company Team Payment Options:
1. Employees pay their own individual entry fee (at no cost to the company).
2. Company pays for a percentage of each entry fee. The remainder is covered by each individual employee.
3. Company pays for 100% of entry fees. Team Captains can either be invoiced and make one team payment or buy a variable number of pre-paid race entries on their team page. Be sure to talk to your Human Resources or Benefits department to determine if your company will pay for your team participants.

Options for Remitting Payment:
- Pay with a credit card online
- Submit a check (payable to the St. Louis Sports Foundation)

MAIL TO:
St. Louis Sports Commission
Attn: Biz Dash 5K
308 N. 21st Street, Suite 500
St. Louis, MO 63103

When does registration close for the event?
Company Team registration closes on Friday, August 25, 2017. There will be no registration available on race day so all individuals must register by this deadline.

Can our team bring our own food and drinks?
Personal food and beverages will not be permitted. Food and beverages in the Team Village can only be purchased through Ballpark Village at the food stands in the Team Village or via the catering options for team tents.

Is a Company Team required to purchase a tent?
It is not required that Company Teams purchase a tent, but we strongly encourage it! A team tent is a great spot to meet before and after the race, and companies can also pre-order food and beverages to be served at your tent to refuel after the race.

**It is recommended that you determine the number of participants your company will have before you purchase your team tent. Tent rentals are non-refundable after purchase.

Can I walk or jog the race if I am not competitive?
Certainly! Anyone who is physically able to complete a 5K (3.1 miles) is encouraged to participate. The race is professionally timed with published results at the finish, but it’s all about team camaraderie and celebrating our St. Louis community with a fun night!

Can family and/or friends participate on a Company Team?
Family and/or friends may be included on Company Teams if designated during registration, but they will not be eligible for team scoring. Team Captains can make this option available for their team during team creation. All runners will be able to view their individual times.

Are there refunds on registration?
The race does not issue refunds or race entry transfers.

Are we supposed to wear our Biz Dash t-shirts on race day?
We encourage all teams to design their own company t-shirts. It can be a great way to market your organization. Have some fun and be creative! If your company does not design shirts, you are more than welcome to wear your event shirt.
The St. Louis Sports Commission is the independent, privately-funded non-profit organization that makes St. Louis a better place to live, visit, work and play through sports. Its efforts focus on attracting, creating and managing major sporting events and activities for the St. Louis region. The organization uses the power of sports to enhance the area’s quality of life and to create economic and social benefit for the community.

Since its inception in 1989, the Sports Commission has fulfilled its mission by producing high-profile events that generate excitement, revenue and positive exposure for the region. The organization helps make St. Louis a stronger and more vibrant community.

For sponsorship opportunities, please contact Emily Thompson at 314-345-5111 or ethompson@stlsports.org.