

2019 7th Annual



Veteran's Day *Run*

Community Partnership Program

presented by...





Saturday, Nov. 9, 2019
UW-Parkside Campus, Kenosha, WI
10:30 a.m. – 10K
10:40 a.m. – 2 mile

www.xcthrilllogy.com/evil-smiley-veteran-s-day-run---11-9.html





Contact: Brian Thomas at (262) 925-0300 or
email briant@kenosharunningcompany.com

www.KenoshaRunningCompany.com
www.XCThrilllogy.com

Welcome

The Evil Smiley Running Veteran's Day Run is the perfect way to celebrate and remember those who have served our country. It is our privilege to be able to take the torch from Jared Bane who started this event in 2013, in order to recognize and honor all of our Military Veterans, Active Duty, Reserves, Spouses and Friends of the Military. Our mission will be the same, to honor those who served and support charities that support our military families.

This event will evolve in some ways in order to grow the event and recognize the Heroes in our community and beyond. We have changed the start/finish of the event to the University of Wisconsin – Parkside outdoor track. There will be a 21-Gun-Salute to start our event, in order to recognize our Fallen Soldiers and Veterans that have past away in 2019, names will be provided by you and other sources. When signing up, you will have the opportunity to secure a flag that will line the start/finish area to honor or in memory of a military hero in your life. We will have a staggered start time. We will have post event party and ceremony.

History

Evil Smiley Running was founded in 2012



with its primary goal to raise funds for Military Veterans Charities. The inaugural Evil Smiley Veteran's Day Run took place in November 2013 and had over 350 participants. Evil Smiley Running donated \$4,000 to various military charities from the proceeds from this event.

Throughout next 5 years, the success of the Evil Smiley Running's Veteran's Day Event continued and as a result, the organization has been able to donate over \$50,000 to military charities including Team Red White and Blue Chicago and Milwaukee Chapters.

In 2018, Evil Smiley Running hosted their last Veteran's Day Run, and then handed the reins to the Kenosha Running Company who will continue the running of this event and the support of military organizations such as Team Red White and Blue.

Agenda

6:00 a.m.	Course setup
8:00 a.m.	Packet pickup (Sports Activity Building)
8:00 a.m.	Same day registration (Sports Activity Building)
10:30 a.m.	10K run/walk starts
10:40 a.m.	2-mile run/walk starts
10:51 a.m.	Approx. first 2-mile finisher
11:04 a.m.	Approx. first 10K finisher
11:20 a.m.	Approx. last 2-mile finisher
12:03 a.m.	Approx. last 10K finisher
12:03 p.m.	End of event
1:30 p.m.	Post event party: Kenosha Running Company, 1706 - 22nd Ave. Kenosha, WI 53140 There will be awards, food, drinks, socializing, & a few surprises.



Course Overview

We will start and finish on the [outdoor 400 meter track at UW-Parkside](#).

Everyone will exit the track area and run up to University Drive and turn right, taking you around the campus, those running 2 miles will continue on University Drive and back to the track. Those running the 10K distance, will make a right-hand turn at the Southeast entrance of the University and continue on the Kenosha County Bike Path through Petrifying Springs County Park.

Once you have reached County Road A, runners will continue on the bike path and circle through the park and then crossing County Road A again on top of the hill and running back through a park on the bike path turning left at the Avenue of the Arts. Runners will then turn left onto University Drive and will run counter-clockwise back to the track following the same route you took at the start.



Course Description

■ **2-mile run/walk (able to finish in 60 minutes)**

Start time: 10:40 a.m.

This distance will take place on the road that loops around the UW-Parkside campus.

■ **10K run (minimum pace is 15 minutes per mile)**

Start time: 10:30 a.m.

This distance will start on the track, follow the road that loops the UW Parkside campus clockwise, head northwest on the bike path and follow the multi-use path through picturesque Petrifying Springs Park. Runners will return to the track on University Drive, circling counterclockwise, returning to the track the way they came.




