



RUNNOVATION



***Virtual
Running
Events***

About Us

Runnovation is a Western Australian based business. Its vision is to motivate and promote a healthy lifestyle and mindset through achievement in sport. Runnovation was started by Craig Barrett, an ultramarathoner, running coach and plastics fabricator. Craig is assisted by his wife Nicola, a lawyer and fan of all things running or fitness related. Nicola's background before law was in psychology, so she also has an interest in wellness, mindfulness and positive mental health practices/stress management.

Runnovation started by producing medal display products but has grown substantially, now offering virtual fitness events, online running coaching and a fitness blog.



Virtual Fitness Events

What is a virtual fitness event?

Virtual fitness events are an event that you sign up for online and can be linked to an online community of people doing the same event. The event is normally determined by the organisers, along with the rules for completing that event. For example, a virtual run could be that participants must complete a 10km run and one of the rules that the organisers put in place for that event could be that it needs to be completed in the month of June.

If there are any finishing medals/certificates/bibs/merchandise these are normally posted to the athlete and oftentimes the athlete is required to record their activity with some sort of app and they send proof that it has been completed through to event organisers.

Benefits of virtual fitness events

There are many benefits of participating in virtual events, however we have selected our top 10 reasons why virtual runs can be so beneficial:

- 1. Motivation:** A lot of times virtual event athletes choose this style of event to keep them accountable with their training programs and so they have a goal to aim for. A lot of virtual run athletes also report that virtual events are good to get them moving again if they've been on a break due to injury or life events.

2. **Autonomy:** With virtual events, athletes do the event their way. This means that events are completed at times that fit within their lifestyle, are at locations they choose and with others if they choose. This means that virtual athletes don't have to fight with traffic or crowded public transport to get to a physical event and they can keep a sleep-in on work free days. Equally, if a virtual event requires a particular distance to be completed, it can be tackled in whole or parts.
3. **Less intimidating:** For athletes who are just getting started in a sport, for athletes who have mental health issues like anxiety or depression, or if they simply hate having to perform in a situation with a lot of other people then a virtual event can be a lot less intimidating than other large, physical events.
4. **Physical Events get cancelled:** As we have seen in the last year in the fitness community, several events have been cancelled due to extreme weather events and the global health crisis with COVID-19. Virtual events have a greater level of flexibility, so no need for cancellations.
5. **No more rainy start lines:** It doesn't matter how hardcore an athlete you are, we have all had those days where the thought of completing a physical event that we've signed up for in the rain/wind/cold just seems miserable and takes the fun out of that event. With a virtual event athletes can plan to complete some or all of it on a particular day and if the weather changes, move it to a day with more favourable conditions.
6. **No restrictions on prams:** For athletes completing land based events who like to push their little ones with them, there is no restriction on where they start or dodging other athletes in a crowd. Another reason why virtual events can demonstrate inclusivity.
7. **No cut off times!**
8. **Price:** Virtual events can be a lot cheaper than physical events, so including a couple of these per year in your event budget can be quite cost effective.
9. **Online Communities:** Virtual events create a community of people who are engaging in a challenge together. This is a great way of staying engaged and socially connected, even from the comfort of your own home. This means that even if an athlete doesn't have a friend or family member to register for the virtual fitness event with them, they are not in the virtual event alone.
10. **Event experience is longer lasting:** Most fitness events are for a few hours on a particular day and then the event is over. Runnovation virtual fitness events utilise themes and challenges that are ongoing throughout a calendar month. The result is a longer-lasting engaging experience and better value for money.



Why should you consider a Virtual Event for your employees?

The benefits of running corporate based fitness initiatives are well documented, however 5 highlighted benefits are:

1. It **fosters teamwork and relationship building** throughout your organisation, particularly when the challenges are team based. These challenges give people who don't ordinarily work alongside one another to build relationships over a shared experience.
2. It **embodies a culture of work-life balance**, where the organisation is actively encouraging its employees to balance their working commitments with healthy lifestyle habits.
3. It promotes healthy ways for employees to **manage their stress levels**.
4. It **increases employee engagement and productivity**.
5. It **decreases absenteeism**.



Why are Runnovation Virtual Events Different?

Runnovation prides itself on inventing unique, creative and engaging virtual fitness events; we give virtual athletes an experience. We want people to engage in physical fitness by injecting a sense of fun and humour into it, reshaping how many people are viewing being physically active.

Each of our virtual fitness events are designed, written and executed by the Runnovation team, including a bespoke medallion for each participant who completes an event. Runnovation designs its challenges so that they are inclusive for all ages and fitness levels. This places us in the unique position to be able to tailor our virtual events to meet the needs of your organisation.

Examples of Runnovation virtual fitness events

The Amazing Chase

The Amazing Chase is a team based virtual challenge, with teams of 2-8 people. Teams leg it to 8 virtual destinations around Australia and New Zealand throughout a calendar month, earning points for activities.

