



## GATHER YOUR TIKI VILLAGE AND GET IN THE RACE!



Fostering a positive company culture is tough. Designing, building and racing a boat together works wonders. Even better, you're rallying behind United Way to launch our Community Campaign.

For the first time, companies across Bartow County have answered the call of the open sea. With little or no experience, they have built lake worthy crafts. Some crews will win. Some crews will sink. All will have a good time!

# HELP US STRENGTHEN OUR COMMUNITY

United Way of Bartow County  
2020 CAMPAIGN KICKOFF

Sat. August 29, 2020  
Pine Acres Retreat

3963 Bartow Carver  
Road, Acworth, GA



We need your help to launch our campaign with style. We have big plans ahead to help Early Childhood Education in Bartow County. Help us show the difference our community can make when we come together. Have fun. Get wet. *Make a difference.*

### YOUR \$500 ENTRY FEE GETS:

- 5 4'x8' pieces of cardboard
- 2 Official T-shirts
- The 'How to Build a Cardboard Boat' Manual

### RACE CALENDAR:

- 8/2/20 Registration Deadline
- 8/28/20 Boat Drop Off & Safety Briefing
- 8/29/20 Race Day

Contact United Way of Bartow County at 770.386.1677 or [bartowliveunited.org](http://bartowliveunited.org) for more information.



# UNITED WE FIGHT. UNITED WE WIN.

LIVE UNITED



The **Inaugural Cardboard Boat Race** is the official kickoff event for United Way of Bartow County's annual fundraising efforts. The event is meant to raise awareness, get people excited, celebrate the spirit of working together and help increase workplace campaigns so that we can **better advance the common good.**

Constructing a cardboard boat is also a great **Team Building** activity for your business. Planning, naming, building, and sailing your boat as well as attending the race has many workplace benefits:

- Facilitates better communication
- Promotes creativity
- Deepens relationships
- Increases morale
- Improves problem-solving skills
- Celebrates giving

Boats made entirely of cardboard and powered by two (or more) paddlers race around the cove at Pine Acres Retreat. Teams compete in heats for bragging rights, glory, and some pretty awesome trophies.

We have games for children and adults, food trucks, a beer garden, giveaways, and a festival like atmosphere with tents, a DJ, and over 1,000 people in attendance.

Build a boat (or multiple!), use your Tiki Bucks for lunch at our Food Truck extravaganza, bring a crew to cheer your team on to victory, and help support United Way in our fight to improve the lives of Early Childhood Education in our community!



Questions? Contact us at 770.386.1677 or [www.bartowliveunited.org](http://www.bartowliveunited.org)



# 2020 Inaugural CARDBOARD BOAT RACE REGISTRATION

Please use a separate Registration Form for each boat entry.

All lines must be completed.

Business Name	
Business Address	
Contact Name	
Phone Number	
Email	
Captain's Name	
Captain's T-shirt Size	
First Mate's Name	
First Mate's T-shirt Size	
Name of Boat	

Boat Registration	Amount	#	Total
Boat Entry Fee	\$500		
Additional T-shirts*	\$10/each		
TOTAL			

Additional Shirts	S	M	L	XL	XXL	XXXL	Total
Number							

\*Two t-shirts included with Registration Fee

Please make checks payable to:  
 United Way of Bartow County  
 PO Box 1264, Cartersville, GA  
 30120



Contact us at 770.386.1677 or [morehouse.brenda@gmail.com](mailto:morehouse.brenda@gmail.com)



# Come float your boat

## 2020 SPONSORSHIP OPPORTUNITIES

### Total Tiki

#### \$10,000 Presenting Sponsor TOP sponsor level

- Primary parking spot at Pine Acres Retreat
- One Boat registration & \$250 in Tiki Bucks
- Primary spot on all signage, media, advertisement
- Premier cove spot

### Totem Leader

#### \$2,500 Gold Sponsor Level

- Recognition on signage, media, & materials
- One boat registration & \$75 Tiki Bucks
- Preferred Cove spot

### Island Leader

#### \$500 Participation Level

- Recognition on Race Day signage
- 2 t-shirts

Company: .

Date: .

Contact: .

Phone: .

Signature: .

Email: .

