



# BENEFICIARY APPLICATION

## KANSAS CITY CORPORATE CHALLENGE MISSION:

*"Promote health, wellness, and camaraderie by presenting participants with physical endeavors designed to challenge their bodies and minds through the spirit of corporate competition."*

## KANSAS CITY CORPORATE CHALLENGE

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[KCCORPORATECHALLENGE.COM](http://KCCORPORATECHALLENGE.COM)



# ABOUT US

Started in 1980, the Kansas City Corporate Challenge (KCCC) is an Olympic-type event that allows companies throughout Kansas City to interact with each other through a variety of sporting events. As the first and largest corporate games in the country, KCCC has grown from 18 companies in 1980, to over 200 companies with more than 30,000 individual participants. Those involved represent an employee base of over 150,000 Kansas City individuals. Thousands more are spectators and several thousand more act as volunteers to assist with the Games. Altogether, the KCCC Games have more than *twice* as many competitors as the Olympic Games themselves!

The philosophy of the KCCC has always been to promote employee fitness and recreation within the Kansas City business community. No other event offers the diversity of sporting opportunities that are provided by the Kansas City Corporate Challenge. We offer something for everyone. Recreational activities such as darts, horseshoes and fishing are represented as well as competitive athletic events such as softball, volleyball, swimming, and running. A non-competitive walk is one of the most popular events in KCCC and gives everyone a reason to get out and be active! Some of the many benefits to the companies who participate in Kansas City Corporate Challenge are: improving employee morale; allowing employees to work together as a team outside of the workplace, building friendships and stronger work relationships; allowing employees to network with employees from other Kansas City area businesses; and most importantly, it gives these participants a reason to be active and contributes to their overall well-being. We've seen it work.....many employees train year round for KCCC, many have stopped smoking, dropped some excess weight, and have simply begun to lead a healthier lifestyle.

# KCCC BENEFICIARIES

Each year, the Kansas City Corporate Challenge Board of Directors selects a local charity to serve as a beneficiary of the Games. \$100 from each company's registration goes towards the charity contribution; approximately \$20,000 per year. Further, KCCC provides the charity the opportunity to operate concessions at selected events generating additional revenue. In addition to financial support, the amount of exposure provided throughout the KC Metro business community is immense. KCCC spotlights the charity in each publication, on the website, via emails to over 200 participating companies, and at the events themselves. The term of the beneficiary agreement will run from October preceding the Games through the following September.

