

WE WANT YOUR MASCOT!



**TO PARTICIPATE IN THE
2010 CAPITAL KIDS
WORLD RECORD ATTEMPT
MASCOT CHASE**

**SATURDAY, MAY 1, 2010 7:30AM
AT HUNTINGTON PARK**

**WE ARE ATTEMPTING TO BREAK THE WORLD RECORD
FOR MOST MASCOTS RUNNING 100 METERS AND NEED 98
MASCOTS TO DO IT. WE ARE COUNTING ON YOU TO HELP
SHATTER THIS RECORD! FILL OUT THE ATTACHED FORM
TO ENLIST YOUR MASCOT TODAY!**

2010 CAPITAL KIDS MASCOT CHASE World Record Attempt



Saturday May 1st, 2010

Arrive by 7:00 AM - Race begins at 7:30 AM

Huntington Park - 330 Huntington Park Lane Columbus, OH 43215

For more information Contact:

The Mascot Organization LLC 1-877-962-7268

www.columbusdistanceclassic.com/kids.shtml

The Mascot Chase was started in 2004 as a part of the Capital City Half Marathon and 5k. It has served as a fundraiser for the Capital Kids afterschool program that offers educational tools and services to underprivileged inner-city children. The event has steadily grown up in the shadow of the Capital City Half Marathon which typically draws 10,000 adult runners and 250 registered children for the Mascot Chase.

In 2010 it was decided to make the Mascot Chase its own standalone event and create one which would help promote physical fitness in young people while capturing national attention. We decided to attempt a world record for running mascots. The current record was set in Adelaide, Australia in 2009 with 97 mascots running 100 meters. For Columbus, Ohio alone, we determined there is a potential 164 local mascots available; we believe there is a very good chance at breaking the record.

The Plan:

Via the facilities of the new Huntington Park, The Chase can accommodate a large number of costumed performers who will assemble at 7am prior to the race. Young runners will line up at the start line- the corner of Neil and Nationwide beginning with the oldest to the youngest runners. The mascots will line the route starting 100 meters from the finish to the start line. Once the youngest have cleared the start line, the mascots will fall in behind them and "chase" the kids, hopefully breaking the world record while providing excellent photo opportunities.

We are reaching out to national media outlets in hopes of coverage of this world record attempt.

Sponsor Advantages

- Great opportunity to build company awareness in front of captive audience
- Logo banners
- Tent space in after-race event
- Mentions on website and over sound system day of race
- Logo in outgoing emails to all participants (10k+)
- Promotional give-a-ways to runners
- Several packages / configurations available

All Mascots are encouraged to participate! There is no cost to have your mascot run in the Mascot Chase nor will The Mascot Chase pay for mascots to participate. If you would like to distribute marketing materials or sponsor the race, eMail us at mascot@mascot.org or call 1-877-9-MASCOT(1-877-962-7268).

We look forward to seeing your mascot at this event!



CAPITAL KIDS MASCOT CHASE
World Record Attempt
Mascot Enlistment form

Saturday May 1st

Huntington Park - 330 Huntington Park Lane Columbus, OH 43215

Arrive by 7:00 AM Race begins at 7:30 AM

For More Information Contact:

The Mascot Organization LLC 1-877-9-MASCOT

Mascot Character Name _____

Company/school/ brand or organization it represents:

Contact Name/ Mascot Coordinator: _____

Phone Number : _____ Email Address _____

Cell Phone number: _____

Do you need us to provide mascot talent? ___ yes (\$100 fee) ___ NO we have our own performer

Do you need us to provide a mascot Guide ___ yes (\$75 fee) ___ NO we have our own guide

If you are providing your own talent and/or guide for security reasons we need the following:

Performer Name _____ Phone Number _____

Guide Name _____ Phone number _____

If we are providing talent please provide the following:

Costume Wearer Height _____ Costume Wearer Weight _____

Other information _____

All mascots must represent a business, company, brand, school or team. We reserve the right to refuse entry to mascots or performers we deem unsuitable for this event. We ask that your mascot be accompanied by a guide for the safety of you performer and those around your mascot. We must have your mascot enlistment form no later than close of business April 26th in order to have you and your character on the security list.

Please Return this form to: attn: Mascot Chase
The Mascot Organization LLC
65 East Wilson Bridge Road Suite E
Worthington OH 43085

email: Mascot@mascot.org

Fax: (614) 888-8607

www.mascot.org

www.columbusdistanceclassic.com