



**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.

## **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 GOALS

Here’s the rundown on projected compensation for our Community Coordinators

	1ST SEASON			2ND SEASON		
INCOME	PARTICIPANTS	RATE	TOTAL	PARTICIPANTS	RATE	TOTAL
FULL SERIES (EARLYBIRD)	47	\$40	\$1,880	62	\$40	\$2,480
FULL SERIES (REGULAR)	26	\$45	\$1,170	24	\$45	\$1,080
ON-SITE	6	\$45	\$270	6	\$45	\$270
SINGLE RACE	3	\$20	\$60	6	\$20	\$120
SPONSORS	2	\$250	\$500	4	\$250	\$1,000
TOTAL GROSS REVENUE			\$3,880			\$4,950
ESTIMATED EXPENSES						
NEW CC SECURITY DEPOSIT	1	-\$250	-\$250			
EVENT SUPPLIES	73	-\$18	-\$1,314	73	-\$18	-\$1,314
EXPENSE TOTAL			-\$1,564			-\$1,314
SERIES NET REVENUE						
TOTAL GROSS REVENUE			\$3,880			\$4,950
TOTAL ESTIMATED EXPENSES			-\$1,564			-\$1,314
TOTAL SERIES NET REVENUE			\$2,316			\$3,636
TOTAL COORDINATOR NET REVENUE						
TOTAL SERIES NET REVENUE			\$2,316			\$3,636
PROFIT SPLIT			0.5			0.5
TOTAL COORDINATOR NET REVENUE			\$1,158			\$1,818

*\*In a typical 12 month cycle a new Community Coordinator can expect to earn \$2,976. Run 174 participants a total of 311 miles establishing a healthy lifestyle for years to come.*



# CONTACT INFORMATION

## ONBOARDING AND TRAINING

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### HEALTHY KIDS RUNNING SERIES

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