Enclosed check (made out to United Way of Bartow County)

Bill me

### Kaena Chief

#### \$5,000 Platinum Sponsor Level

- Primary parking spot at Pine Acres Retreat
- One boat registration & \$125 in Tiki Bucks
- Secondary spot on all signage, media, & materials
- Secondary spot in paid media ad
- Secondary Cove spot

### Kono Guide

#### \$1,000 Silver Sponsor Level

- Recognition on Race Day signage
- \$25 Tiki Bucks
- Preferred cove spot

### Surfer

#### In-Kind Sponsor

- Recognition in area of donated products

This year's theme





# PEOPLE'S CHOICE AWARDS

HELP UNITED WAY IMPROVE LIVES IN  
OUR COMMUNITY!



We're excited you're taking part in United Way's 2020 Inaugural Cardboard Boat Race!

Together we are going to have a *boat load* of fun, and in the process, we will be fighting side by side for the health, education, and financial stability of every member of our community.

On Race Day we'll have food trucks, games, tents, a DJ, and a festival-like atmosphere. Most of the fundraising, however, is done before the boats hit the water. Our main revenue sources are sponsorships and fundraising by boat teams competing to win the two coveted **People's Choice Awards** (*this is where you come in!*).

There are two distinct **People's Choice Awards**:



**Largest Tiki Hut Award** - presented to the company that raises the most money



**Most Tiki Totems award** - presented to the company that has the largest number of individual donors

Funds are raised in advance of and on race day. Donations can be made either electronically, by check or in cash on race day. Your funds will be tracked via an online crowdfunding page (more on that in a moment).

**That's great! How do I raise bountiful tiki bucks?**

We encourage you to have fun and get creative in your fundraising efforts!

For starters, here are two sure ways to bring in the loot:

1. Last year's People's Choice Award winner, LaSalle Bristol a **NCL corporate member** raised over **\$27,000** to improve the health, education, and financial stability of local families for a neighboring state!

In the spirit of LIVING UNITED, they agreed to share their fundraising strategy so that all participating companies can increase their impact in our community: LaSalle Bristol filled its Tiki Treasure Chests by asking their vendors to sponsor their boats.

Gil Brown, who pioneered LaSalle Bristol's fundraising efforts, said:

*"We work with some really good people who are extremely supportive of LaSalle Bristol, so when we asked them to support an organization that was important to us, they stepped up with some very generous donations. We were thrilled at the outcome and we are hopeful that this year is equally successful!"*

(Continued on back)

# PEOPLE'S CHOICE AWARDS

HELP UNITED WAY IMPROVE LIVES  
IN OUR COMMUNITY!



By asking vendors to sponsor their boats, they were able to raise exponentially more than in previous years and bring in dollars from as far away as China to put to work for families in their local county. We can do this right here in Bartow County with YOUR support!!

They asked their vendors to sponsor their boats in one of two ways:

- **Sponsor** their boats through a **direct donation** made out to United Way of Bartow County.
- **Sponsor** their boats by **discounting their invoices** so that they could pass the discounted amount to United Way. (For example; *Vendor X* sent a \$20,000 invoice to LaSalle Bristol. *Vendor X* agreed to decrease their invoice to \$19,000 so that \$1,000 could be given to United Way.)

To learn more about this creative approach to fundraising, see the attached Word document. Feel free to modify it with your own company name and logo and use it to solicit boat sponsorships.

This year we also have an exciting *all-hands-on-deck* crowdfunding approach:

**Your MobileCause fundraising page will allow you to collect donations online and via text message. This page will also keep track of the funds you've raised and allow you to see how other teams are doing.**

In addition to cheering you on at the race on August 29th, your friends, family, and coworkers can help you win a People's Choice Award and support United Way by donating to your crowdfunding page. Even if you don't raise the most money, you can win the Most Totems Award by collecting many smaller donations.

We will set up a "Team" page for you and email you a link to your fundraising page.

You can find your profile here: TBA\_(click the Teams tab!). Your profile will show your team's unique text message code that you can use to help secure donations (Text FLOAT# to \_\_\_\_). (set up after registration)

You can now begin fundraising for your team! Click the social media icons to easily share to your page via Facebook, Twitter, and email. To compare your progress to other teams' fundraising efforts click this link or text FLOAT to \_\_\_\_ "TBA" and click the "Teams" tab. Be sure to use the form below to engage more support!

Happy fundraising, and may you raise bountiful Tiki Bucks to bolster lives in our community!

