



WINGS FOR LIFE WORLD RUN - APP RUN

WHY WE RUN & WHY YOU RULE - PLAN FOR THE NEXT YEARS

You are part of a worldwide family making the Wings for Life World Run a global movement. The following pages will give you an overview of how to motivate more people to run for those who can't and how you can help.

MILLIONS OF PEOPLE

Around the globe millions of people are paralyzed due to a traumatic spinal cord injury. Car accidents and falls are the main causes.

SPINAL CORD INJURY

That means more than being unable to walk. It is one of the most devastating injuries and has a large number of health-related complications, like chronic pains or bowel and bladder dysfunction.

WINGS FOR LIFE

Is a non-profit foundation with one mission: find a cure for spinal cord injury. Wings for Life funds life-changing research projects and clinical trials at renowned universities and institutes around the globe. www.wingsforlife.com

A TRULY GLOBAL WORLD RUN

In 2018, the Wings for Life World Run takes place simultaneously at 12 locations (flagship runs) all around the world. In cooperation with you, we want to give every citizen of the world the possibility to be part of the global movement. The whole world should run on May 6th 2018 to find a cure for spinal cord injury. The Wings for Life World Run App enables everyone worldwide to join our vision and to support it through running and donating. Wings for Life World Run participants start at exactly the same time (11 a.m. UTC), no matter weather it's sunny or raining, day or night and App user can also run wherever they want. Additionally the plan for 2018 is to focus on individual App runners as well as on Organized App Runs around the globe to make it even a more global movement, to reach more people and to get more donations for Wings for Life.

A 100% PROMISE

All entry fees and donations go directly to life-changing research projects. The more donations we raise, the more research projects can be funded.

A RACE FOR EVERYONE

The Wings for Life World Run is for runners and wheelchair users of all abilities, from beginners to professional athletes. Everyone runs side by side for those who can't. Therefore it should be a combination of sportive and fun aspects.

A UNIQUE RACE FORMAT

There is no static finish line, no set distance to cover, no set time to beat. Thirty minutes after the start the virtual Catcher Car begins to chase the participants. The Catcher Car is the moving finish line. The goal is to stay ahead of it as long as you can. When the Catcher Car catches up with you (virtually for all App runners), your race is over. The virtual catch up is a sound and vibration signal.

HOW TO REACH MORE PEOPLE WORLDWIDE IN FUTURE

1. First of all 2018 we have 12 Wings for Life World Run events in 12 countries.
2. Second, due to the fact that the official Wings for Life World Run events have limited capacity we need to reach more people with the Wings for Life World Run App worldwide. The App is available for free (download) for iPhone and Android. An update will be launched beginning 2018. For the upcoming registration months we work with the old version. In 2018, we are having individual App Run participants and Organized App Runs because we all know it's more fun to run together for those who can't. The goal is to have at least 1 organized APP RUN per country worldwide. More organized APP RUNS are very welcome. Officially we call those events **Organized App Run(s)**. This year we charge an entry fee for taking part in the Wings for Life World Run – no matter if it's in a flagship run or running with the app. The contribution for running with the app depends on the country.



ABOUT THE APP RUN & HOW YOU CAN HELP

ALWAYS KEEP IN YOUR MIND!

- Motivate runners to be part of the global movement
- Raise as much money as possible for Wings for Life (runners, external partners,...)
- We can only do it together!

HOW TO RAISE MORE MONEY FOR WINGS FOR LIFE

- More runners means more possible point of contacts for donations and they also spread the word.
- App runners can also buy merchandise online.
- App runners can run their own fundraising campaign.
- Donation boxes at Organized App Runs where legally allowed.
- Company Runs in which the company donates for their employees.
- ...

DIFFERENCE BETWEEN INDIVIDUAL AND ORGANIZED APP RUNS

As you know we have two different types of App Runs, the Individual and the Organized App Run. Individual means runners can run with the app on their own wherever they want. Organized means that a group of runners meet at an agreed point to run together with the Wings for Life World Run App.

