

# muckfest



# WHAT IS MUCKFEST?

**MuckFest** is a 5K run featuring a one-of-a-kind course packed with 18+ outrageous obstacles surrounded by mud-filled pits, trenches, and craters. You'll laugh your way through the route as you slip, slide, jump, climb, and crawl to muddy glory. MuckFest is also on a mission to bring us closer to a world free of MS. You'll feel great knowing that 100% of your company's fundraising dollars go to the National Multiple Sclerosis Society.



## Why should your company start a corporate team for MuckFest?

MuckFest is a unique and memorable way to get employees out of the office and into an environment where teamwork, camaraderie, laughs, and mud are plentiful. When an associate sashes through the mud or your vice president takes on one of the outrageous obstacles at MuckFest, they'll want someone to laugh with and to give them a hand up.

### How does participation in MuckFest benefit your company?

- Motivates members of your organization
- Promotes activity and wellness
- Gains exposure for your company
- Encourages team building
- Provides a chance to network
- Supports your local community



After completing the course, your team will congregate in the MuckFestival area to discuss who had the most epic spill of the day over a beer or soda, a tasty snack, and music. Employees' children get to join in the fun with a specially-designed mucky play lot just for kids called the Lil' Muckers area. The charitable focus of the event, driven by a fundraising campaign, rewards, and strong on-event representation of the National MS Society, continually reiterates that the reason we muck is to end multiple sclerosis.

# HOW DOES MUCKFEST SUPPORT THE NATIONAL MS SOCIETY?

## About Multiple Sclerosis

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system, that disrupts the flow of information within the brain, and between the brain and body. Symptoms vary from person to person and range from numbness and tingling, to walking difficulties, fatigue, dizziness, pain, depression, blindness and paralysis. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.3 million worldwide.

Both people living with MS and researchers will tell you that there's been incredible progress in treatment and promising new therapies over the last twenty years. **By starting a MuckFest team, you will become a catalyst for this progress.**

**Since its inception, MuckFest has raised over \$30 million for the Society.**



## Vision

Our vision is bold: **A World Free of MS.**

## Mission

People affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever.

- We mobilize people and resources to drive research for MS.
- We develop, deliver and leverage resources to enhance care for people with MS and quality of life for those affected by the disease.
- We are leaders in the worldwide MS movement, mobilizing millions of people to do something about MS now.

Learn more at [www.nationalmssociety.org](http://www.nationalmssociety.org)



# HOW DO I CREATE A CORPORATE TEAM?



## Team Structure and Size

Corporate teams vary greatly depending upon the organization. Many companies choose to create one team under a single captain and encourage registration and fundraising toward a single corporate team goal. Another option is to break into smaller teams, based on characteristics like location or department. Each team will have its own team captain. Challenges involving participation and fundraising are a fun way to engage employees regardless of the team structure. At MuckFest, we believe “the more, the muckier,” so there is no limit to the number of participants that can join a team.



## Role of the Team Captain

Team captains (and co-captains if you choose to have more than one) are the heart and soul of your corporate team. They will inspire colleagues to join and encourage members to fundraise. With the support of your local office of the National MS Society and materials on [MuckFest.com](http://MuckFest.com) to guide them, your captain’s enthusiasm will rally your team to mucky glory.



## Set Participation and Fundraising Goals

Aim high! Set team-building and fundraising goals to encourage your employees to join the company team. You’ll be amazed as your team begins to grow and the fundraising total starts to climb. If you need help setting specific participation and fundraising goals, we’re ready to provide guidance and support.



## Team Registration

Once the team captain registers and creates a team, employees can select “Join A Team” during registration and search for the team either by team name or the name of the team captain. Your company can also choose to purchase a package of registrations to distribute to employees; they are available in packs of **4, 6, 8, 10, 15, 25, 50, 75, and 100** in our [Group Ticket Packages](#) section.

<b>4</b>	COST	<b>\$300</b>	SAVE	<b>\$120</b>	<b>8</b>	COST	<b>\$575</b>	SAVE	<b>\$265</b>	<b>15</b>	COST	<b>\$1,065</b>	SAVE	<b>\$510</b>	<b>50</b>	COST	<b>\$3,400</b>	SAVE	<b>\$1,850</b>	<b>100</b>	COST	<b>\$6,500</b>	SAVE	<b>\$4,000</b>
<b>6</b>	COST	<b>\$444</b>	SAVE	<b>\$186</b>	<b>10</b>	COST	<b>\$715</b>	SAVE	<b>\$335</b>	<b>25</b>	COST	<b>\$1,750</b>	SAVE	<b>\$875</b>	<b>75</b>	COST	<b>\$4,950</b>	SAVE	<b>\$2,925</b>					

\*Price includes processing fees for all tickets, but does not include any applicable sales tax.

## Give your company exposure when you form a corporate team

- Hang your company banner on your team tent (if your team qualifies for this reward) as a community outreach opportunity for your organization.
- Potential for company recognition on Leaderboards and in our email communications if your team earns top status as one of our largest teams or highest fundraisers.
- Share photos of your corporate team at the event on your social media pages to show your followers how you are helping your community. Be sure to tag MuckFest so we can share and celebrate your team! Wear your company shirt together as a team and be seen as a leader in your community.
- Did you know there are benefits and rewards for creating a National Corporate Team? Click [here](#) for more details.

# TEAM FUNDRAISING REWARDS

We are proud to offer the following on-event perks and rewards for the top fundraising teams as a way to acknowledge and honor your team's fundraising efforts. Remember, 100% of the funds raised by you go back to the National MS Society to help fund cutting-edge research and provide life-changing services for people living with MS.

Team Members (Amount Raised)	Wave/Start Times	Team Sign	20' x 20' Tent	Dedicated Private Changing Tent
25+ (\$2,500+)				
50+ (\$5,000+)				
Top Three Fundraising Teams				



## Choose Wave/Start Time

A chance for your team to plan their day ahead of time. Top teams get to choose their wave/start times. Otherwise, wave/start times are assigned to teams about two weeks before the event.



## Team Sign

Show off your team's accomplishments on your very own team sign. Team photo ops don't get better than this!



## Team Tent

A place to relax and celebrate after the run. Top teams can win the use of a 20' x 20' tent on the day of the event.



## Changing Tent

No waiting in line for our top teams! Get your own private changing tent adjacent to your Team Tent.

## Need help decorating?

Stylish tent decorations can help create a VIP experience for your team at MuckFest. Need some ideas to get you started? [Contact your local office](#) and ask for help to achieve that desired mucky flare.

# AVAILABLE RESOURCES



## [Series Video](#)

Sharable videos that are perfect for spreading the news about MuckFest



## [Team Building Graphics](#)

Helpful graphics that make growing your team a piece of cake



## [Team Building Copy](#)

Pre-written emails and social media posts to help grow your team



## [Team Fundraising Page](#)

A place to advertise your mucktastic team and where potential donors can donate to you or your team. New team members can join your team directly from your page.



## [Team Poster](#)

Print and hang it in the break room to spread the word about your team

# NEXT STEPS

1. Determine your team captain.
2. Start growing your team and fundraising.
3. Call or email us for support—we're here to help!

## Event Information

## Contact Information