Course Map



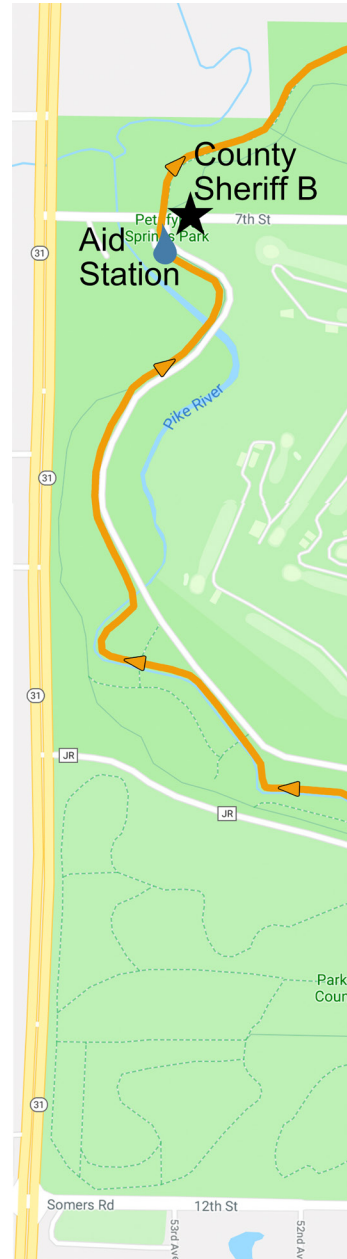
Veteran's Day Run 2019

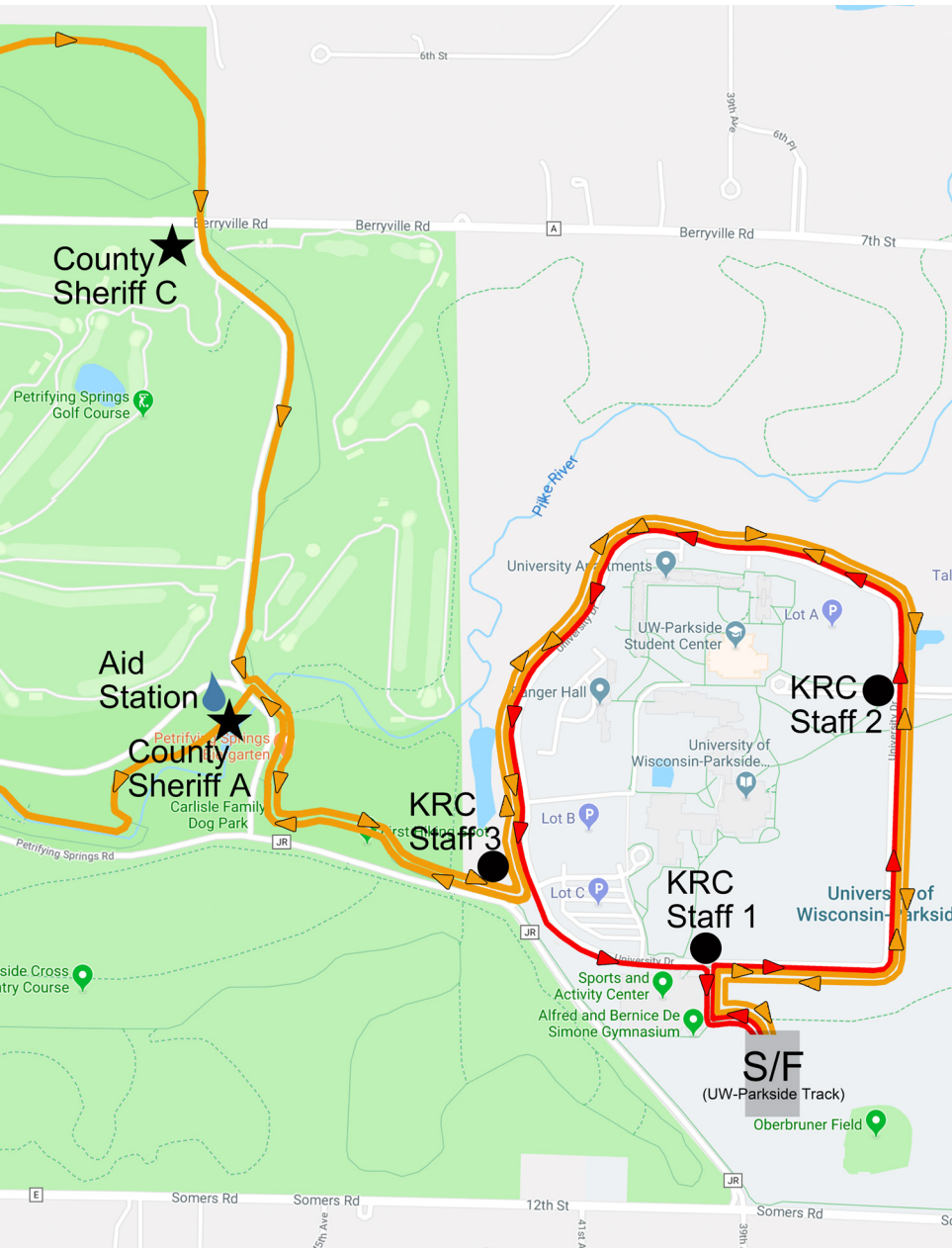
Saturday, November 9

 2-mile loop
around UW-P

 10K loop
through Petrifying Springs Park

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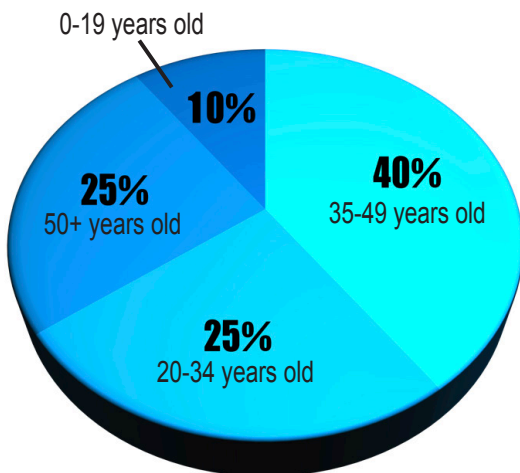
Community Involvement

- UW-Parkside
- Kenosha County Parks / Sheriff's Department / Highways
- Team RWB
- UW-PARKSIDE ROTC

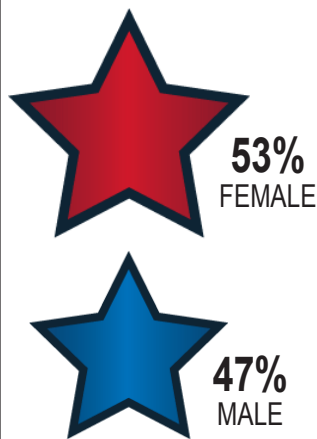
Demographics

Demographic breakdowns for the previous 2 years' events (2017-2018)

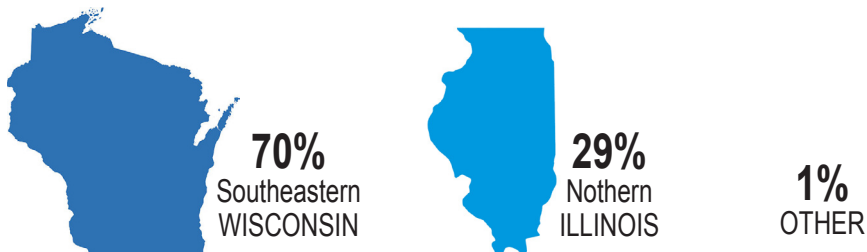
AGE BREAKDOWN



GENDER BREAKDOWN



PARTICIPANT LOCATION BREAKDOWN



Community Partnership Programs

We are welcoming traditional and creative partnerships to honor and recognize Military Veterans, Active Duty, Reserves and their Families.

One of our objectives is to grow this event in the number of runners and walkers. We have created a special partnership program in which you can become a sponsor for this event by purchasing a minimum of fifty entries, that can be given to your employees, your clients, customers, etc. You are able to purchase the entries at discounted entry fee of \$30.00 as well. We are willing to work with the number entries that makes sense to you and your company. The minimum would be ten entries.

Those purchasing a minimum of fifty entries, will be recognized as a sponsor, able to setup at the event, provide any information in the race packets, be highlighted in our special edition newsletter that goes out to over 10,000 area runners, listed on our website, and introduced on our Facebook. We are also open to other ideas that make sense for you and your company.

We are also appreciative to “in-kind” donations and support. Currently Mission BBQ of Kenosha will be providing the food for this event and Festival Foods will be providing the bottled water.

EXAMPLES OF OTHER NEEDS:

- Tents, tables and chairs for the post-event party.
- Beverages of all sorts for the post-event party.
- US Flags that we can line the track with and fly in other areas of the course.
- Porta potties
- Printing services

If you are interested in supporting our efforts to honor our Military Families, please contact Brian Thomas office 262-925-0300 cell 414-719-4771 email briant@kenosharunningcompany.com

To get more familiar with this event, visit www.XCThrillology.com

Join us in honoring our Veteran's



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