INDIVIDUAL

Everyone worldwide, no matter where they are can take part of the Wings for Life World Run. Please activate it through campaigns, communication, promotion (pro bono!) and especially via all social media channels.

The App Run is fully integrated on Race Day.

You can help to make it a global movement:

- Please activate the App Run in your country.
- Spread the word about the App Run (colleagues, friends, on campus,...)
- For Red Bull only: use the power of Red Bull supported third party events and share with them digital and printed activation tools >> see prepared consumer request .zip folder. Each third party consumer (event) request has to activate through their on- and offline channels the Wings for Life World Run or the Wings for Life World Run – App. Try to get pro bono advertisement!

INDIVIDUAL RUN: 2 EXAMPLES

- Jump into your running shoes and run your preferred track on May 6th 2018 (11 a.m. UTC) in your hometown.
- Motivate your two colleagues and run together on May 6th 2018 (11 a.m. UTC) wherever you want.



ORGANIZED APP RUNS - INTRO

WHAT IS AN ORGANIZED APP RUN

This is a featured run and participants can sign up via the official Wings for Life World Run App. Those runs are integrated in the general user journey, campaign elements, communication, promotion (pro bono!) - especially via all social media channel. Of course those runs are fully integrated on Race Day May 6th 2018. Each Organized App Run starts at a pre announced location and the organisation of it has to be done by the organizer of the App Run.

THE GOAL OF ORGANIZED APP RUNS

The goal of Organized App Runs is to motivate more people to run together against the virtual Catcher Car. More people also means more point of contacts and also more donations.

WHAT IS YOUR JOB?

- Please initiate as many Organized App Runs as possible.
- Plan and execute Organized App Runs in a proper way.
- Spread the word about the Organized App Runs (colleagues, friends, campus,...)
- For Red Bull only: Use the power of Red Bull events (sport, culture, brand) and all supported third party events and share with them digital and printed activation tools. Each Red Bull event and third party consumer (event) request has to activate through their on- and offline channels the Wings for Life World Run or the Wings for Life World Run - App Run if the activation area isn't close to a flagship run. Bring more partners on board who would like to organize an Organized App Run.
- Our goal is always to raise as much funds as possible for Wings for Life.

ORGANIZED APP RUN: 4 EXAMPLES (WHO CAN BE AN ORGANIZER? - EVERYBODY)

- Best case the organizer is someone who already has a running community in the country. They can use the Organized App Run for practicing or simply to run together. E.g. Preparing for the upcoming city marathon which is for example 1 month after the Wings for Life World Run.
- A company could be an organizer – simply run together with employees. Due to the fact that the Wings for Life World Run is a global run it would fit for companies with different offices worldwide, e.g. they could do internally global championships. But it also makes sense for companies which only operate in one. Furthermore they get their separated results and they will obviously also be part of the global movement and run for those who can't.
- Running communities, celebrities,... are very welcome to organize and/or host an App Run. It's just important that they can motivate their community to take part in the global. E.g. the Red Bull athletes manager knows who of the athletes have a personal reason why to support and gather their fans anyways to run together on May 6th 2018.
- For Red Bull only: Make sure to bring all your departments on board, athlete manager, brand, culture, opinion leader, communication,... to make the best out of it. E.g. an SBM as well as the athletes can easily be the host of an Organized App Run.

EXTERNAL PARTNERS FOR ORGANIZED APP RUNS

You can also integrate your own partners. In best case you donate the partner fee to Wings for Life but you also can keep the fee to cover your costs. Additionally a partner could also offer a goodie bag for participants.

The following categories are blocked for the Wings for Life World Run:

- Energy drinks and similar functional drinks worldwide.