Checks can be mailed to  
United Way of Bartow County  
PO Box 1264  
Cartersville, Ga 30120

Questions? Contact Brenda Morehouse  
770.386.1677  
morehouse.brenda@gmail.com

**ANY PERSON WHO WILL BE IN THE WATER (even to just get your feet wet!) MUST HAVE ONE OF THESE FILLED OUT. Make additional copies for your entire crew.**

**2020 United Way of Bartow County  
The Inaugural Cardboard Boat  
Race  
PARTICIPANT WAIVER/HOLD HARMLESS AGREEMENT**

I, the undersigned, wish to participate in the 2020 United Way of Bartow County "The Inaugural Cardboard Boat Race," on Saturday August 29, 2020

I understand that the activities involved with the race contain an element of hazard or risk. I recognize the inherent danger involved and take full responsibility for my actions and physical condition.

In consideration of my participating in the race, I hereby, for myself, my heirs, executors and administrators, waive and release any and all rights and claims for damages I may have against the United Way of Bartow County and its employees, agents, representatives and successors and any other group or individual associated with this event for any personal injuries or property damage or loss suffered while engaged in the race activities.

I agree to indemnify and hold the United Way of Bartow County and any other group or individuals associated with the event and any of their servants, agents, officials or employees free and harmless from any liability, loss, cost or expense including attorney fees, which may result from my participation in the race activities. I agree that I am fully responsible for payment of all costs resulting from the rendering of medical aid and ambulance services to me as a participant in any race activities and I authorize that all necessary first aid steps may be taken as prescribed by qualified personnel. I also grant full permission to use any photographs, videotapes, recording or any other record of my participating in the race program for any purpose. By signing below, I agree that I understand and consent to this statement.

I hereby grant the United Way of Bartow County permission to use my likeness in a photograph/video in any and all of its publications, including website entries, without payment or any other consideration. I understand and agree that these materials will become the property of the United Way and will not be returned.

I hereby irrevocably authorize the United Way to edit, alter, copy, exhibit, publish or distribute this photo/video for purposes of publicizing the United Way's programs or for any other lawful purpose. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph/video.

<hr/>			
<b>Print Name of Participant</b>	<b>Date</b>		
<hr/>			
<b>Company</b>			
<hr/>			
<b>Address</b>	<b>City</b>	<b>Zip</b>	<b>Phone</b>
<hr/>			
<b>Signature of Participant</b>	<b>Date of Birth</b>		
<hr/>			
<b>Contact in Case of Emergency</b>	<b>Phone Number</b>		
<hr/>			

# The Inaugural Cardboard Boat Race!

\_\_\_\_\_ is partnering with United Way of Bartow County to improve lives in our community through supporting The Inaugural Cardboard Boat Race, the kick-off fundraiser for the annual United Way campaign. Over the years, many have dreamed the call to the open water - some crews will win, and some will go under, but everyone will have a great time!

The United Way needs your help to launch a campaign with style. There are big plans ahead for working families in Bartow County. Please help \_\_\_\_\_ support United Way by sponsoring our boat in this year's race. The event will take place on August 29<sup>th</sup> at Pine Acres Retreat. Hundreds of people from businesses across the county will gather for this fun event that will become a local tradition, and this year is the year to set the mark!

We are reaching out to our suppliers to ask for your support by sponsoring our boat. \_\_\_\_\_ is committed to building a boat. We will adorn our cardboard boat with the company logos of those who participate in the sponsorship. Additionally, we will add your company name and logo to a sign next to the boat. This a great opportunity to contribute to an awesome organization and get a little extra PR. We would also encourage each of you to join in on the festivities on the 29<sup>th</sup>. Thanks in advance for your generosity!



Company Logo





# YES, I want to sponsor your boat!

Please fill out this form and send it along with your check or invoice reduction amount to:

Company Name  
Address  
Address Line 2  
ATTN: Employee Name

Contact Name	
Business Name	
Business Address	
Phone Number	
Email	

Sponsorship Amount:

\$500     \$1000     \$1500     \$2000     Other: \_\_\_\_\_

Please make checks payable to United Way of Bartow County

OR Reduce My Invoice By:

\$500     \$1000     \$1500     \$2000     Other: \_\_\_\_\_

The amount of your invoice reduction will be donated to United Way of Bartow County

*Thank you for your donation!*

Company Logo
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