



Benefiting
TRACK SHACK
Foundation
Promoting Health & Fitness Since 1994

2013 POST EVENT REPORT



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new balance

Publix



RUN | WALK | OFFICE PARTY

PRODUCED BY



BENEFITING OUR COMMUNITY

Since the inaugural IOA Corporate 5k in 1995, YOU, the runners and walkers, have championed healthy initiatives to benefit our Central Florida community. YOU ARE THE IOA CORPORATE 5K!



- Over **\$70,000** in event proceeds are donated to local organizations such as the *Track Shack Foundation* that promote youth fitness and health in Central Florida.



- This year, half of the proceeds will go to the *The One Fund* in support of those affected by the Boston Marathon bombing.



onefundboston.org

- Runners and walkers **donated 8,835 items** to the *Christian Service Center* food pantry.
- Sister companies, Jackson Therapy Partners and Jackson Nurse Professionals collected 6,678 food items for the Christian Service Center!

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FAST FACTS

WHAT: Run | Walk | Office Party

WHEN: Thursday evening, April 18, 2013

WHERE: Lake Eola, Downtown Orlando

WHO: **16,435** Total Participants
(10,287 Runners and 6,138 Walkers)

690 Teams

258 CEOs



TOP FINISHERS:

Overall Male Evan Dehart
WCCI
15:46

Overall Male CEO Reagan Rick
Fifth Third Bank
20:03

Overall Entrepreneur Donald Richards
Loggerhead IT Solutions
31:20

Overall Female Kristen Tenaglia
New Balance
17:43

Overall Female CEO ... Melanie Fernandez
Cross, Fernandez & Riley, LLP
25:20

BENEFICIARY: **The Track Shack Foundation**, a nonprofit organization established with the purpose of promoting and encouraging health and fitness with an emphasis on youth programs.

The One Fund, established to help the people most affected by the tragic events that occurred in Boston on April 15, 2013.

The Christian Service Center, a local nonprofit social service agency.

BIG THANKS to the 690 Amazing Team Captains!



TEAMS

TOP 5 TEAMS

The Walt Disney World.....	961
Campus Crusade for Christ	568
Lockheed Martin.....	230
Adventist Health System.....	209
HD Supply.....	203



COMPANY TEAM **MEMBERS**
TOP 100 LARGEST TEAMS INDICATED IN BLACK

AAA

A.B. Design Group.....	15
Access Mediquip.....	15
Accutests Labs	13
Achieve Pediatric Therapy.....	4
Acomb Ostendorf & Associates.....	12
Acosta Tax & Accounting Services.....	3
ActivEngage	25
Adam B. Reiss, Attorney at Law.....	39
Adams and Adams	4
Advanced 3D Diagnostics.....	6
Advanced Dermatology	2
Advanced Micro Devices.....	3
Advantor.....	6
Adventist Health System.....	209

AdvoServ.....	17
AECOM.....	32
Aerotek.....	35
AffordableTrophies.Net.....	6
AFSCME.....	1
AGPM, LLC.....	19
AGRI-Starts.....	9
AGS Exposition Services.....	7
AIRIT.....	19
Akerman Senterfitt.....	22
Akers Custom Homes.....	8
Alcorn McBride, Inc.....	12
Aler.....	94
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All Star Auto Lights.....	5
All Star Friends and Family.....	4
All Star Vacation Homes.....	24
All Systems	6
AMD.....	34
American Diabetes Association.....	5
American Lung Association	2
American Mud Race.....	9
Amerisourcebergen/GNP.....	19
Amica.....	7
Amy Francesca, LLC.....	3
Anson-Stoner.....	10
Aon Hewitt	40
Appleton Creative.....	10
Aquatic Design & Engineering.....	12
Archer Western Contractors.....	8
ARS Champagne Ardenne.....	2
Arthur's Catering.....	15
Ashley Ellis.....	2
Associated Mortgage Brokers.....	4

Astronics DME Corporation.....	2
ATEC Systems	39
Atkins.....	19
Atlantic Steel Inc.....	4
Audubon Park Elementary School.....	14
Avalon Middle School	12
Averett Warmus Durkee.....	22
AVT Simulation.....	12

