

2014 POST EVENT REPORT



Benefiting *TRACK SHACK* Foundation
Promoting Health & Fitness Since 1994





Dear Team Captain,

We would like to thank you for your participation in this year's IOA Corporate 5k! We hope you had a nice time with your co-workers and friends in the community. Track Shack does a wonderful job and we would like to acknowledge the great work by their team. Now in its 20th year of the event we have had the opportunity to see health and wellness become a priority in the local corporate culture.

Since the early days of Insurance Office of America we have always felt a responsibility to be advocates for the community our family serves. Our IOA family has grown from 2 people in 1988 to over 800 today and with that our focus hasn't wavered from the fundamentals that we put in place early on. With our growth we feel it is important to give back to the many communities we are located in nationally. However, Central Florida is home to our national headquarters so there is no community closer to our hearts than this one. In a complex world we invite you to engage our people, discover the difference of IOA, grow your business and experience the value of a trusted source of understanding.

See you at the Finish Line!

A handwritten signature in black ink, appearing to read 'Heath Ritenour'.

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Run | Walk | Office Party
 Thursday Evening, April 17, 2014 • Lake Eola, Downtown Orlando

18,051 Runners & Walkers

790 Teams

300 Volunteers

283 CEO's

ONE Epic Night!

BENEFICIARY

Over \$70,000 in event proceeds are donated to local organizations through Track Shack Foundation that promotes youth fitness and health in Central Florida.

FOOD DRIVE

Runners and walkers donated 5,673 items to the Christian Service Center food pantry.

TOP FINISHERS:

- Overall Male.....Bill Vanos, 15:24
Lowndes, Drosdick, Doster, Kantor & Reed
- Overall Female.....Kristen Tenaglia, 17:48
New Balance
- Overall Male CEO.....Curt Henderson, 19:15
Bright Horizons Financial Services
- Overall Female CEO.....Kerri Girona, 19:38
Fit Body Boot Camp
- Overall Entrepreneur.....Reimund Schlosser, 26:19
PROM Publishing



EVENT FACTS

36% Walkers / 64% Runner • 56% Women / 44% Men • First timers 51%





RUNNING ISN'T OUR ONLY PASSION!

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790 Teams Representing 25 Industry Categories

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

Thanks to Team Captains!

TOP 5 TEAMS

Walt Disney World Company	996
Cru	432
Adventist Health System	420
Verizon Finance Center	296
Lockheed Martin	266

Top 250 Largest Teams Indicated In Bold

COMPANY	TEAM MEMBERS
A	
A.B. Design Group	19
AAA	2
Ability Rehabilitation	30
Access Mediquip	9
Accutest Laboratories	3
Achieve Pediatric Therapy	13
Acomb Ostendorf & Associates	7
ActivEngage, Inc	31
Adam B. Reiss, Attorney at Law	27
The Adams Law Firm, P.A.	2
Advanced 3D Diagnostics	3
Advanced Dermatology	1
Advantor	3
Adventist Health System	420

AdvoServ	3
AECOM	24
AeroSystems International	7
Aerotek Staffing	21
Affordable Trophies	5
AgileThought	10
AGPM	44
Agri-Starts, Inc.	15
AGS Exposition Services	7
AirIT	23
AIT Life Safety	7
Akerman LLP	65
Alcorn McBride, Inc	11
Alena Hospitality	11
Alere	46
All Star Auto Lights	7
All Star Vacation Homes	6
Allgen Financial	30
Allstate Benefits	3
Allstate Insurance Co.	34
AllSystems	4
Aloft Orlando Downtown	7
Alt Ed.	3
Altamonte Mall	5
AMD	38
American Eagle Janitorial	1
American Heart Association	15

