



Assisting Veterans & Military Families

Ruck4HITCapeCod

MAY 3 & 4, 2019

[#4ThoseWhoCant](#)

[#EarnIt](#)

[#Ruck4HITCapeCod](#)



WHAT IS HEROES IN TRANSITION?

Heroes In Transition, Inc. is a 501 (c)3 not-for-profit organization whose mission is to provide assistance that is not readily available from other organizations including local, state, and federal agencies. HIT provides appropriate assistance to those with special needs in four key areas:

- Home modifications for disabled veterans
- PTSD, Emotional support dogs and therapy dogs
- Group therapy for veterans and military families
- Financial support for military families and veterans



Captain Eric A. Jones was killed in a helicopter collision during a combat mission in the Helmand Province of Afghanistan on October 26, 2009





WHAT IS RUCK4HIT?

Ruck4HIT was created in collaboration with supporters, local veterans, first responders and those currently serving to raise awareness and funding for Heroes In Transition, Inc. and their various veteran and military family programs.

As every service member is forced to carry the burden of war during active service and beyond, carrying the ruck sack is symbolic of hardships endured and the perseverance required to complete the mission.

This event will raise funds for Heroes In Transition, all in the continuing effort to never leave a fallen comrade behind.

All participants, drivers and volunteers are representatives of Ruck4HIT and Heroes In Transition.



Meet the 2019 Committee

Nicole & Steve Spencer, **Co-Directors**

Alycia Markowski, **PT Coordinator**

Kyle Takakjian, **Police Liaison**

Heather Manuel, **Registration & Operations Coordinator**

Food Stop Coordinator

Tedd & Kristen Black, **Volunteer Coordinators**

Dawn Dupre, **Start/Finishline Coordinator**

Ralph Petty, **Logistics Coordinator**

Matt Auger, **Course Set up/Break Down**

Alec Reisberg, **Merchandise/Leadership Team**

Adam Klauke, **Event Outreach Liaison**

Paul Roderick, **Safety Coordinator**



TEAM & PARTICIPANT INFORMATION

- \$110 non-refundable registration fee **Registration closes 3/01/19!**
- Registration fee includes (but not limited to): Short & Long Sleeve Tee, Hat, post race party entry, Ruck4HIT reflective badge, HIT Patch
- **Weight Requirements**
 - Participants <160lb = 20lb Ruck
 - Participants >160lb = 30lb Ruck
- **TEAM VANS**
 - Each van will have official ID tags
 - Van rental responsibility of team
 - 12 to 14 passenger van recommended
 - Garbage & Waste – team responsible
- Athlete Participation packet will be electronically distributed to all participants mid March.





TEAM & PARTICIPANT INFORMATION

JETHRO DIVISION

- *Competitive Division for Teams that can maintain a 10 minute/mile team pace or under in full relay format.*
- 7 Runners
- 2 Drivers
- 1 Van
- (2) Night Support Runners
- \$5,000 Team Minimum fundraising
- Team Captain responsible for fundraising minimum



TEAM & PARTICIPANT INFORMATION

JONES DIVISION

- *Teams that average OVER a 10 minute/mile team pace*
- TIME RELEASE (Runners release from next exchange according to spreadsheet - based on 10:45 per mile team average.)
- 7-14 Runners
- 2 Drivers
- 2 Vans
- (2) Night Support Runners
- \$8,000 Team Minimum fundraising (If more than 7 runners)
- Team Captain responsible for fundraising minimum



New 4 2019!



TEAM FUNDRAISING

- Goal is to raise \$150K through fundraising and sponsorships
- \$5K/\$8K** minimum per team – drivers and Support Runners included in fundraising responsibility – Captains responsible for minimum - (\$454 per 7R,2D,2SR)
- Checks made payable to: **Heroes In Transition**
 - Captains responsible for collecting
 - Best method of contributing
- Online donations via FirstGiving
 - Team pages will be set up by January 5th
 - Offline donation totals can be added to your FirstGiving
 - 7.5% of each donation lost through transaction fee





ABOUT THE RELAY

- Start in Bourne, MA
 - ~12:30 AM Friday, May 3 - The Courtyard Restaurant
- All vans staged at the Shining Sea bike path parking lot
- All participating ruckers will walk 1st mile together wearing ruck. At the end of that mile (The Shining Sea Bike Path), Runner #1 will then continue their leg
- Continue in a relay format to the Pilgrim Monument in P-Town and back to Mashpee, MA. Each team will run last mile together wearing Ruck
- 3 team challenges
- Team Members will run in fixed order – Each leg graded for difficulty
 - Runner 1 will complete leg 1, 8, 16, etc.
 - Runner 2 will complete leg 2, 9, 17, etc.
 - Each participant will run ~32 miles
- Map My Run used to map all routes
- legs 2 to 4 miles through all 15 towns on Cape Cod