BBB

Babione Kuehler & Company.....	10
Baker Barrios Architects.....	1
Balfour Beatty Construction	24
The Balmoral Group.....	13
Bank of America.....	34
Barnes, Ferland, and Associates.....	3
Barry University School of Law	8
Barton Malow Company	11
BBA Aviation	28
BCD Travel	4
BDA, Inc.....	3
Becker & Poliakoff	13
Bell & Roper, P.A.	23
Bell Peppers.....	1
The Benson Law Firm	1
Beusse Walter Sanks Mora & Maire, P.A.....	5
Big Shark Marketing	3
BishopBeale.....	7
Black & Veatch.....	8
Black Girls Run.....	1
BMDM.....	6
BMO Harris Bank, N.A.	9
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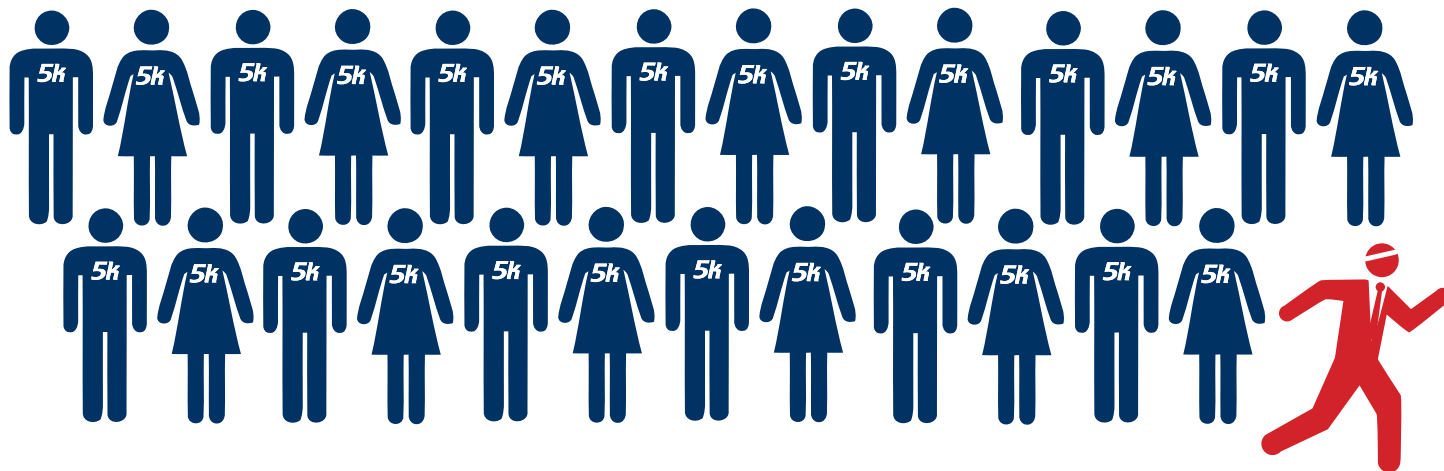
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Brasfield & Gorrie.....	5
Brian D. Haas, M.D., P.L.....	9
Bright Horizons	1
Bright House Networks.....	190
Brown & Brown	33
Burdock Group	6
Butler & Hosch	44

CCC

C & S Press.....	10
Calandrino Law Firm	11
Camden	70
Campus Crusade for Christ.....	568
Capitol Preferred.....	12
CareFusion.....	8
Carley Corp	44
Carlton Fields.....	12
The Carroll Adams Group.....	11
Castle Creek Elementary.....	6
Catholic Charities of Central Florida.....	8
CBRE	13
CCH Marketing & Public Relations.....	5
CCMSI	9
CDM Smith.....	35
CDW.....	1

690 Teams Representing 25 Industries!

Accounting	Fire & Rescue	Real Estate
Advertising / PR / Media	Government Employees	Retail
Banking / Finance / Investments	Health Related / Hospital / Medical Supplies	Sports / Recreation
City Employees	Hotel / Restaurant / Food Service	Theme Parks
Communications / Electronics / Computers	Insurance	Transportation
County Employees	Law Enforcement	Utilities
Education	Legal	Miscellaneous
Engineering / Architecture / Construction	Manufacturing	
Faith Based Organizations	Non-Profit Organizations	



