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## Empowering Youth Strengthening Communities

# Employee Wellness and Community Engagement Programming

### *Take The Challenge: Run For Health, Run For Communities*

This is a contract between Aztlan Athletics and (\_\_\_\_\_) employees who choose to **Take The Challenge** as part of their employee wellness program. This includes volunteering at one or more events in 2014 and participating in health & wellness interactive workshops. Designated Aztlan Athletics Employee Wellness Consultant will work with your organization to ensure desired outcome are meet.

Aztlan Athletics will provide proceeds from each employee registration to non-profit agencies that benefit from these events. Aztlan Athletics will continue to expand the current events and develop similar ones in targeted underserved areas. The event locations will continue to involve natural park settings and placing priority in utilizing existing infrastructures in efforts to reduce operating costs.

Aztlan Athletics are in the business of designing/develop/manage/operating and producing these events with support from the local beneficiaries and community partners. Prospective employee wellness participants will have the convenience of going on-line, selecting the event they wish to participate in and register either for free or for a company discounted rate (based on the negotiated rate and number of contracted participants). In addition, participants will be able to track their success by enrolling into their personal accomplishment profile that they can share with their peers through our contracted partners in 2014-2015.

Aztlan Athletics will set-up an Event Information & Registration Kiosk where prospective employee wellness participants will be able to register for upcoming events and learn about the agencies that will receive proceeds.

Designated company wellness team will work collaboratively with Aztlan Athletics Employee Wellness Consultant to orient and facilitate the registration process (provide periodic reminders, sending strategic e-mail blasts, In-Person outreach, and signage installment through the work locations).

Aztlan Athletics and/or designated wellness managers will utilize their own marketing platforms to help increase participation as the events evolve in the various parts of the targeted areas for 2014-2015, while performing community outreach in the most underserved regions.

**(\_\_\_\_\_) Employee Wellness and Community Engagement  
2014-2015 Sponsorship Contract (Each Event). Cost negotiable for  
multiple events.**



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| Benefit  | Description  | Cost           |
|--|--|----------------|
| Employee Participation in 1 <b>Take the Challenge</b> Aztlan Athletic Event                  | <ul style="list-style-type: none"> <li>Up to 100 Employees will participate In the event free of charge.</li> <li>50 Additional Employees may enroll with a 25% discount off regular enrollment price</li> </ul> | \$3,000        |
| Prospective company will be acknowledged as sponsor at the 3 chosen events (1,000 per event) | <ul style="list-style-type: none"> <li>Complementary healthy snacks</li> <li>Dedicated Company Wellness Booth</li> </ul>   | \$1,000        |
| Marketing Materials  | <ul style="list-style-type: none"> <li>Company logo on T-Shirts</li> <li>Company logo on all Race Published Materials</li> <li>Placement of company materials in Runner/walker goodie bags</li> </ul>            | \$ 1,000       |
| Marketing Events   | <ul style="list-style-type: none"> <li>Social Media Marketing</li> <li>Employee Outreach</li> </ul>  | \$1,000        |
| <b>Employee Wellness Contact Grand Total</b>   |  | <b>\$6,000</b> |

**PAYMENT INFORMATION:**

Tax Payer Identification Number: \_90- 0475655\_\_\_\_\_

Make Check Payable To: Aztlan Athletics

Mail Check To: 1000 Fremont Avenue, Suite 218, South Pasadena, California 91030

## Southern California Events

Culver City, California Culver City Scenic Overlook Outdoor Stair Climb Challenge and Evening Under the Stars Entertainment (September 6, 2014). Benefiting Aztlan Athletics Foundation.

6:00P.M. - 11:00P.M.

Projected participants: 650

[www.ConquerTheOverlook.Com](http://www.ConquerTheOverlook.Com)

East Los Angeles, California 25Th Annual Aztlan 5K Classic Run/Walk, Health &



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### **Empowering Youth Strengthening Communities**

Wellness Festival (November 9, 2014). Benefiting East Los Angeles College  
Running programs & Charles R. Drew University of Medicine & Science.  
Providing scholarships for medical and nursing programs.

8:00A.M. - 12:00P.M.

Projected participants: 2300

[www.aztlanclassicrun.com](http://www.aztlanclassicrun.com)

Targeted Areas: East Los Angeles, Montebello, Bell Gardens, Boyle Heights, South  
Central, Torrance, Hawthorne, Highland Park.

Mission Bay, California, Mission Bay's 5/10K Run/Walk, Health & Wellness Festival, &  
Toy Drive. Benefiting The Salvation Army, Kroc Community Center (December 13,  
2014).

Targeted Areas: Down Town San Diego and surrounding communities.

8:00A.M. - 12:00P.M.

Projected participants: 600

[www.AztlanAthletics.org/MissionBayRun](http://www.AztlanAthletics.org/MissionBayRun)

Ontario-San Bernardino, California (NEW), Salvation Army "Heal Zone" New Year's  
Resolution 5/10K Run/Walk and Health Wellness Fair. Salvation Army  
Chapters

(January 24, 2015) 8:00A.M.12:00P.M.