American Home & Estates	3
American Vulkan Corporation	42
Amerisourcebergen/GNP	24
Anson-Stoner	8
Anytime Fitness	6
Aon Hewitt	34
Apopka Elementary School	7
Appleton Creative	9
Applied Behavior Center	15
Aquatic Design & Engineering	13
Archer Western	5
Arthur's Catering	16
Astaldi Construction	1
ATC	4
ATEC Systems	49
Atkins	42
Avalon Middle	10
Avatar Solutions	12
Averett Warmus Durkee	35
AVT Simulation	1

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Babione Kuehler & Co.	8
Baker Barrios	16
Balfour Beatty Construction US	29
Ballator Insurance Group	8
The Balmoral Group	14

Bank of America	101
Bank of England - Orlando	1
Bank United N.A.	11
Barnes, Ferland, and Associates	3
Barton Malow	9
BBA Aviation	8
BCD Travel	3
BDA, Inc.	2
Bell & Roper, P.A.	31
Beta Sigma Phi	3
Bimbo Bakeries - Mid Gulf	2
BishopBeale	6
Black & Veatch	8
BMDM	5
BNY Mellon/Pershing	48
Bohemia Interactive Simulation	15
Bonnier Corporation	19
Booking.Com	84
Boone High School	5
The Bougainvillea Clinique	12
Braishfield Associates	28
Bright Horizons Financial Services	26
BrightLine	1
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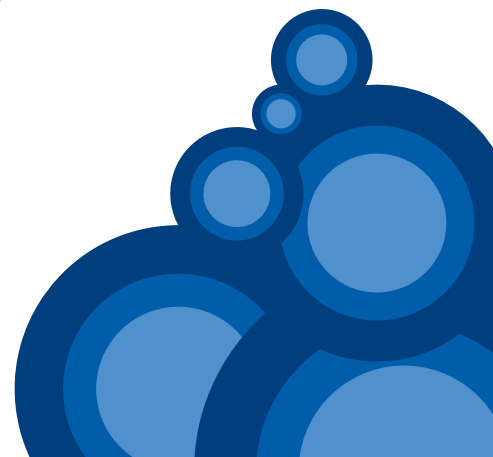
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Seminole County Public Schools
Maintains  *Rating*

College ●

Career ●

Citizenship ●



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FOR ALL 21st CENTURY STUDENTS**

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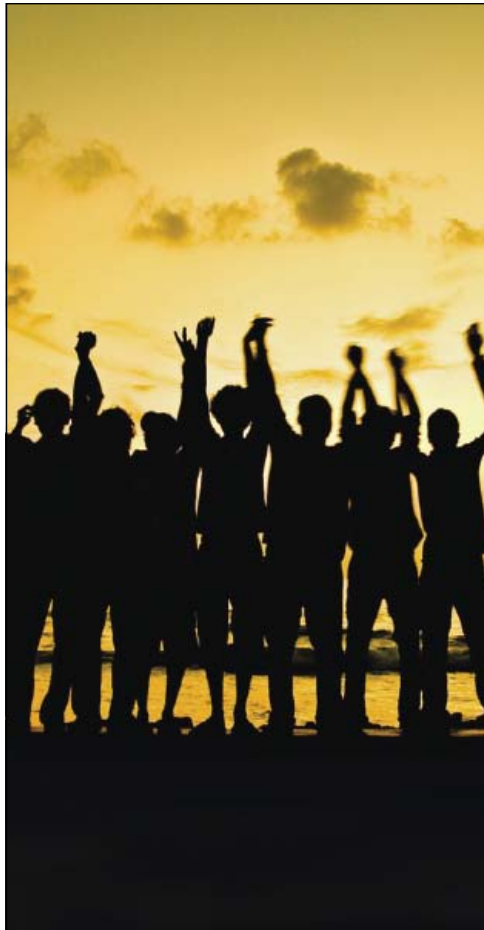
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When our community thrives, we all prosper.

Prosperity is about so much more than money. It's about living well in a community that is healthy and stable. At Morgan Stanley, we feel fortunate to live in a place that is supported by so many worthy service organizations. Their good deeds make everyone's life richer.

