

The 1st Annual Kiwanis 5K Crazy Publicity Stunt Contest

A New Tradition in Fun & Entertaining Shameless Self-Promotion!!!!

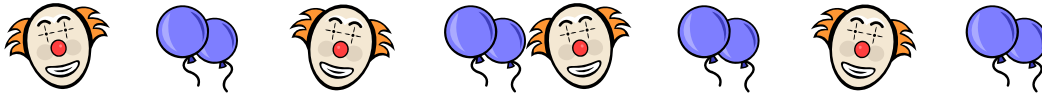
At the 31st Annual George M. Thayer 5K/10K Run held in April 2009, event participants were surprised to see B95.1 morning radio DJ Bo Jaxson show up in a wedding gown with a handful of “bridesmaids” outfitted in matching veils ready to run with him in the 5K Run. The innovative crew of Camarillo Bridal used the Kiwanis Club of Camarillo’s charity run as an inexpensive marketing opportunity to generate publicity for their store and sparked a whole new Kiwanis Club tradition!

In this day and age of **viral marketing** and **social media**, the opportunity to photograph or video record your company’s team of runners in our charity 5K Run with **crazy costumes** and/or **innovative props** and post it to your web site, blog, Facebook page, YouTube account, or whatever – and then Tweet about it – is **priceless**.

And, for no more than the standard entry fee for each of your runners, you and your **publicity stunt** runners are welcome to **participate in our 5K Run**. What’s more, we’ll promote the contest participants and winner via our own social media presence **at no additional cost**.

Contest rules are simple:

1. No more than five runners per publicity stunt team and no more than one publicity stunt team per company.
2. Do not use costumes or props that could cause a tripping hazard to you or other runners or otherwise pose any kind of potential harm to any event participants.
3. Do not engage in any conduct that blocks other runners from passing you. This race is taken very seriously by dedicated runners who participate every year and no activity is permitted that will detract from their running experience.
4. Keep it “G-Rated” – this is a Kiwanis event and our charitable mission is to make the world better one child and one community at a time. If it isn’t anything you’d let your own 6-year-old see, you shouldn’t be doing it.
5. The Kiwanis Club of Camarillo retains the right to prohibit any contest entry from participating in the 5K run for any reason prior to or on the day of the event. Entries prevented from participating in the 5K Run on the day of the event due to a failure to abide by our safety and family-friendly requirements will not receive their registration fees back.
6. Publicity stunt runners are not permitted to run in the 10K event.
7. Publicity stunt runners *must* pre-register by no later than March 30, 2010. No event-day registrations are permitted for publicity stunt runners.
8. To enter, complete the form on the reverse side of this flyer and submit with your entry fee to Kiwanis Club of Camarillo, PO Box 533, Camarillo, CA 93011.
9. Winners will be chosen by members of the community who vote for their favorite publicity stunt team on the Kiwanis Club of Camarillo’s blog.



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Event Entry Form

Company Name: _____

Main Web Site URL: _____

Blog URL: _____

Facebook Page Name: _____ Twitter Acct. Name: _____

Contact Person: _____

Email: _____ Phone: _____

Names of Publicity Stunt Team Runners:

Fees:

Total # of Runners: _____

X \$20

Total Fees: \$_____

Describe your publicity stunt (and trust us when we say that you cannot be too detailed with your description):