Center for Digestive Health.....	3	Comprehensive Engineering Services, Inc.....	23
Center for Psychiatry & Behavioral Health, LLC...	5	Conroy Simberg Ganon Krevans	12
Center Stage Audio, LLC.....	5	Contempo Vacation Homes	13
Central Florida Bankruptcy Law Association ...	31	Continental / Sanctuary / Solaire	4
Central Florida Medical Imaging.....	2	CORA Rehabilitation	22
Central Florida Unites.....	17	Cornerstone Academy.....	4
CenturyLink	78	Cornerstone Construction Services, Inc.	11
Cessna Aircraft Company.....	16	Costa Communications Group	9
CFE Federal Credit Union	30	CPH Engineers, Inc.	10
ChannelRUSH	7	CPLSE.....	3
Charles Schwab	46	Cross, Fernandez & Riley, LLP.....	14
Chasing Pavement / UHC.....	7	Crossman Bible Study Group.....	1
Chatter Buzz Media	9	The CSI Companies.....	6
CHEP	73	Cubic Simulation Systems, Inc.	51
Cherry Bekaert LLP	14	Cuhaci & Peterson Architects, Engineers, Planners.30	
ChildrenFirst Home Care.....	20	Cushman & Wakefield	17
CHIPHI	5	Cypress Creek High School.....	1
Christian Service Center.....	22	Czarnowski	6
City Beverages	11		
City National Bank	4		
City of Casselberry	38		
City of Orlando.....	119		
Classic Dental.....	7		
Clear Channel	30		
CliftonLarsonAllen.....	18		
CNL Financial Group.....	115		
CNLBank.....	19		
Coco Key Hotel and Water Resort.....	9		
Cohn Eye Center.....	9		
CoLab	1		
Cole Engineering Services, Inc. (CESI).....	35		
Cole, Scott & Kissane, P.A.	5		
CollaborateMD	11		
Complete Health Media, LLC	1		

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Darden	147
Data Transfer Solutions	4
Databank.....	13
Datamax-O'Neil.....	23
Davis, Grim, and Company, P.A.....	9
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Debevoise & Poulton	3
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Deloitte & Touche	24
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Diamond Resorts International	10



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5K Run Indoors, There's Lots
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Digital Risk	72	Florida League of Cities	56
Dignitas Technologies	10	Florida Speech-Language Pathology	9
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Dix.Lathrop & Associates	14	Forseti Real Estate Services	7
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Dollar Thrifty Auto	17	Friends of Halcyon Underwriters	1
Dorough Calzada & Soto, P.A.	1	Fry Hammond Barr	29
Doubletree by Hilton Orlando Downtown ..	19	Full Sail University	20
Downtown Orlando YMCA	34	Fusion Hair Design	8
Dream Factory	9		
DRM&L	39		
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Echo Interaction Group	1	Gate Precast	6
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EmbanetCompass	49	Gibbs Inc.	2
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Eprentise, LLC	16	Greater Orlando Aviation Authority	7
Equity First Realty	14	Green Key Resources, LLC	10
Ernst & Young LLP	44	Green Stuff	1
Everest University - Orlando South	25	Greenberg Traurig	15
Everything But Water	14	Gregory's Hair Salon	3
Everything Well	5	Grendene USA	7
Exchangedefender	6	Gresco Utility Supply, Inc.	25
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FCCI Insurance Group	6	Harry Buffalo	3
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First American Title Insurance Company	7	HealthFirst	21
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First Green Bank	9	Help Our Local Vets	24
First Southern Bank	17	Henjoy	3
First Steps	8	Herzing University	9
FIS	19	HG Corp.	1
Fisher Rushmer Law Firm	15	HGR Construction	15
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Fiskars	8	Highwoods Properties	5
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		House of Da'le Studio	1
		HSA Golden	6

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AWARDS, CONTESTS & PROMOTIONS

From encouraging corporate health to achieving personal goals, everyone is a winner at the Corporate 5k!



Tom Scalise **LEADERSHIP** ★★★★★ For Workplace Wellness **Award**

Nominated by their employees, the winner of the Tom Scalise Leadership Award recognizes the CEO who is a true champion for workplace wellness. The recipient receives a \$1,000 charitable donation to a local non-profit of choice that supports health and wellness.