Steve Freeman
Complex Manager

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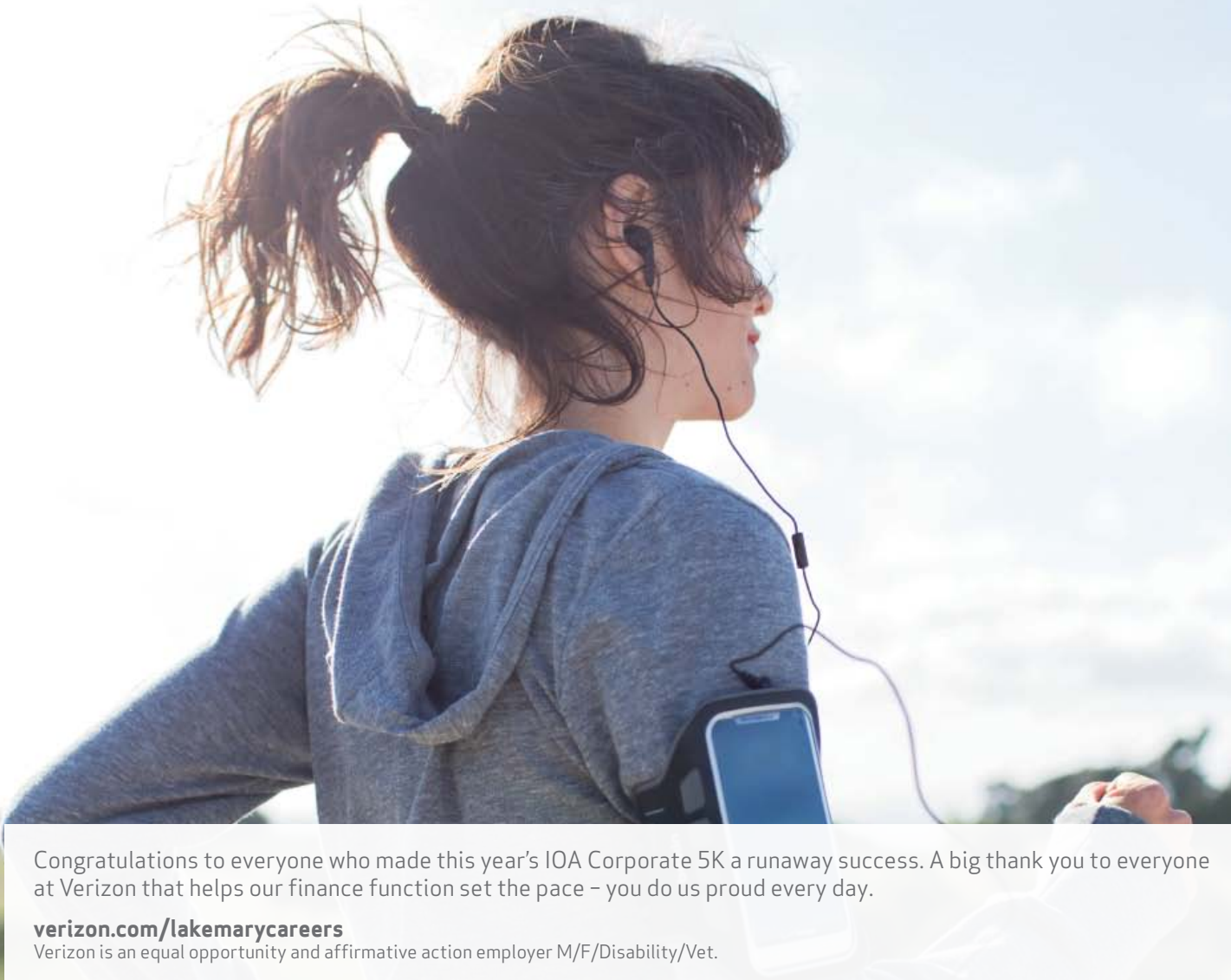
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I WORK FOR THE COMPANY THAT **GOES THE EXTRA MILE IN FINANCE**

{ POWERFUL ANSWERS }

A woman with dark hair in a ponytail, wearing a grey hoodie and earbuds, is running outdoors. She has a smartphone in a black wristband on her left arm. The background is a bright, sunny outdoor setting with a blue sky and green grass.