Projected participants: 1,200

[www.AztlanAthletics.org/HealZoneRun](http://www.AztlanAthletics.org/HealZoneRun)

Target communities: 14 cities within Ontario, San Bernardino, Moreno Valley, and  
Riverside.

Downey, California, Help 2 Heal A Heart 5K Run/Walk and Wellness Fair. Proceeds  
benefiting Always A Mom Foundation (February 13, 2015) 8:00A.M. -  
12:00P.M.

Projected participants: 450

[www.help2healAheart.com](http://www.help2healAheart.com)

Target communities: Norwalk, Bell Gardens, Cudahy, South Gate, Huntington Park,  
Bell, Lynwood, Commerce, Montebello, South El Monte.



**Empowering Youth Strengthening Communities**

Highland Park California 6th Annual 4-Mile Hill Challenge Run/Walk, Clean Air Awareness and Wellness Expo. Proceeds benefiting the Audubon Center at Debs Park.

(March 21, 2015). Youth-Senior-Adult wellness programs. 8:00A.M. - 12:00P.M.

Projected participants: 960

[www.4milehillchallenge.com](http://www.4milehillchallenge.com)

Targeted Areas: Cypress Park, El Sereno, Boyle Heights, Elysian Park, Central City East, South Los Angeles, Alhambra, and Pasadena

Los Angeles, California, Elysian Park, Los Angeles Mission Possible 5/10K Run/Walk, Health and Wellness Festival. Proceeds benefiting the Los Angeles Mission & the Anne Douglas Center. Serving homeless families and women in all Los Angeles County (April 2015) 8:00A.M. - 12:00P.M.

Projected participants: 1000

[www.MissionPossibleRun.Com](http://www.MissionPossibleRun.Com)

Targeted Areas Central City East, Boyle Heights, South Los Angeles, parts of East Los Angeles.

Pasadena, California Y-The Run 5/10K Run/Walk and Wellness Expo. Proceeds benefiting the YMCA of Metropolitan-San Gabriel Valley

(May 2, 2015). 8:00A.M. - 12:00P.M.

Targeted areas: La Canada, Arcadia, Monrovia, Sierra Madre, La Crescenta, Glendale, San Marino, South Pasadena, Alhambra, Monterey Park, San Gabriel

Projected participants: 960

[www.YTheRun.Com](http://www.YTheRun.Com)

Oak Grove Park, Pasadena, California Midnight Mission 5/10K Run/Walk and Empowering Recovery Expo (June 2015). Proceeds benefiting The Midnight Mission Programs, including their transitional homeless family housing program.

8:00A.M. - 12:00P.M.

Projected participants: 1,500

[www.MidnightMission.org/a5k-10k](http://www.MidnightMission.org/a5k-10k) or [www.AztlanAthletics.org](http://www.AztlanAthletics.org)

Targeted Areas: South Central and Central City East, Inglewood, Crenshaw district, El Segundo,

South Pasadena California 6th Annual Greenest Fastest 1 Mile Run Elite Mile Run , Sustainability Community Wellness Festival. South Pasadena, California (7/21/15).

Proceeds benefiting South Pasadena Middle School Booster Club & The Place of South Pasadena

Projected participants: 5000



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**Empowering Youth Strengthening Communities**

[www.greenestfastestmilerun.com](http://www.greenestfastestmilerun.com)

Targeted Areas: Pasadena, San Gabriel, San Marino, Alhambra, Highland Park, Mount Washington, Monrovia, La Puente, Baldwin Hills, Altadena,

**Prospective company will assist to provide the following support to ensure operational costs remain low and on target:**

1. Use of company marketing department to assist with informing the public about **Take The Challenge** events with available discounts.
2. Allow bi-weekly visits to prospective company business locations and/or corporate offices to market the events.
3. Send announcements about Take The Challenge events via the intranet (periodic reminders and email alert within 2 business days from each event) and through their existing advertisement in the community.
4. Host meetings at designated conference room location.
5. Periodic consultation will continue to be available

**Research and Evaluation**

Aztlan Athletics has partnered with Dr. Laura Andrade of Andrade Consulting and Evaluation Services (ACES) to provide research, data collection methodologies and data analysis of community and individual wellness outcomes. Dr. Andrade will work with Aztlan Athletics and the participating companies to develop data collection techniques to report on race participant demographics and develop tools to collect information on community and individual wellness.

**Liability Insurance**

Aztlan Athletics will continue to secure certificates of insurance through its established partners: USA Track and Field, Inc. The producer will be American Specialty Insurance & Risk Services, Inc. These certificates will satisfy the protection of both Aztlan Athletics and Molina Healthcare executives and officers in connection with any of the said fund-raising events

IN WITNESS WHEREOF, the parties hereto have executed this agreement by their duly authorized officers of the day and year first above written.

By: \_\_\_\_\_ Date \_\_\_\_\_  
 Name: \_\_\_\_\_  
 CFO,  
 By: \_\_\_\_\_



**Empowering Youth Strengthening Communities**

Name: Jose Luis Zavala, President and CEO  
Aztlan Athletics, LLC

Date