



Run In The Dark Virtual

Corporate Team Opportunity



What is Run In The Dark Virtual

As darkness sweeps around the globe in mid-November, **25,000 people worldwide** will get up from their armchairs, slip on their red flashing armbands and pull on their running shoes to complete a **5k or 10k**.

Running separately while connecting digitally using the **Run in the Dark timing app**, this global movement will light up the night in **2,000 cities** as people hit the road to Run in the Dark for the Mark Pollock Trust and to donate or fundraise for Collaborative Cures.

The Runner Experience

- ✓ Finisher's medal
- ✓ Flashing armband
- ✓ Bandana
- ✓ Digital certificate



- ✓ Training & nutrition plans



- ✓ Remote timing app to connect with runners around the world



Corporate Team Experience

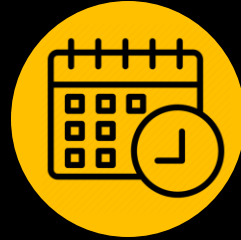
Create employee engagement across multiple offices like 600 companies did in 2020.



Registration – Sign-up

Complete team sign-up by 31st August to qualify for limited edition long-sleeved tech tops.

Focus on wellbeing of individuals and teams for up to 8-weeks period



Engagement – Free training programs

Build engagement weekly by sharing free Run in the Dark 5k & 10k training plans.

Compete with colleagues by using the Run in the Dark timing app.



Participation – Team leaderboard

Create connection using an in-app team leaderboard like 90% of teams in 2020.

Share finisher selfies with your time directly from the app to your social media.



Celebration – Promote the achievement

Create a **#RunintheDark** **#YOURCOMPANY** to promote and celebrate your team's involvement

Reasons to get involved

Cost effective

High-engagement for relatively low investment of €32 per person.

CSR initiative

Opportunity for individual fundraising and corporate matching while promoting on corporate social channels.

Employee engagement

Maintain connection across teams, whether working remotely or in the office.

Mental & physical wellbeing

Engage your team in healthy habits with a goal to work towards.



Finish Time
32:05

Why corporates enter teams to Run in the Dark

"Run in the Dark is an amazing opportunity to galvanise the whole team behind a common goal" – **Google**

"Having an 8 week build up allowed us to gather momentum as a group ahead of the event itself – it was more than just the night itself that counted." **EY**

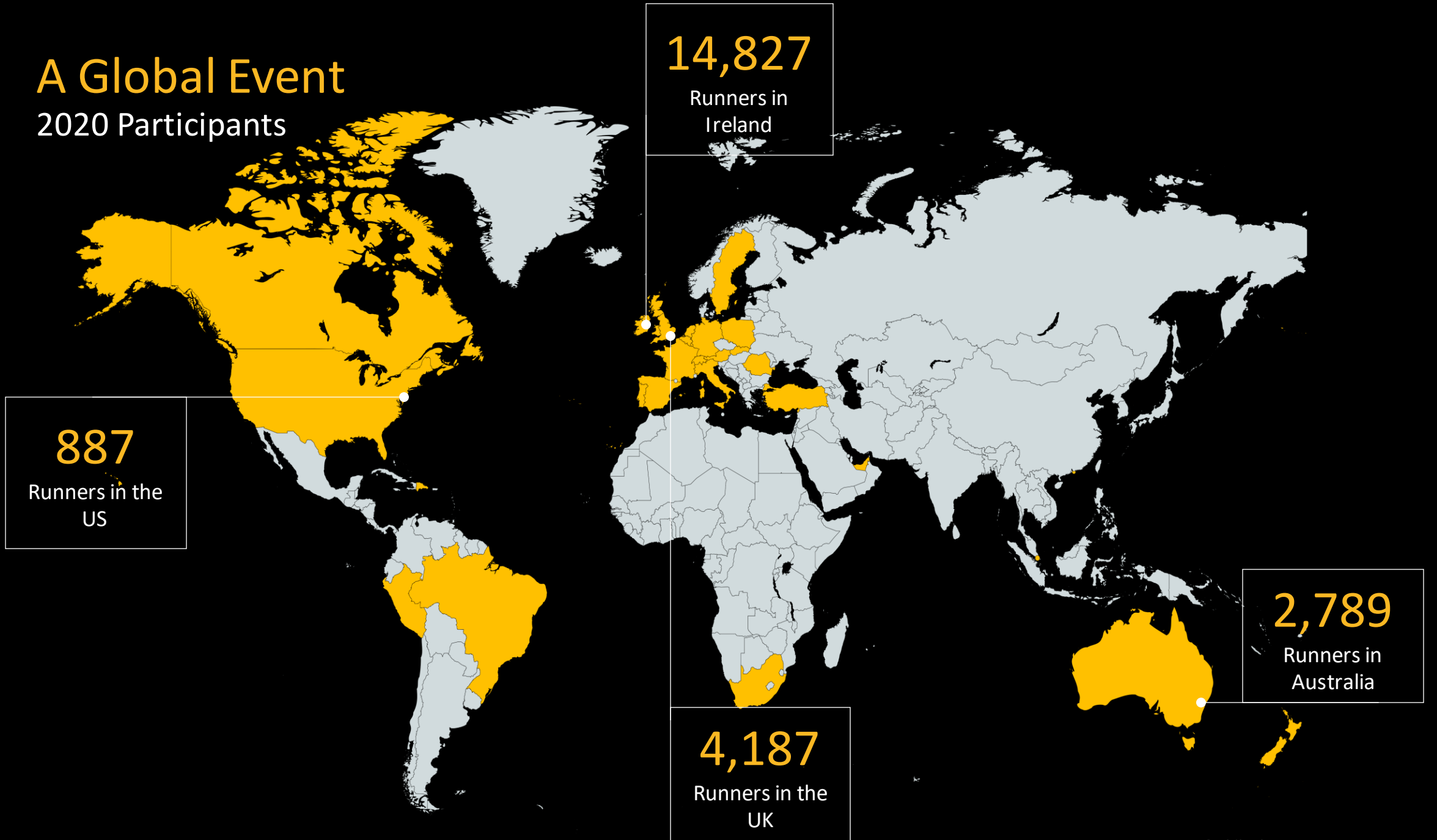
"The simple timing app allowed us to connect as a team despite being in different locations, and really made it for us. Easy to use and effective."

Islandbridge Capital Ltd



A Global Event

2020 Participants





Our Inspiration

Unbroken by blindness in 1998, Mark Pollock went on to become the first blind person to race to the South Pole. After a catastrophic spinal cord injury in 2010, he is now on a new expedition bringing people together to cure paralysis.

Run in the Dark was initially set up by friends and family to support Mark to deal with the financial, physical, and psychological impact of his catastrophic injury. Now, it fuels his mission.

€750k Raised annually by Run In The Dark

€10m Invested in projects co-created by Mark & his team

The Mark Pollock Trust has co-created and invested in projects in rehabilitation; robotics; exercise neuroscience; bioengineering; neuro-modulation; physiology; and pharmacology.

For more on Mark's story, please click on the photo of Mark.



Next Steps

Get in touch with
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RUN
★ **IN THE** ★
DARK
VIRTUAL