Congratulations to everyone who made this year's IOA Corporate 5K a runaway success. A big thank you to everyone at Verizon that helps our finance function set the pace - you do us proud every day.

[verizon.com/lakemarycareers](https://www.verizon.com/lakemarycareers)

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United Launch Alliance	4
United Legacy Bank	19
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University Behavioral Center	6
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Vendornet	1
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Vestal & Wiler, CPAS	18
VHB	15
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The Victim Service Center of Central FL, Inc.	9
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VOA Associates Inc.	32
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The Walt Disney World Company	996
Warrington & Erdmann, PLLC	2
Waste Management	15

Waterford Elementary	23
Wawa	10
WCCI	6
Web Benefits Design	13
The Wieland-Davco Corporation	23
Wells Fargo	22
Western Florida Lighting	3
Westminster Services	1
Westminster Towers	16
Westover Communications	2
WFTV 9	6
Wharton-Smith, Inc.	32
Wicker, Smith, O'Hara, McCoy & Ford, P.A.	22
Wildly Different	6
Williams Company	37
Wilson Elser	3
Winn Dixie #2656	12
Winter Park Construction	22
Winter Park Towers	45
Winter Springs Elementary	4
Wolf Lake Middle School	1
Worldwide Interactive	7
WP Consulting & Assessment	3
WPS HS	12
WVO Employees	226
Wyndham Lakes Elementary	5
Wyndham Worldwide	14

Y

Young Living Essential Oils Independent Distributor	6
--	---

Z

Zenith Insurance Company	16
ZeroChaos	29
ZOM	9
Zurich North America	53
Zwer Consulting	1



Winning T-Shirt Design



Pictured: Design Artist, Jo Merrill: *Hard Rock Team Captain*, and Danny Anderson

PROMOTIONS, CONTESTS & AWARDS

BEST T-SHIRT DESIGN CONTEST

29 Designs Submitted
1,700 Votes on Corporate 5k Facebook Fan Page
Winner: Hard Rock - 420 Votes

TEAM SPIRIT AWARD

Presented to the Largest Team
Winner: The Walt Disney Company 996 Team Members!



Nominated by their employees, the recipient receives a \$1,000

charitable donation to a local non-profit of choice.

Recipient: Sally Parker, HR Manager at Martin Brower

Leadership Award Check Presentation



Pictured: Sarah Brown, Rick Thomas, Sally Parker, Laura Heidrich, Danny Anderson, Jerry Martin, Liza Donselaar, Jay Trottier

