

VOL. 2025

WWC Manual



**EVERYTHING YOU NEED TO KNOW FOR A
SUCCESSFUL EVENT**

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Wisdom Warrior Challenge (WWC) Team Program Manual

Introduction

Welcome to the Wisdom Warrior Challenge (WWC) Team Program! This manual is designed to guide you through every step of the process leading up to your event. Our mission is to inspire and engage adults ages 50-100+ to remain physically active through friendly competition and community building. We are a registered 501(c)(3) non-profit organization, and any donations made are tax-deductible. Participation in the event is free.

History of the Wisdom Warrior Challenge

The Wisdom Warrior Challenge was founded in 2019 by a group of volunteers with the vision of creating an inclusive and motivating environment for seniors. Since its inception, the WWC has grown from a small local event into a national movement, with teams from Florida and North Carolina. And this is just the beginning!. The WWC is not just about competition; it's about celebrating life, health, and community.

Introducing Mike Marion- The Race Manager



We are thrilled to introduce **Mike Marion**, a retired Marine and owner of **Atlantic Coast Timing Company**. He will be overseeing all aspects of the WWC event and timing. With his extensive background in leadership and organization, Mike is committed to ensuring that each event runs smoothly and that every participant has a memorable experience. Being involved with the Wisdom Warrior Challenge since 2023, Mike has embraced the Wisdom Warrior concept, stating, 'This series is the greatest idea ever, and the events bring a sense of belonging and friendship not found elsewhere! I am fully

committed to promoting health and wellness through these fantastic events.'. Mike will be your primary contact for anything related to the event logistics, so don't hesitate to reach out to him for support. **Mike@WisdomWarriorChallenge.org**

Important Dates and Deadlines

- **Select Your Date:** Decide on a date for your March or April 2025 event by **December 29th, 2024**. With only 20 team slots available this year, securing your spot early is crucial. Please email your preferred date to **Linda@WisdomWarriorChallenge.org**. Dates will be allocated on a first-come, first-served basis, so early selection is recommended.
- **Set Up a Meeting with Mike Marion:** After selecting your date, your next step is to arrange a meeting with WWC Race Manager, Mike Marion to decide on the distances you will host. This meeting is crucial for ensuring that your event is properly organized and tailored to your team's needs.
Mike@WisdomWarriorChallenge.org
- **Registration page training:** Registration is super simple using an online portal. During your initial meeting with Mike, he will walk you through the process. You will be able to register groups with just a few pieces of information or have them register themselves. Mike is always available to assist.
- **Mark Your Track:** Before your initial meeting with Mike, have a general idea where your track will be. This will help streamline the planning process and give everyone a clear idea of the event layout. Not sure how to do this, Mike can offer tips on measuring or mapping your course.
- **Team Meeting in December:** Plan a meeting with your team or residents in November/December to discuss the program. Use WWC videos to introduce new athletes to the challenge and get everyone excited for the upcoming event. Need help? Contact us for tailored training tips, or check out our online resources! We love this part and are happy to assist.

- **Event sign up:** The best advice we can give is to have each athlete sign up for all events, so that there is no confusion on race day. **Online event sign up is set up and Mike can walk you through the process.**
-

Team Leadership and Training

- **Pick a Team Leader:** Select a team leader who is also one of the athletes. This person will play a key role in motivating the team and ensuring that everyone stays on track with their training.
 - **Training Schedule:** Three months before the event, announce the set training days for your team. Consistent training is essential for building strength, endurance, and team spirit. Need help? Reach out to us! We love this part.
 - **Monthly Meetings:** Hold a meeting with your team once a month to provide updates and celebrate progress. These gatherings are not only informative but also help build camaraderie among the athletes.
-

Event Week Preparations

- **Packet Pick-Up:** You will pick a date and time for "packet pick-up" 1-2 weeks before your event. Think of this as the ultimate health fair! During packet pick-up, you'll distribute swag bags, race shirts, and bibs (with timing tags already attached) by name. Volunteers will be needed to hand out bibs and assist participants in pinning them onto their shirts.
- **NOTE:** We're excited to announce a new feature for this year's event! **All sponsoring businesses are invited to set up a table with giveaways, making it a fun and festive occasion. This will be a great opportunity to build excitement for race day! They are also encouraged to attend the event as a volunteer. It's a win-win.**