## PAST BENEFICIARIES

### **1980—1984**

*Special Olympics Programs of Kansas and Missouri*

### **1985**

*American Heart Association*

### **1986**

*Crittenton Center and Marillac Center for Children*

### **1987—1989**

*Marillac Center for Children*

### **1990—1991**

*Rose Brooks Center*

### **1992—1993**

*Big Brothers Big Sisters of Greater Kansas City*

### **1994—1995**

*Heart of America Bone Marrow Donor Registry*

### **1996**

*Missouri Valley Caring Program for Children*

### **1997**

*Polycystic Kidney Research Foundation*

### **1998—2003**

*National Kidney Foundation of Kansas and Western Missouri*

### **2004—2007**

*Arthritis Foundation – Western Missouri/Greater Kansas City Chapter*

### **2008—2020**

*Special Olympics KC Metro*

### **2021—2025**

*Cornerstones of Care*

# BENEFITS

- KCCC will place charity logo and link on the KCCC website – [www.kccorporatechallenge.com](http://www.kccorporatechallenge.com). This website receives more than 118,000 users throughout the year and over 1.8 million page views.
- KCCC will place charity logo on the KCCC registration brochure.
- KCCC will provide charity a presence at the KCCC Company Coordinator's meeting held in January; an informational meeting held for representatives from all participating companies. The charity is provided an information table in the meeting area and a representative is asked to speak to the group about their organization. Approximately 400 individuals representing 200+ companies are typically in attendance.
- KCCC will place charity logo on KCCC calendar poster and magnet. A quantity of 1,500 of these are printed each season.
- KCCC will provide charity information and a half-page advertisement in KCCC Games Magazine. This magazine is distributed to all participating companies and is also available at each event. A quantity of 500 are printed each season and a digital copy can be accessed from the website.
- KCCC will provide charity an opportunity for presence at events. Communication is necessary between charity and KCCC Office, and if requested, KCCC will have space available at events for charity to dispense information.
- KCCC will provide charity the opportunity to operate concessions at events, generating additional revenue. If requested by charity, KCCC will make available space at selected events for charity to operate concessions. It is the responsibility of charity to obtain all items necessary to operate the concessions. KCCC does request that charity run the concessions at the KCCC Track Meet.
- KCCC will provide charity exposure at the KCCC Kick-Off Party and Closing Celebration. An information booth can be setup at the KCCC Kick-Off Party in April (typically 15,000+ in attendance). The presentation of the check to the charity will take place at the KCCC Closing Celebration in July, and a representative from the charity will be asked to say a few words (typically 500+ in attendance).
- KCCC will communicate on a regular basis with charity representative and will offer the opportunity to attend biweekly KCCC Board Meetings between November—March.

# EXPECTATIONS

- Charity will provide their logo artwork for use on KCCC website and other publications.
- Charity will staff information table at the KCCC Company Coordinator's Meetings in January.
- Charity will provide a representative to speak at the KCCC Company Coordinator's Meetings in January, providing information about the charity (approximately 5 minutes is allotted in the program for this presentation).
- Charity will provide information and artwork for half-page advertisement in KCCC Games Magazine.
- Charity will provide staff and information to operate informational tables at events, if desired.
- Charity will provide staff and supplies needed to operate concessions at KCCC Track Meet. Concession space will be provided by the KCCC. Concessions at other selected events may be offered if prior approval is granted by KCCC.
- Charity will provide staff and information for the KCCC Kick-Off Party in April.
- Charity will provide a representative to accept the check and offer comments at the KCCC Closing Celebration in July. Complimentary seats at the event will be provided by the KCCC.
- Charity will provide a representative to act as "KCCC Charity Liaison" and attend KCCC Board Meetings from November—March (held bi-weekly on Wednesday evenings from 5:30 p.m. to approximately 7:00 p.m.).
- Charity will communicate with KCCC Office on a regular basis.
- Charity will utilize their existing media contacts and relationships to provide additional promotion and exposure for the Kansas City Corporate Challenge.
- Charity will provide a 5-15 person volunteer base that can be "called-on" by the KCCC when necessary. These volunteers will be given as much advance notice as possible when needed.
- Charity will provide a post-award report that details how each of the above expectations were met or fulfilled, in addition to a budget review, by August 31 of the year awarded.

# SUBMISSION

Applications will be evaluated on a 100 point-scale and must address the following:

- What is the geographic area covered by your organization (Kansas, Missouri, KC Metro Area, etc.)? KCCC will only consider those charities that benefit *at least* the entire KC Metro Area. (10 pts)
- Will the funds provided by KCCC remain in the local area, or will some be received by your national organization? (10 pts)
- What programs or projects will be targeted for receipt of these funds? (30 pts)
  - ◊ Include a budget and narrative for how and when the funds will be expended.
- What is your current Federal Income Tax Status? – e.g. 501(c)3, 501(c)4, etc. (10 pts)
- From what other sources do you receive funding? (10 pts)
- Please address the expectations listed on the previous page and indicate how you plan to fulfill these obligations. (30 pts)

Applications may be emailed to [kccorporatechallenge@gmail.com](mailto:kccorporatechallenge@gmail.com) by September 30 or mailed to:

Kansas City Corporate Challenge  
6518 Vista Drive  
Shawnee, KS 66218

## JOHNSON COUNTY PARK & RECREATION DISTRICT

*Proud program of*  
*Johnson County Park & Recreation District*