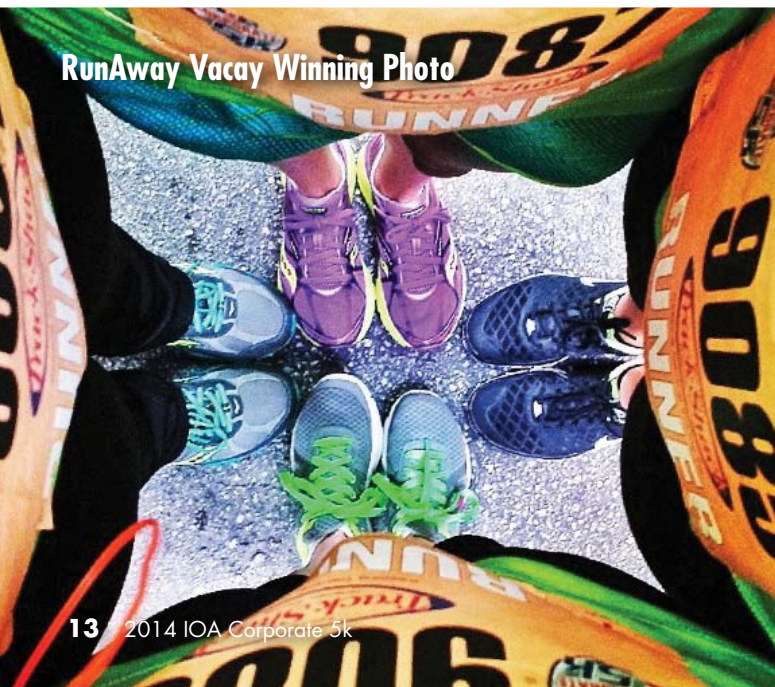


Hunter Vision invited all participants to enjoy the free photo booth to capture the memories of the 20th IOA Corporate 5k.

Microsoft SURFACE 2 GIVEAWAY

Fans uploaded their best selfie with hashtag #Microsoftstore.
Winner: Mohammed Alkowni

RunAway Vacay Winning Photo



new balance RUNAWAY VACAY CONTEST

Favorite New Balance photos were added to social media for a chance to win a pair of JetBlue airline tickets and New Balance shoes.
Winner: Megan Clary of Stovash, Case & Tingley, P.A.



The monthly winner chosen from social media interaction receives a healthy lunch delivered courtesy of Firehouse Subs.

April Topic: How many Corporate 5k miles has your team run?

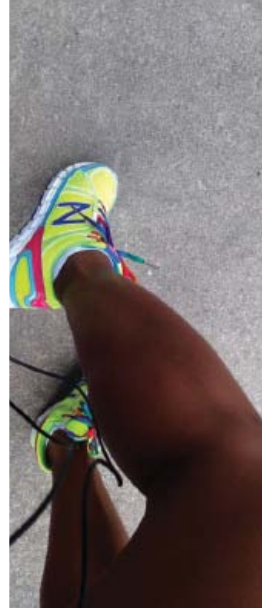


Photo fun at one of the four Hunter Vision Photo Booths!



Surface 2 winner!
Mohammed Alkowni

CONGRATULATIONS contest and award winners!



Company Spotlight: Rosen Hotels & Resorts
Team of 172 members ran 533.2 miles



Team Spirit Award Presentation

ADVERTISING

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

Track Shack's Start Line publication, distributed to 25,000 opt-in subscribers via direct mail.


Orlando Business Journal, quarter page ad
Circulation 8,968

WHO: Walkers and runners participating on corporate teams

WHAT: IOA Corporate 5k 3.1 mile Run • Walk • Office Party
 • On-Course Entertainment • Largest Team Award
 • Team Awards in 25 Categories • Company Spotlight
 • Best T-Shirt Design • CEO Leadership Award


WHEN: Lake Eola, Downtown Orlando, Thursday, April 17, 2014 at 7:15 p.m.

WHY: Benefiting Track Shack Foundation, a 501 (C)(3) organization that promotes health and fitness by funding local youth athletics and sports programs. Over 570,000 was donated through race proceeds in 2013!



READY TO GET YOUR COMPANY INVOLVED? HERE'S HOW...