Each team member must walk or run 2.5 kms between destinations in order to advance. This is a total of at least 20kms for the calendar month. Advancing to a location earns a team points. Each destination also has optional additional challenges, which if completed also earns that team points. The team with the most points wins. Every participant who completes the challenge receives an Amazing Chase finisher's medal.



Mind & Body Virtual Challenge

The Mind & Body Virtual Challenge incorporates a holistic focus on overall wellbeing by challenging athletes to be active every day and do a minimum of 1 minute of meditation daily. Any physical activity counts for a recommended duration of 30 minutes daily. In addition to the physical activity and meditation requirements, the challenge produces a list of 31 additional activities that promote positive physical or mental health. Virtual athletes are encouraged to engage with as many of these positive health tips as they can.

Participants can choose to log their activities themselves, or colour a mandala that they can complete for each day of the challenge completed. A word document containing evidence based reasons why meditation is beneficial to their health and a list of free apps that can be used as a resource to assist their meditation practice is also included in the challenge.

All virtual athletes receive a beautiful chakra finisher's medal.



Examples of Runnovation virtual fitness events

Murder Mystery Virtual Challenge

This is a murder mystery whodunit themed run. The challenge is to run/walk 40kms in the calendar month the challenge is completed in. All virtual athletes receive a base pack of information that includes:

- Initial Plot for the Murder Mystery Story;
- Running Retreat timetable;
- Running Retreat hand-drawn Detective's map;
- Detective's notes for 6 suspects record initial issues the Detective has noted that they want to follow up on; and
- Autopsy results.

There are four additional challenges that virtual athletes can complete which provide additional evidence packs for each of the 6 suspects which give fulsome accounts of the final interview and information gathered by the detective. All virtual athletes receive a murder mystery finisher's medal and can send their suspect guess to the Runnovation team who will confirm whether it is the correct murderer.



Runners of the Caribbean

This is a pirate themed virtual challenge that incorporates a choose-your-own-adventure style storyline that virtual athletes can follow. Virtual athletes will island hop to find pieces of treasure map and complete a pirate riddle in order to guess where the treasure is located. At the end of the story they will either find treasure, or face a terrible pirate fate. Virtual athletes will run/walk a total of 120kms throughout the month they choose to participate in.

All virtual athletes will earn a finisher's medal for their participation that looks like a real piece of pirate gold.



Pricing plans for virtual events

Basic Virtual Fitness Event

| Existing Runnovation Virtual Event | |
|------------------------------------|-----------------|
| 1-100 Participants | \$35 per person |
| 101-200 Participants | \$32 per person |
| 201-500 Participants | \$30 per person |
| 500+ Participants | \$28 per person |

Includes:

- All virtual challenge materials;
- The Runnovation team supervising the event; and
- Finisher's medal for each participant.

Virtual Fitness Event with Medal Display Package

| Existing Runnovation Virtual Event | |
|------------------------------------|-----------------|
| 1-100 Participants | \$45 per person |
| 101-200 Participants | \$43 per person |
| 201-500 Participants | \$40 per person |
| 500+ Participants | \$38 per person |

Includes:

- All virtual challenge materials;
- The Runnovation supervising the event;
- Finisher's medal for each participant; and
- Runnovation individual medal stand to display the finisher's medal for each participant.

Pricing plans for virtual events

Virtual Fitness Event with Running Programs

| Existing Runnovation Virtual Event | |
|------------------------------------|-----------------|
| 1-100 Participants | \$37 per person |
| 101-200 Participants | \$34 per person |
| 201-500 Participants | \$32 per person |
| 500+ Participants | \$30 per person |

Includes:

- All virtual challenge materials;
- The Runnovation team supervising the event;
- Finisher's medal for each participant; and
- Running programs formulated by an Athletics Australia qualified running coach from the Runnovation team. Different programs provided to suit a variety of employees.

Deluxe Runnovation Corporate Package

| Existing Runnovation Virtual Event | |
|------------------------------------|-----------------|
| 1-100 Participants | \$55 per person |
| 101-200 Participants | \$53 per person |
| 201-500 Participants | \$50 per person |
| 500+ Participants | \$48 per person |

Includes:

- All virtual challenge materials;
- The Runnovation team supervising the event;
- Finisher's medal for each participant;
- Runnovation individual medal stand to display the finisher's medal for each participant; and
- Running programs formulated by an Athletics Australia qualified running coach from the Runnovation team. Different programs provided to suit a variety of employees.

Pricing plans for virtual events

Custom Designed Virtual Fitness Events

If an existing Runnovation Virtual Event does not catch your eye, we will customise a virtual fitness event for your organisation. This service includes:

- Unlimited consultations/revisions of theme, challenges and concepts;
- Custom designed finisher's medallions; and
- All challenge materials designed for your virtual fitness event.

Contact us for a quote in relation to your custom virtual fitness event.