ABOUT THE RELAY

- RUCK4HITCapeCod ~40+ hour **Physical & MENTAL** endurance challenge
- Terrain: State Roads, Town roads, Paths, Trails, Beach & STAIRS!
- Periodic ruck weight checks at undisclosed exchanges— **Ruck Weight is what sets us apart from other relays**
- All teams will be provided course map for runners and driving directions
- PT's available throughout course
- Volunteers located at ALL exchanges throughout course
- At least (2) Food & Refreshment stations at specific exchanges throughout course TBD
- Barnstable County Sheriff's Department Bike Team joining us again this year!
- Night Support Runners-must register online \$70



VOLUNTEERS

- Integral to event's success – eyes and ears on the ground!
- Volunteers needed Startline, finishline and at ALL exchanges:
- Bike Paths & some night road crossings
- All (3) team challenges
- Finish Line/Post race event
- Volunteer Coordinators: Tedd and Kristen Black



EMAIL: ruck4hitvolunteers@gmail.com



SAFETY

- Proceed with CAUTION and be AWARE of surroundings – open roads
- Visibility Gear—for ruckers, support runners, volunteers & drivers:
 - Required – reflective vest, headlamp, LED blinking light, reflective strips
 - **MUST USE** 6pm to 6am – running, out of van @ exchanges, including drivers
- Run against traffic--
 - Runners run on left shoulders of all roads (against traffic) using sidewalks and trails when possible unless otherwise instructed
 - Follow pedestrian and traffic laws at all times, Stopping at traffic lights



SAFETY

- Wear Bright Clothing at all times!
- Headphones-STRONGLY discouraged!
- Run with phone at all times!
- ROAD CROSSINGS
 - Obey all traffic/pedestrian and j-walking laws
 - Cross at cross walk if visible
- VANS
 - Obey all traffic laws – obey speed limits, Do not park in “non-legal” area, no illegal u-turns, etc.

MORE INFO IN ATHLETE PARTICIPATION PACKET



TRAINING TIPS

- PARTICIPANTS **MUST** TRAIN FOR THIS EVENT
 - Stay Strong & Train Smart
- Build Running Base (Ruck Free)
 - ~25-30 miles per week
- Ruck Training
 - Start wearing ruck around house
 - Smaller weight, build to event weight
 - Short walks, walk then run
 - Build to 4 mile ruck run
 - Avoid leg workouts “before” ruck runs – optimal after



\$PONSORSHIP

- Looking for local businesses, organizations, etc.
- Range from \$500 to \$10,000--see sponsorship sheet
- Contact: ruck4hit@gmail.com
- Nicole: 508-360-0994 Steve: 508-360-0993





\$PONSORSHIP OPPORTUNITIES

Team Sponsor-- \$5,000

- Prominent logo/company name on all promotional materials and publicity, including but not limited to: TV, radio, print ads, social media outlets, flyers and posters
- Prominent company logo on participant short sleeve tee shirts
- Prominent company logo on the start and finish line banners
- Logo added to the Heroes In Transition sponsor page on website
- 6 complimentary tickets to post event party
- Company promotional materials in participant gift bags

Ruck Sponsor-- \$2,500

- Proportionate sized logo/company name on all promotional materials and publicity, including but not limited to: TV, radio, print ads, social media outlets, flyers and posters
- Proportionate company logo on participant short sleeve tee shirts
- Proportionate company logo on the start and finish line banners
- 4 complimentary tickets to post event party
- Company promotional materials in participant gift bags

Supporting Sponsor-- \$1,000

- Proportionate logo/company name on all promotional materials and publicity, including but not limited to: TV, radio, print ads, social media outlets, flyers and posters
- Company name on participant short sleeve tee shirts
- Company name on start and finish line banners
- 2 tickets to post event party
- Company promotional materials in participant gift bags

Shirt Sponsor-- \$500

- Company logo on runner/volunteer tee shirts

In-kind Donations--

Event planners gratefully accept any merchandise or gift certificates that can be given to participants. If your business would like to make a donation of a product or service please email Nicole Spencer- ruck4hit@gmail.com.



PROMOTION & PARTNERS

facebook



**Build
audience
now!**

**Share your
training
journey!**



- **Please Like & Share on FB and Twitter**
- *Help spread the word and raise awareness*
- **We will be requesting info to post bio's & pics**
- *Social Media will be used by teams during race to track progress*



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QUESTIONS

