

Utah Valley's 24-Hour Amazing Race

May 30-31, 2008

www.raceallnight.com

Q: What is the 24-Hour Race?

The 24-Hour Race is a one-day competition where teams consisting of 2 men and 2 women race to win dozens of great prizes by earning points in a series of mental, physical, and emotional adventures. The adventures highlight all the great activities available in Utah Valley – “right in our own backyard”. The goal of the race is to bring together Utah Valley business, government and education leaders with the general community to celebrate the wonderful place we live and learn what unique products and services are available locally. Dozens of local groups are already involved including the Utah Valley Visitor's Bureau, the Utah County Commissioner's Office, Utah Valley University, Utah Valley Magazine, United Way, Sundance, Zions Bank, IHC, Novell, True Players Apparel, the Daily Herald and many more.

Q: When and where is the 24-Hour Race?

The first annual 24-Hour Race – Utah Valley Edition will be held on May 30-31, 2008. The adventure starts on Friday afternoon at Scera Shell in Orem and ends on Saturday, May 31. There will be a mandatory rest period at 2 am where all teams will gather together for snacks, conversation and a quick rest in preparation of the the final stage of the race.

Q: Who can organize a team?

Teams can be organized by anyone from anywhere. Many local businesses are organizing teams of employees as a fun way to build relationships within their company. Some businesses are sponsoring a team on behalf of a key client or business partner to develop stronger relationships between their companies. Other teams are made up of friends or family members interested in having a fun night out together that is simply “better than dinner and a movie”. And while most teams will be local, some teams will come from people who live outside of Utah and just want enjoy a fun weekend in this beautiful area.

Q: How much is the team fee to enter the 24-Hour Race?

The fee for a 4-member team is \$295.

Q: Is the 24-Hour Race only for teams who are young, athletic and in top physical condition?

Absolutely NOT! The race has been organized so that people of any age, size or fitness level can compete. There will be a balanced set of mental, physical and emotional adventures where teams earn points in a variety of ways and compete for dozens of great prizes like trips, weekend get-aways, gadgets, gear, gift cards, and much more. For example, one of the activities might be how fast your team can eat a megasized ice cream sundae or maybe your team will need to identify unique sculptures at the Springville Art Museum – anyone can compete to win!

Q: How will this Race help Utah Valley?

Generate business for local companies:

There are hundreds of local businesses who just wish more people knew what they had to offer. Whether it's an owner of a gun range who recently moved locations or a wonderful Italian woman we met who just opened a new restaurant in Orem or Sundance's midnight moonlight lift ride to the top of the mountain, there are so many great things to do in Utah Valley and many people simply don't know what they don't know.

Change local perception of what the valley offers visitors:

Based on a series of surveys conducted by the Utah Valley Visitor's Bureau, 90% of the visitors to Utah Valley rely on local family and friends for recommendations on what's fun and interesting to do, and yet less than 15% of Utah Valley residents think there are activities here worth recommending! The 24-Hour Race hopes to help the local community understand that we do live in an amazing place and we have a lot of fun things to do "right in our own backyard".

Q: What are some ways for people to get involved?

- For those involved with a local business, government or education organization:
 - Decide what you most want to highlight to the local community and submit a proposal to our Race Organizing Committee to be considered as a Host Venue for one of the stops on the Race. Be sure to also create a compelling offer that will draw people back to you after the race!
 - If it doesn't make sense to showcase your organization as a Host Venue, then just create a nice gift package that highlights what you do and we'll distribute it as a prize to the top teams and promote you as a Sponsor.
 - If you don't service the Utah market, then invest in your local employees and sponsor 2-3 Race Teams to enjoy a quality team-building experience together.
 - Another idea to benefit your organization is to sponsor a Race Team on behalf of your top client, partner, or prospect (local or from out of state) and invest time in creating a stronger relationship with them in a fun and enjoyable setting. **Remember:** the best business relationships are built outside of the day-to-day pressures of the office!
 - For those who just want to promote their brand and image to the local market and be associated with a fun, recurring event, there are several flexible sponsorship packages also available that can be designed just for your needs.
- For those who simply want a fun night out with your spouse, friends, siblings, or relatives and enjoy something "better than dinner and a movie" – gather your team and reserve a spot – as space is limited.
- Sign up as a Volunteer
 - Help support the teams at Base Camp
 - Become a Host Venue Manager
 - Spread the word to people you know
 - Contact us today for more options at www.raceallnight.com