

# Designing Meaningful Events

A race to finish cancer



## About the Client

Our client is a leading biotechnology company focused on research and early development of cancer drugs and therapies.

## The Challenge

As a leader in the race to “finish” breast cancer, our client knew they had to get involved with the vision of two pioneers who had a dream ten years ago, to host a race now known as “26.2 with Donna,” the National Marathon to Finish Breast Cancer. Our client is creating effective cancer therapies and expanding breast cancer research with a strong focus on patient care, and is a founding sponsor of this marathon event. They asked us to help them create an engaging “event within the event” that would encourage even more employees to participate in support of this important cause, as people spent their own time and money to attend.

## The Solution

With a team adept at juggling many balls, we worked with our client’s steering committee to execute the overall vision of the event and liaised on their behalf with the sponsorship director of the race.

To support the 10th anniversary of the race, we helped them execute the weekend’s events including their expo booth, a poster painting session, sleeping rooms and food and beverage at the host hotel, as well as the transportation to and from the race, and the hospitality tents at the runners’ villages. We also provided logo’d apparel items such as T-shirts, caps and other giveaways. Prior to race day, we orchestrated a group lunch, during which the race founders inspired the audience with their stories of how the race concept started, and how far cancer research had come...and it certainly got the crowd fired up. Throughout the lunch, we distributed race information and provided assistance for their keynote speaker – a sports psychologist – who motivated the audience to break down mental barriers that can prohibit success toward goals. That evening, we helped our client host a celebration dinner complete with lots of carbohydrates, raffles and door prizes.

On race day, we arranged an early morning breakfast, and oversaw the hospitality tent at the event, along with décor and group photos. Throughout the race, volunteers held up the posters they had designed at the poster session, to spur on the runners and keep them motivated to make the finish line. Our goal was to ensure a flawless experience during each of the events within the event, and ensure our client’s team had everything they needed to help them – and others – thrive.

## The Outcome

Since our client has been involved with this event, we helped them gain support – from a few dozen employees in the beginning – to over 250 people strong. People brought their families to share in the inspirational experience and also used the time to socialize and collaborate with colleagues they don’t see every day. And this year, with so much energy and excitement for the 10th anniversary of the race, they also far surpassed their fundraising goals. The race participants made memories of a lifetime, joining with heart and courage alongside their co-workers, families, and friends. And the bonus: 100% of funds raised for this event go to breast cancer research and patient care for those that are underserved in their community.



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