



SWEAT FOR A VET - 2011

Project
VisAbility[™] sport&health
No Limitations. Only Opportunities.

Greetings Club Management!

On behalf of Project VisAbility with Sport&Health, we would like to invite you to participate in the second annual **SWEAT FOR A VET** event on **Saturday, November 12th** from **9:30AM – 12:30PM (EST)** via LIVE video link! You can host a **SWEAT FOR A VET - SWEAT-a-thon** at your own club location and be a part of the entire program simultaneously.

Being part of this uplifting event will be a great way to offer something new to your members and to introduce the concept of inclusive fitness in a unique and inspiring way. We will have various athletes on stage, both able bodied and those with various physical disabilities, and we will have speakers who have overcome physical and mental obstacles to fitness and triumphed over them. We will have a screen behind the stage highlighting these amazing athletes in action. We plan to have competitors from the US Paralympics and the Challenged Athletes Foundation, and others who have excelled in their particular sports. There will be additional special guest speakers as well. Another advantage of participating is that ***the facility that raises the largest amount of money will be awarded a free Johnny G Krankcycle[®] by Matrix!!!!!!!***

SWEAT FOR A VET is a 3-hour indoor-cycling, rowing and Kranking[®] event. This second annual event will build on the success of the first year's program and will expand the number of locations and overall funds raised to help disabled veterans in local communities. This year's event will take place on Saturday November 12th, once again at the Tysons Sport&Health club location (main event site) in the Washington, DC area from 9:30AM – 12:30PM (EST). Participants will sign up for the event and work towards meeting their individual fundraising targets. The goal is to raise money and purchase equipment for VA hospitals and recreational facilities serving our Wounded Warriors across the USA. Funds raised through this event will benefit disabled American Veterans in a direct and significant way, providing them resources to continue their physical training as well as helping to expand their vocational options. Funds raised will be allocated to support facilities and programs in the local areas where events take place.

We will be video streaming the live event all across the world to various fitness facilities, and we would like to encourage you to host a **SWEAT FOR A VET - SWEAT-a-thon** fundraising event at your facility and join us LIVE on the day of the event. We would like to help support your efforts by providing you with promotional materials and suggested formats for hosting the event. Here is some basic information to help you get started...

What do WE NEED in order to participate in the LIVE SWEAT FOR A VET video stream and host our own SWEAT-a-thon?

1. Laptop with Internet connection
2. In terms of Internet connection, you need a static, public IP open on ports 80 & 8080 and you need a hardwired connection with a minim of 1.5 Mbps (a standard DSL line). Your IT and/or facilities people should know if you have these capabilities. Please call us if you have any questions.
3. Projector & Projector screen to be able to show the event LIVE in your studio
4. Speakers to get audio from the event

How do we ACCESS the LIVE SWEAT FOR A VET video stream?

We will send you an Internet link address for you to access the day of the event. We will also have this link posted on our website. We will also set up one or more practice runs with you a few weeks prior to the event to insure that everything is working properly.

How do I handle REGISTRATION for the SWEAT FOR A VET - SWEAT-a-thon event at my site?

Registration and payment for local events will be handled through the Sweat for a Vet registration site, so individual clubs will not need to manage that. **Members, staff and others would pay a fixed amount for the entire ride or for individual hours in order to reserve their equipment** and participate in the ride in your fitness studio. Members could do this individually or in teams (more on teams later). The registration amount might be **\$25 - 30/hour of the ride**. Participants may also fundraise to have people sponsor them and support the cause. This is optional however. Clubs should have a sign-up sheet to manage overall number of participants at their location. Participants would register for the event directly on the Sweat for a Vet registration website: www.sweatforavet.kintera.org) or pay the club directly on the day of the event.

How do I PLAN FOR the SWEAT FOR A VET - SWEAT-a-thon event at my site?

Step One: Determine how many pieces of equipment you have in your group fitness studio, and will use for your event.

Step Two: Ask an instructor or two to volunteer their time to oversee the event and help facilitate the ride.

Step Three: Create a sign-up for members to start registering for the event and making donations (member would sign up at your club, so you could keep track of overall numbers and then register for the event directly on the Sweat for a Vet registration website: www.sweatforavet.kintera.org).

Step Four: Display the provided promotional materials with any additional information you would like to supply about your event.

Step Five: Contact us for further details and/or support.

How do people SHARE EQUIPMENT or CREATE TEAMS for the SWEAT FOR A VET - SWEAT-a-thon event at my site?

Sharing equipment and registering teams are two separate things. If people want to share one piece of equipment, one person would register and they would coordinate the time with others on their equipment. This is different than setting up a team, which means that each person would have their own piece of equipment but they would also be part of a team. That allows people to make a donation on behalf of the team, rather than for a specific individual. To create a team, one person would select the "Start a Team" option when registering for the event. Once the team is created, others may select to join that team when they register. The team can assign a team captain and set fundraising goals for the team as a whole.

Please do not hesitate to contact us if you have any questions. We will be more than happy to work with you on getting your event set up. The registration site for the event will be open soon, and we can

list your club on the registration form as soon as we know you're on board. This way, you can track at any time where your facility is in terms of participation and in fundraising and your members and/or supporters will be able to locate your club on the event website and post or read information there. Your club and participants will also be able to access their own home pages for fundraising support if they wish, and their supporters will be able to donate on line directly to your facility's total fundraising efforts.

Please contact Debbie@ProjectVisAbility.org in order to register your club for this event and receive marketing materials to promote your local event.

For event set up questions and information for marketing materials, please contact Sherry Scholer at 415-205-5050 or Sherry@ProjectVisAbility.org . We hope you join us for this first international inclusive event!

SWEAT for a VET 2011

DATE: Saturday November 12, 2011

TIME: 9:30AM – 12:30PM EST

PLACE: Tysons Sport&Health

*Plus clubs across the nation and around the world!... **Let's add more Flags!***