- **Event Day Preparations:** Make the day fun and festive. Here are some ideas:
 - **Athletes:** All athletes should come 1 hour before the first race starts to get their bibs.
 - **Race Bibs:** Check to see that everyone's bib is on the front of the shirt below the WWC logo.
 - **Music:** Hire a DJ to play music that your athletes will enjoy.
 - **Decorations:** Set up balloons and other festive decorations to create a lively atmosphere.
 - **Photos:** Set up your WWC backdrop for Medal pictures and make sure to get a team photo before the event begins. Mike will be taking finish line photos (see “Everything the WWC Provides to the Community”)

 - **Medal Ceremony:** Immediately after the event, hold a ceremony to give out medals for 1st, 2nd, and 3rd place. Mike will give you the list of winners and the medals. This is a great way to recognize the hard work and achievements of your athletes.
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Post-Event

- **Send all your pictures and videos:** Send any pictures and videos that you would like included in your recap video for the final ceremony.
-

Final National Award Ceremony

After the last team has completed their event, we will hold the **Final National Award Ceremony**. A date for the live-virtual ceremony will be announced, and on that day, you will gather your team to watch the ceremony together with all the other teams across the nation. This event is a special moment to celebrate the achievements of every participant and to honor the best performances of the year.

During the ceremony, we will announce the 1st to 3rd Place National Winners, as well as the top three winners in the following categories:

- **Independent Living**
- **Assisted Living**
- **Memory Care**

In addition to the awards, the ceremony will feature a recap of all the races, showcasing pictures and videos from the various events held across the country. This is a wonderful opportunity to relive the excitement, see the incredible efforts of participants, and celebrate the vibrant community spirit that defines the Wisdom Warrior Challenge. Make sure to plan a gathering for your team to watch, celebrate, and cheer on the winners. This is not just a competition—it's a community coming together to support one another and celebrate the joy of staying active and healthy.

Everything the WWC Provides to the Community

The Overall Wisdom Cup (Awarded at Final Ceremony)

- The prestigious Wisdom Cup is awarded to the winner of the entire event.

Professional Timing Company (Day of event)

- The **Overall Wisdom Cup** is awarded to the winner of the entire event, and **Atlantic Coast Timing Company** ensures professional timing services, including the finish line arch!

Swag Bags (1-2 weeks before your event for packet pickup day)

- Each participant receives a swag bag filled with items and information from our sponsors.

Race Shirts (1-2 weeks before your event for packet pickup day)

- Custom-designed race shirts for all participants.

Bibs(1-2 weeks before your event for packet pickup day)

- Official race bibs with a timing chip for each participant. They will be labeled for each specific participant. They should be pinned to the front lower half of participants' shirts.

Medals (day of your event-see Mike)

- Medals for 1st, 2nd, and 3rd place winners.

Trophies for National Category Winners (Awarded at Final Ceremony)

- Trophies awarded to the top winners in the National categories: Independent Living, Assisted Living, and Memory Care.

The Overall Wisdom Cup (Awarded at Final Ceremony)

- The prestigious Wisdom Cup is awarded to the winner of the entire event.

Backdrop for Pictures (Day of event)

- A WWC backdrop to set up for team and individual winner photos.

Professional Timing Company (Day of event)

- Atlantic Coast Timing Company (Mike) provides accurate and professional timing services for the event. (**finish line arch included, yay!**)

Support Staff to Answer Questions (throughout the months leading to your event)

- A dedicated team available to assist with any questions or concerns leading up to and on the day of the event.

Access to Registration Software and Reports (throughout the months leading to your event)

- Full access to registration software and detailed reports as needed for event organization.

Digital Access to Finish Line Pictures: Your event you will be given a QR code to share on social media, with family, and athletes.

- Participants can access digital photos of their finish line moments through Atlantic Coast Timing posted on the results page of the registration site.

Final Ceremony Program Keepsake (1-2 weeks before the Final Ceremony)

- A keepsake program highlighting the 1st to 6th place national winners.
- Opportunity for your community to purchase and add an ad in the Final Ceremony Program (must be ordered at the time of sign up, payment won't be due until March 2025. Placement in the program will be assigned by date of commitment.
- NOTE: These are to be given to every athlete and/or family member. May be used for community marketing.

Helpful Check Lists

Race Day Checklist for Team

- Set Up WWC Backdrop for Photos** See Mike
 - Place the WWC backdrop in the area where the medals will be awarded.
 - Ensure the backdrop is ready for both team photos and individual winner photos.
 - Double-check that the backdrop is secure and visible in photos.

- Water, Chairs, and Snacks Area**
 - Set up a designated area with chairs for resting, water, and snacks.
 - Position this area close to the finish line so participants can rest while still being part of the event.
 - Ensure the area is shaded and easily accessible.