Pictured: Sarah Brown, Jon Hughes, Tom Scalise, Harris Rosen and Chelsea Roman

2013 Recipient **Harris Rosen** Rosen Hotels & Resorts

“ We have a wellness coordinator to oversee an ever-growing roster of free health and fitness programs offered to all employees. Zumba, Tai Chi, Yoga, Cycling, and Boot Camp, are offered at no cost to our associates. ”

Harris Rosen has elected the donation received to go to a sports program at Tangelo Park. In 1993, Mr. Rosen “adopted” a run-down, drug-infested section of Orlando called Tangelo Park. Mr. Rosen offers free preschool for all children prior to kindergarten and a free college education for high school graduates. Today, the high school graduation rate for Tangelo Park is 100 percent!

Company Spotlight

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SUBS**
FOUNDED BY FIREMEN™

“Winning Ways for Workplace Wellness”

Participants contributed their workplace wellness best practices on the Corporate 5k Facebook fan page to help us build a culture of wellness. The monthly winner received breakfast for 25 delivered to their office courtesy of Firehouse Subs.

April Topic: What percentage of your company participates in the IOA Corporate 5k? Tell us how many people work at your company and how many registered for the IOA Corporate 5k.



April Winner **Calandrino Law Firm**

“ We have 100% participation by our staff. This is our second year running! ”



Tent Zone Facebook Photo Contest

Hundreds of photos were posted on Corporate 5k's Facebook fan page to win airline tickets courtesy of jetBlue. The winners are on Corporate5k.com



Team Spirit Award presented to the Largest Team
Walt Disney World - 961 Participants



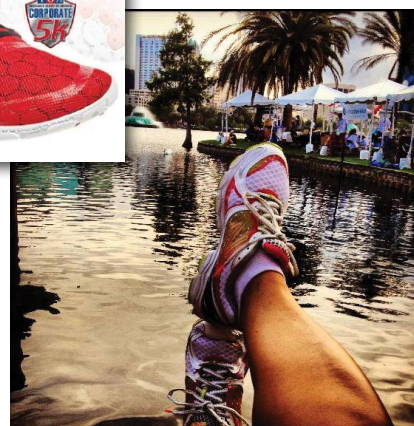
new balance Gear Contest

Participants shared images of their favorite apparel & shoes on Facebook for a chance to win.



“ Loving my new NBs...my first race in them
and I got a PR! Thanks New Balance! ”

Tina Brown Brockie
Via Facebook



T-shirt Design Contest

Hard Rock - 624 Votes

47 Designs Submitted

3,802 Votes on Corporate 5k Facebook fan page





ADVERTISING & PROMOTION

• Print Advertising

Local and regional targeted print advertising to running, fitness and business communities.

Track Shack's Start Line, two issues, distributed to 24,900 subscribers via direct mail.

Florida Running, full page ad, March issue. Available via direct mail to subscribers and at specialty running retailers state-wide

Orlando Business Journal, quarter page ad

• Team Building Tools

Posters were printed and made available to team captains. Additional team building tools available on Corporate5k.com included html flyers for interoffice distribution and training programs.

• Broadcast Media

TV Advertising

Aired on Bright House cable stations, 176, :30 spots

Radio Advertising

Aired on Mix 105.1 FM, 15, :15 second spots

Radio Promotions

Aired on Mix 105.1 & Sunny 105.9 FM, 200, :15 promotions



• Press and Publicity Highlights

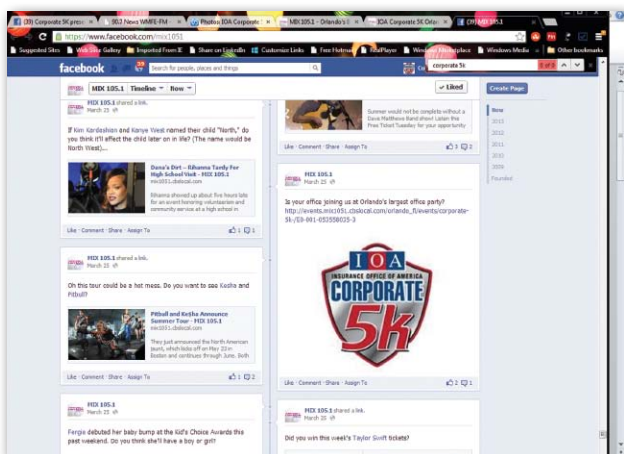
Friday, March 29 – Betsy Hughes on FOX Good Day Orlando

Thursday, April 18, WESH News Channel 2, weather segment

Thursday, April 18, WKCF CW 18, in-studio interview

Friday, April 19 – Orlando Sentinel 30+ pictures and accompanying article

Facebook post on Mix 105.1 fan page (10,273 fans)



• Publix Official Course Map

Available in all packets as well as online and displayed on site.

