



**BECOME A**  
**COMMUNITY**  
**COORDINATOR**

# OUR VISION

An international, inclusive and fun youth running program...

**LED BY DEDICATED, LOCAL COORDINATORS**

**WHERE ALL KIDS CELEBRATE THEIR SUCCESS**

**AND DEVELOP AN ACTIVE, HEALTHY LIFESTYLE**



# OUR MISSION

Healthy Kids Running Series engages communities and families by providing an inclusive youth running experience, inspiring kids to believe in themselves and lead an active healthy lifestyle.

**Join Us!** Our local Community Coordinators are the heartbeat of our program, and we're always recruiting new team members who share our vision and drive. If you think that's you, here's what you need to know.

**How We're Different:** HKRS offers a turnkey program enabling local Community Coordinators the ease, content, direction and support to execute a Series for families and sponsors at a low cost that positively impacts their community.

**How We're Better:** HKRS' affordable, five-week running series is designed first and foremost for kids (ages 2-14), with age appropriate distances to ensure a fun yet challenging experience for participants and families.

**Our Value:** We offer a fun, inclusive hour-long race event that is focused on the kids, benefits our families and creates meaningful relationships in our local communities.

**Our Goal:** Continue to build a team with the same "Get Up and Go!" attitude we encourage in every child and inspire a contagious passion for positive change in every community we touch.



# OUR CORE VALUES

These core values embody our passion to get all kids moving. They guide every decision we make.

## **FAMILY FIRST**

family means our staff, coordinators and participants

## **CRAWL, WALK, RUN**

decisions that impact today but more importantly tomorrow

## **BE KIND**

treat others as they want to be treated

## **MAKE AN IMPACT**

wanting to return for the next race and season

## **LIVE THE HEALTHY LIFE**

believe, and inspire others to believe

# THE HEART BEHIND THE HUSTLE

## **OUR INCREDIBLE NATIONAL PRESENCE**

is driven by our community-focus. In fact, it's made us stronger. It starts and ends with inspired individuals and teams we're building in each race location and the core values that motivate us.





# OUR BELIEFS

## WE BELIEVE

- In a healthier, active generation.
- Our mission is what drives us.
- We're changing lives for the better.

**How can I show our values in the way I treat others?**

## WE CARE

- Our motivation is the kids.
- Driven by exceptional customer-service.
- Our positive attitude leads to positive action.

**Do I listen to others and share my perspective in a thoughtful way?**

## WE OWN IT

- Be a leader in your community.
- Know your role and embrace it.
- Welcome new challenges and problem solve.

**Do I take the initiative and assume responsibility?**





# GET UP AND GO

You know those meal kits that deliver everything you need to prepare a first-rate dinner in a box? Think of us like that - but you're preparing a successful race event. We give you everything you need to get to the finish line, offering proven tools enabling your local success.. Super heroes? Sure. Tutus? We've seen it.

## SO HERE'S WHAT YOU GET FROM US:

- 50/50 Split of net profit from the Spring & Fall Series
- A detailed 'How To' Manual and a dedicated Program Manager to guide you every step of the way
- Handle all online registration
- Personalized HKRS Town Webpage & Email Address
- Super easy Event Flyer Design Portal to create your own flyers
- All race supplies including t-shirts, medals and trophies delivered to your doorstep
- Car Magnets or Other HKRS Gifts
- Insurance
- Map out Race Distances on-site
- Create Volunteer Assignments
- Post all weekly race results
- Secure regional and national sponsorships
- Race Day Supply Kit



**But we do need a little hustle on your part.  
Here's what we mean:**

### **CLAIM YOUR TURF**

That means securing a race location, a local park or school

### **GET THE WORD OUT THERE**

Market locally; flyers, eblasts, sponsorships...you got this!

### **RECRUIT YOUR TEAM**

Gather volunteers for race day



# COORDINATOR **COMPENSATION PLAN**

Here’s the rundown on projected compensation for our Community Coordinators in the first 3 seasons of your town’s program - based on historical data.

## HKRS PARTICIPATION & REVENUE GOALS FOR NEW LOCATIONS THROUGH 3 SEASONS

	1ST SEASON			2ND SEASON			3RD SEASON		
	PARTICIPANTS	RATE	TOTAL	PARTICIPANTS	RATE	TOTAL	PARTICIPANTS	RATE	TOTAL
REGISTRATIONS TOTAL	75			100			125		
FULL SERIES (EARLYBIRD)	45	\$35	\$1,575	60	\$35	\$2,100	75	\$35	\$2,625
FULL SERIES (LATE/ON-SITE)	22	\$40	\$880	30	\$40	\$1,200	37	\$40	\$1,480
SINGLE RACE	8	\$10	\$80	10	\$10	\$100	13	\$10	\$130
SPONSORS	2	\$250	\$500	4	\$250	\$1,000	6	\$250	\$1,500
TOTAL REVENUE			\$3,035			\$4,400			\$5,735
TOTAL ESTIMATED EXPENSES	75	\$16	\$1,200	100	\$12	\$1,200	125	\$12	\$1,500
NET INCOME PER TOWN			\$1,835			\$3,200			\$4,235
COORDINATOR PROFIT/LOSS			\$918*			\$1,600*			\$2,118

\*Coordinators will earn \$2,500+ in first year



# CONTACT INFORMATION

## BUSINESS DEVELOPMENT

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Contact Point for Prospective Community Coordinators & NEW Series start up

## NATIONAL DIRECTOR

**Tamara Conan**

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FACEBOOK.COM/HEALTHYKIDSRUNNING



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