- Decorations and Atmosphere**
 - Set up balloons around the area to create a festive atmosphere.
 - Arrange speakers around the track to ensure that music can be heard from anywhere on the track.
 - Test the sound system to make sure the music plays clearly.

- Healthcare Provider On-Site**
 - Arrange for a healthcare provider, such as a nurse, to be present in case of injury or illness.
 - Ensure the provider has easy access to participants and can quickly respond if needed.

- Final Checks**
 - Walk through the setup area to ensure everything is in place and ready before participants arrive.
 - Verify that all volunteers know their roles and are stationed appropriately.
 - Confirm that all necessary materials (medals, bibs, snacks, water) are stocked and accessible.

Important note:

Mike will coordinate with you to assist with managing the start of each race and guiding participants at the start and finish lines. The coach should check in before each race to address any last-minute changes. We strongly recommend that athletes sign up for all events to minimize schedule changes. If they choose not to participate in a particular event, that's fine—it's easier to withdraw from a race than to join one at the last minute.

Packet Pick-Up Day Checklist 3-7 days before your event

- Select a Central Location
 - Choose a space that is centrally located within the community to encourage both athletes and residents to stop by.
 - Ensure the area is easily accessible and visible to maximize participation.
- Set Up Space for Vendors
 - Allocate enough space for vendors to set up their tables.
 - Arrange the vendor tables in a way that encourages foot traffic and interaction.
 - Make sure vendors have everything they need (tables, chairs, etc.).
- Table for Check-In
 - Set up a table specifically for check-in.
 - Have your sign-up list ready to refer to.
 - As athletes arrive, check off their names to confirm they've received their T-shirt and swag bag, and bibs.
- Create a Festive Atmosphere
 - Play music to make the event lively and enjoyable.
 - Use decorations, like balloons, to add to the festive feel.
 - Encourage a friendly and welcoming environment for everyone who stops by.
- Encourage Visits to Sponsor Tables
 - Remind participants and residents to visit the sponsor tables.
 - Encourage everyone to thank the sponsors for their support in making the event free.
 - Make announcements periodically to direct attention to the sponsor tables.
- Take Lots of Pictures
 - Capture photos of athletes, residents, and the overall event atmosphere.
 - Include photos of participants with their T-shirts and swag bags, as well as interactions at the sponsor tables.
 - Share your best photos with Linda at **[**Linda@wisdomwarriorchallenge.org**](mailto:Linda@wisdomwarriorchallenge.org)** for social media posts and event promotion.
- Final Check
 - Ensure all areas are set up and ready before participants start arriving.
 - Double-check that the check-in table is organized and prepared for efficient distribution.

- Make sure vendors are happy with their setup and have what they need.

This checklist will help ensure a successful and well-organized Race Packet Pick-Up Day, making it an enjoyable experience for everyone involved!

Important Dates and Deadlines Worksheet

1. **Select Your Date**
 - **Deadline:** December 29th, 2024 Decide on a date for your March or April 2025 event.
 - Email your preferred date to Linda@WisdomWarriorChallenge.org.
 - **Date Selected:** _____
 - **Email Sent:** _____
 2. **Set Up a Meeting with Mike Marion**
 - **Deadline:** within one week of picking the date
 - Contact: Mike@WisdomWarriorChallenge.org
 - **Meeting Scheduled:** _____
 3. **Registration Page Training with Mike**
 - **Training Completed:** _____
 4. **Mark Your Track**
 - **Deadline:** Before meeting with Mike get an idea
 - (Mike can provide guidance on measuring or mapping your course.)
 - **Track Marked:** _____
 5. **Team Meeting to launch the program**
 - **Deadline:** November/December
 - Gather your team or residents to introduce the event program using WWC videos.
 - **Meeting date:** _____
 6. **Event Sign Up**
 - **Deadline:** on the day of the team meeting start the registration process
 - Ensure all athletes sign up for their events online to avoid confusion on race day.
 - Mike can assist with the sign-up process.
 - **Sign-Up Initiated:** _____
-

Team Leadership and Training

7. **Pick a Team Leader**
 - Select a motivated athlete to lead your team.
 - They will help motivate and coordinate team activities.
 - **Team Leader Selected:** _____
8. **Training Schedule**
 - **Deadline:** 2-3 months before event
 - Announce training days
 - **Training Schedule Announced:** _____
9. **Monthly Meetings**
 - **Deadline:** Monthly.
 - **Meetings Scheduled:** _____