ELECTRONIC & SOCIAL MEDIA

  **RUN TO CORPORATE5K.COM**

Over 100,000 unique pageviews

 2,720 followers

“ Love this race! It is what started getting me running and I have now done 7 half marathons and 1 full! ”

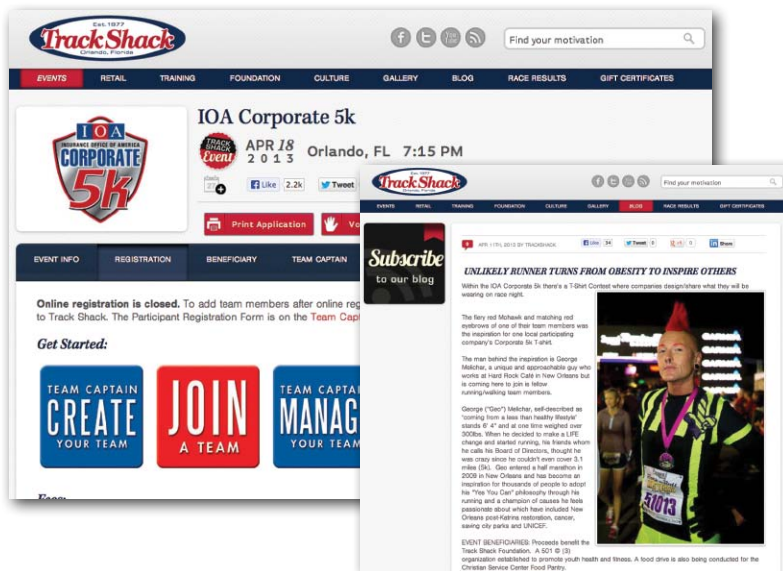
@NurseDanielle



10,357 Track Shack Fans

2,629 Corporate 5k Fans

570 new likes to the Corporate 5k Facebook fan page since January 2013



Instagram

721 pictures on Instagram that were tagged with #ioacorporate5k or #corporate5k



E News

Year round, monthly, informational email communication to 33,000 Corporate 5k fans with team building, training, and up-to-the minute event information.



SPONSORSHIP

Be an Orlando community leader by supporting healthy lifestyles. Sponsorship for the 2014 Corporate 5k include race night hospitality, complimentary race entries and brand awareness through print, website and email promotions.

Sponsorship Categories

- **Title Sponsor**
Insurance Office of America - Committed through 2014
- **Presenting Sponsor**
Sponsor logo on all naming and marketing
- **Official Sponsor**
Sponsor logo on all print marketing
- **Water Stop Sponsor**
Sponsor logo at two water stops
- **Site Map Sponsor**
Sponsor logo on site map, printed and digital
- **Results Sponsor**
Sponsor logo on scorecards, results web page of Corporate5k.com and race night
- **Photo Gallery Sponsor**
Features sponsor logos and message on photo gallery web page of Corporate5k.com
- **Tent Zone Sponsors**
Features sponsor logos onsite and on Corporate5k.com
- **Lead Vehicle Sponsor**
Features sponsor vehicles onsite, lead vehicle and on Corporate5k.com
- **Awards Sponsor**
Name on 198 Industry Category Awards for male, female and co-ed teams

Contact Sarah Brown at Track Shack Events for sponsorship information: (407) 898-1218 or Sarah@TrackShack.com



GREAT COMPANIES MAKE GREAT COMMUNITIES!





Congratulations!
TO ALL OF THE
2013 FINISHERS

Keep up your training and healthy lifestyle, see you next year!

MARK YOUR CALENDAR

June 2013..... Corporate Tent Pre-Sale
December 2013..... Online Registration Opens
January 2014..... Team Captain Kick-off Party
April 10, 2014 Event Day!



In Step with Central Florida