ORGANIZED APP RUNS - INTRO

ORGANIZED APP RUN COMMUNICATION

The main communication channel for Organized App Runs should be a Facebook event which will be hosted by the organizer and can be co-hosted by the Wings for Life World Run Facebook page. Simply request it via the event page. Please simply request the co-host. We provide a communication starter package which includes activation tools to print out as well as digital >> organizer kick-off package, editorial plans, content,... The communication should be in line with the official Wings for Life World Run communication because we are one family – one community – one movement.

We can and will integrate Organized App Runs into our official communication. They can deliver us images as well as videos and we will implement them into our communication and even into the Wings for Life World Run LIVE show on race day.

PARTICIPANT COMMUNICATION

All signed up Organized App Run participants get their individual mailing before the Wings for Life World Run. We set up a standard mailing and each Organized App Run can individualize the mailing for their specific participants. Each organizer can send out maximum 1 mailing to their participants. Please align with Tobias on that.

APP RUN TOOLS (ACTIVATION & CO)

We have several tools to activate the App Run and we will update the toolbox within the upcoming weeks and months. Those tools fit for individual and organized APP RUNS – in general we don't make a difference between those type of runs in our communication. Everything is the the Wings for Life World Run – App Run.

We provide a kick-off package for organizers which includes the following files:

- Wings for Life World Run - organized APP RUN handbook (this file)
- Organized APP RUN communication tools (like proper postings, preferred images, logo,...)

LEGAL AGREEMENT FOR ORGANIZED APP RUNS

A very important point is the agreement. Each organizer is responsible for the Organized App Run. We have worked out a legal contract for you as organizer and it's necessary to sign it before we go live or activate your Organized App Run.

For Red Bull only: If you have any specific legal questions, please ask your legal department first.

RACE TRACK

In general you can set up an Organized App Run wherever you want but we suggest to run a circle between 5 and 7 km on a closed street/area/park/etc. So you don't have to organize shuttles for participants. IMPORTANT – good mobile phone connectivity and GPS-signal needs to be available (no tunnels, not indoors, not too many skyscrapers around).

FUNDRAISING ON SITE

The focus is to raise as much money as possible for Wings for Life. Therefore we would like to see as many fundraising boxes as possible at the start/meeting point of their Organized App Run where legally allowed.

FUNDRAISING VIA APP

App users can donate via the App whenever they want but we don't ask them to donate. It's not an in-app donation because that's not possible. Therefore, we link them straight to our website which works very smoothly.

In addition to the digital donate we kindly ask you all to have donate boxes on site where legally allowed.



ORGANIZED APP RUNS - TIMELINE & FAQ

REFRESHMENT AND PRODUCT USAGE GUIDE

A very important topic is how to handle participants regarding refreshment stations, warm clothing's, shuttle services. That means you have to communicate to your participants via Facebook to bring something to drink along and or warm clothing if you don't provide a refreshment station. Please also keep in mind to mix the Red Bull with water 50/50 if you have Red Bull on site. Furthermore it would be very welcome if the Organized App Run winner gets a trophy which is organized by you but as mentioned it's no need. But as you know sportive competitions always have winners and honour them.

TIMELINE

- Oct – registration starts
- Jan – time to bring all Organized App Runs online
- Feb – 12-week challenge (activation)
- Apr – race countdown together with the Organized App Runs
- **6th of May 2018 Wings for Life World Run**

FAQ

What is your job?

Organize a so called "Organized App Run" and push app download and app running in your country to get as much participants as possible.

What is the minimum an organizer has to do?

Motivate as many people as possible to sign up for your Organized App Run and communicate a starting point where they start to run all together on May 6th 2018 11 a.m. UTC with the App.

What is possible for organizers?

Basically you can organize the Organized App Run in the way you want. You can bring partners on board. You can communicate with participants. You can... You can...

When should we implement the organized APP RUN on website and in app latest?

In January 2018

Do we have a new app for 2018?

Yes with a new partner from Switzerland. But we will launch the new Wings for Life World Run App as an update. Date of launch still to be confirmed but it will be around 3 months previous race day. For now – the registration months – we work with the old version of the app.