- Appoint a Company Team Captain**
The company team captain rallies co-workers to sign up, knows and communicates the event details and keeps the enthusiasm going all the way through race night.
- Build a Team**
A team is any group of individuals who come together under the company/organization name. Build your team by distributing information around your office and throughout your organization by displaying posters, email, or in your organization's newsletter.
- Get Everyone Involved**
Invite friends, family, clients and vendors to participate; all can run or walk under your company name. Encourage walking participants. Experience the public relations benefits of having your company name and logo seen among your competitors and colleagues.
- Run to Corporate5k.com**
Everything you need to know is at your fingertips! Convenient online registration is available.
- Stay Informed**
Sign up for the Corporate 5k e-newsletter on www.Corporate5k.com. Those who opt-in can expect emails with useful training tips, important news and helpful event night info.
- Corporate Hospitality Tent Village**
The Corporate 5k Tent Village around Lake Eola is the location of your team's celebration after the race. This is the perfect way to entertain employees or strengthen vendor and customer relations.
- Register Your Team!**
Early Registration, 525 through April 3 • 529 April 4 - 16 (No Race Day Registration)

For more information:
 [Run to Corporate5k.com](#)
 Corporate5k@trackshack.com • 407-896-1160

Sponsorship Opportunities Available!
 Opportunities for name and logo identification:
 Water Stop Sponsorship • Hospitality Zone • Refreshments
 Contact Sarah Brown
 407.898.1218 • Sarah@TrackShack.com



20 YEARS OF GIVING WALKING RUNNING FUN NETWORKING SHOWING UP TEAM WORK ACHIEVEMENT

IOA INSURANCE OFFICE OF AMERICA CORPORATE 5k
1995-2014

ORLANDO'S LARGEST WALK, RUN & OFFICE PARTY

APRIL 17, 2014 DOWNTOWN ORLANDO LAKE EOLA

- On-Course Entertainment
- Team Awards In 27 Industry Categories
- Best T-Shirt Design
- Largest Team Award
- Company Spotlight
- CEO Leadership Award
- Canned Food Drive
- Fitness and Fun

JOIN OUR TEAM!
 Call, Visit or E-mail Your Team Captain today...




[#Corporate5k](#) [RUN TO CORPORATE5K.COM](#)



20 YEARS OF GIVING WALKING RUNNING FUN NETWORKING SHOWING UP TEAM WORK MOVING FORWARD HIGH FIVES ACHIEVEMENT

IOA INSURANCE OFFICE OF AMERICA CORPORATE 5k
1995-2014

ORLANDO'S LARGEST WALK, RUN & OFFICE PARTY



20 YEARS OF GIVING WALKING RUNNING FUN NETWORKING SHOWING UP TEAM WORK MOVING FORWARD HIGH FIVES ACHIEVEMENT

IOA INSURANCE OFFICE OF AMERICA CORPORATE 5k
1995-2014

ORLANDO'S LARGEST WALK, RUN & OFFICE PARTY

WHAT IS THE CORPORATE 5K?
 IOA Corporate 5k is a 3.1 mile run/walk event held exclusively for Florida's corporate community. Businesses and nonprofit organizations form teams and participate in the Corporate 5k for camaraderie, friendly competition and a celebration of work place fitness!

WHEN&WHERE?
 Thursday evening, April 17, 2014
 7:15 p.m. at Lake Eola, downtown Orlando

WHO CAN PARTICIPATE?
 Any group of individuals who come together under a company or organization name. Companies and nonprofit organizations of all sizes participate for fun, fitness and team building.

GET YOUR COMPANY MOVING
 Registration required. Early registration: \$25 per person through Thursday, April 3
 \$29 April 4-April 16. No race day registration.
 INFORMATION: Corporate5k.com

BENEFITING
 Track Shack Foundation, a 501 (c)(3) organization whose purpose is to promote health and fitness with an emphasis on youth athletics.

"Love this race! This is what started me running. Now I have done 7 half marathons and 1 full marathon!"

APRIL 17, 2014 DOWNTOWN ORLANDO LAKE EOLA

Over 15,000 runners and walkers participating on corporate teams step out each year for fun, networking and team building!
 Shouldn't your company be there?

RUN TO CORPORATE5K.COM



APRIL 17, 2014 DOWNTOWN ORLANDO LAKE EOLA

Over 15,000 runners & walkers participating on corporate teams step out each year for fun, networking and team building...