How can we get donations for Wings for Life through organized APP RUNS?

- Set up a donation boxes on site and inform all participants where legally allowed.
- Run online donation campaigns via the website and all your further ideas are very welcome.

A FEW ARGUMENTS WHY YOU SHOULD ORGANIZE AN APP RUN:

- Do something good and be part of a global movement.
- Use our technical set up (App, time-tracking, results, registration, website...) for your community.
- Use the Wings for Life World Run platform for your communication (running club, tourism, city,...) and get featured through our communication channels if you provide images and videos.
- **Collect donations for a good cause and let's run for those who can't!**



ORGANIZED APP RUNS – SET UP

PROCESS OF CREATING AN ORGANIZED APP RUN

STEP 1 – APPLICATION OF AN ORGANIZER

Organizer applies through a given link to a Google form, where he must supply all relevant information as. Please fill out the Google form <http://bit.ly/WflWR-APPRUN-2018>:

- Organizer details: company name, first name, last name, postal address, phone number, email address
- Title of the organized APP RUN (short and descriptive) e.g. APP RUN Montreal, APP RUN Oslo
- Location: GPS coordinates of start (Lon, Lat) (use Google Maps or any other map tool to find it out)
- Organizer has to sign 3rd party agreement (Please contact your local Red Bull contact or Tobias if you need any guidance. Please share the signed agreement with Tobias(tobias.zehentner@wingsforlifeworldrun.com))
- Capacity: maximum allowed participants
- Track characteristics (City, Nature, Park, Sea/Lakeside)
- Possibility to take part with a wheelchair (yes or no) – depends on the track.
- Track file (kml, gpx or kmz) – You can create the track file here: www.gpsies.com (Share it with Tobias.)
- Share a perfect cover image (1568 x 974 px) with Tobias. The Action should be in the middle of the photo.

STEP 2A– FACEBOOK EVENT

Organizer prepares the Facebook event. This Facebook event page should be the main communication channel. The Wings for Life World Run Facebook page can be the co-host for any APP RUN event page. Please request it.

The following steps are required to create a Facebook event:

- Cover photo (1568 x 974 px, double the normal size, so we can use it also on the website as cover photo)
- Title: "Wings for Life World Run – APP RUN – CAN – Montreal"
- Location (starting point)
- Local date/time (May 6th, 11:00 AM UTC)
- Description (You shall use the description from the website.)

STEP 2B– MANUAL SETUP

The international team puts your info on the website. Please stay in contact with Tobias for that. tobias.zehentner@wingsforlifeworldrun.com Please also send all needed files like the track file, header image,... to him as well.

STEP 3 – LINKAGE OF FACEBOOK EVENT

When the Facebook event page is ready it gets connected to APP RUN on the website. Now all preparation steps are finalized. We only need the link of the Facebook event page. This can also happen after going live.

STEP 4 – GO LIVE

The Wings for Life World Run team enables the Organized App Run and the registration for this Organized App Run is enabled. Please keep in mind it can take 24 hours until your Organized App Run is visible on the website and in app. Furthermore we only can publish your Organized App Run if we have all the needed details mentioned above.



WINGS FOR LIFE WORLD RUN 2018

BullDrive Folder (cloud): Wings for Life World Run 2018

DOWNLOAD LINK: <http://bit.ly/WfLWR18-Organizer>

Please feel free to download all relevant information regarding the APP RUN (individual & organizes APP RUNS) above. Keep an eye on the BullDrive folder because we update the cloud continuously with new tools and content.

BullDrive Folder Content:

- Activation Toolbox (clips, pictures, ideas,...)
- Organizer Handbook (all about Organized APP RUNS)

POINT OF CONTACT FOR THE WINGS FOR LIFE WORLD RUN APP RUN

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WE CAN ONLY DO IT TOGETHER!

Thank you very much from our side and we are pretty sure all people living with spinal cord injury would like to THANK YOU for your effort.