[#Corporate5k](#) [Shouldn't your company be there?](#)

RUN TO CORPORATE5K.COM




18,051 Runners & Walkers
790 Teams
300 Volunteers
283 CEO's
ONE Epic Night!

IOA INSURANCE OFFICE OF AMERICA CORPORATE 5k
1995-2014

Our Corporate Fitness Champions:
 Corporate5k.com



Can you tell we just ran a 5K?!?!? 🏃🏻‍♀️🏃🏻‍♀️🏃🏻‍♀️ #latepost #corporate5k #hardrockers #Wallstreet #bestshirts



#Corporate5k



Thanks again @orlandotrackshack for my new sneakers & Jet Blue tickets!!! #downtown #orlando #newbalance #jetblue #corporate5k #runawayexcellence #run



We sponsored Loews Hotels for #IOACorporate5K, celebrating a 20-year effort to create healthy workplaces in CFL. pic.twitter.com/epU7x7aYWc

Reply Retweet Favorite More



SOCIAL MEDIA



CORPORATE5K.COM

FACEBOOK

Posts on the following fan pages

3,413 Fans on Corporate 5k (760 New Likes!)

15,645 Fans on Track Shack

15,805 Fans on radio partner Mix 105.1 FM

4,200 Fans on radio partner Sunny 105.9 FM

“Awesome time! All selfied out for the Microsoft Surface challenge! #microsoftstore #corporate5k”

~Aubree Rider

TWITTER

3427 Followers

“The OCSO is proud to take part in tonight’s IOA Corporate Cup race in downtown #Orlando. #corporate5k #makingadifference”

~OrangeCounty Florida
@OrangeCoSheriff

INSTAGRAM

1151 Pictures and Video Posted

#ioacorporate5k or #corporate5k

MEDIA

TV ADVERTISING

Bright House cable stations: 177, :30 second spots

RADIO ADVERTISING

Mix 105.1 FM: 111, :15 second spots

Sunny 105.9 FM: 58, :15 second spots

PROMOTIONS

Mix 105.1 FM: 100, :15 recorded promotional spots, featured on station website and included in two monthly e-blasts (8,500 database)

Sunny 105.9 FM: 100, :15 recorded promotional spots, featured on station website and included in two monthly e-blasts (10,500 database)

PRESS & PUBLICITY HIGHLIGHTS

Monday, April 10 - Thursday, April 17

Daily live mentions on Mix 105.1 by Morning Hosts

Thursday, April 17

WESH News Channel 2 and CW 18, live mentions during weather segments



News 13: Live mentions and video

Fox35: Live mentions and video

WFTV Channel 9 and TV 27: Live mentions

Friday, April 18

Orlando Sentinel: Color photo on front page

OrlandoSentinel.com 30-photo gallery

Bizjournals.com (Orlando Business Journal) article, video and 23-photo gallery

Sunny1059.com posted a 32-photo gallery

Friday, April 25

Orlando Business Journal: Color photo on front page





SPONSORSHIP

Be an Orlando community leader by supporting healthy lifestyles. Sponsorship for the 2015 IOA Corporate 5k includes race night hospitality, complimentary race entries and brand awareness through print, website and email promotions.

SPONSORSHIP CATEGORIES

- Title Sponsor
Insurance Office of America
- 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 scorecard and results webpage
- 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 Corporate 5k.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

Special Thanks to our 2014 Corporate Fitness Partners:





In Step with Central Florida

1104 North Mills Avenue • Orlando, Florida 32803



Consider the environment, please pass this publication on or recycle it.

Congratulations to the 18,051 runners & walkers of the 2014 IOA Corporate 5k! *Keep up the good work.*



Mark Your Calendar For Next Year:

- June 2014 Corporate Tent Pre-Sale
- December 2014 Online Registration Opens
- January 2015 Team Captain Kick-off Party
- April 16, 2015 Event Day!