



RACE FOR KIDS 2014

Marketing Summit & Charity Ski Event
Thursday, January 9 – Sunday, January 12, 2014

15th Anniversary



LUXURY STOWE COACH
Direct Service from NYC!

BRING THE FAMILY
Children's Programs
Throughout the Weekend

FIRESIDE FORUMS
Presentations & Panels
with Top Marketers

www.fcsraceforkids.org | facebook.com/fcsraceforkids



The Financial Communications Society (FCS), in partnership with Stowe Mountain Resort, is proud to present RACE FOR KIDS.

With so many leading marketers gathering for this legendary event, the core of the weekend will be a series of "Fireside Forums" – panel discussions on the business of marketing communications. With our annual charity ski event as a backdrop, this Summit will provide an intimate setting for networking and the sharing of relevant ideas and industry information. Our content driven presentations will focus on digital and social media, mobile and tablet advertising, international marketing and more!

2014 marks the 15th year that Race for Kids will raise money for three important charities: The Hope and Heroes Children's Cancer Fund, Downey Side and The Make-A-Wish Foundation of Vermont. The event attracts ski buffs and winter revelers from the financial marketing, advertising and media communities and their friends and families. Together we've raised over **\$1,850,000** since 2000!

The "weekend" starts on Thursday and lasts through Sunday morning, with the Race on Saturday morning. In addition to our "Fireside Forums" you'll have plenty of time to ski, relax with your friends, network with industry colleagues, and just sit back and toast the beauty of Vermont in January. Even if you don't ski, there's a full list of "things to do" off the slopes. For 2014, we also have two days of events for kids so bring the family.

So if you're looking to kick off the New Year in a special way or if you're just itching to show off your stuff, register today for Race for Kids 2014.

Company sponsors and individual donors are also encouraged to support this unique charity fundraiser. For full details and registration, please go to: www.fcsraceforkids.org.

Founded in 1967, the FCS is a not-for-profit organization of financial services marketing professionals, focused on providing a forum for the sharing of ideas, the improvement of industry standards, and the networking of business connections. To join or to learn more, please visit www.fcsraceforkids.org. You don't need to be an FCS member to enjoy this great event.

REGISTRATION

SPONSORSHIP OPPORTUNITIES:

SLALOM RACE TEAM PACKAGE

\$5,200 (4 TEAM MEMBERS), BEST DEAL! Plus four Guest w/ski passes. An additional six guest passes may be purchased. This highest-level sponsorship also includes: Special training session with Donna Weinbrecht, Olympic Freestyle Gold Medalist and World Cup Mogul Champion, for your race team and guests; prominent listing of company name on event signage; prominent mention at all event functions: Welcome Reception, Ski Race, Awards Ceremony.*

Platinum Ski Team

\$4,100 | 4 team members. May purchase up to six guest passes. This sponsorship also includes: Special training session (including video) with Donna Weinbrecht, Olympic Freestyle Gold Medalist and World Cup Mogul Champion, for your race team and clients; prominent listing of company name on event signage; prominent mention at all event functions.*

Gold Ski Team

\$3,075 | 3 team members. May purchase up to four guest passes. Includes prominent listing of company name on event signage; prominent mention at all event functions.*

Silver Ski Team

\$2,050 | 2 team members. May purchase up to three guest passes. Includes prominent listing of company name on event signage; prominent mention at all event functions.*

Bronze Skier

\$1,025 | 1 team member. May purchase up to two guests passes. Includes prominent listing of company name on event signage.*

Mogul Skier

\$525 | (limit one per organization). May purchase one guest pass. Includes lift tickets, clinics, all receptions and parties; individual participants will be grouped into race teams of four.

Patron

\$425 | Media representatives; non-skier; includes access to all RFK receptions; does not include lift ticket or race participation. Cannot purchase guest passes.

Guest w/ski

\$525 | Includes access to all RFK receptions, lift ticket, and race participation. Guests must be registered by their host.

Guest

\$375 | Includes access to all RFK receptions; does not include lift ticket. Guests must be registered by their host.

*Also includes listing of company name in Financial Times advertisement and logo on website.

Family Members

Race participants are welcome to bring their families to Stowe for a fun weekend break. Family members must be registered by race participant host. \$225 per person for spouse and children 13 and up – includes access to all receptions; does not include lift ticket. (Discount lift tickets can be purchased in Stowe.) \$150 per child for children 3-12 – includes access to all receptions and Fri & Sat lift ticket and Kids Ski Programs. Children 3 and under are free if not in the 3Ski Adventure.

ON-SLOPE ACTIVITIES FOR KIDS

Kids Ski Programs for RFK 2014

We offer skiing and riding programs to suit all ability levels from beginner to racer and ages from 3-16, with expert coaching from Stowe Mountain instructors.

- **3Ski Adventure:** full day program for 3 year olds
- **Kids Adventure:** full day program for ages 4-6
- **Kids Mountain Adventure:** full day program for ages 7-12

Kids Race Clinic Friday: 10am - 12noon: advanced kids (7-12) who are racing work with a race coach on skills.

Teen Camp Friday: full day program for ages 13-16

If a child or spouse participates in an RFK sponsored ski event, they must be signed up in advance for that event. Discount lift tickets will be available for purchase for any days outside of Friday & Saturday RFK events.

SUMMARY OF EVENTS

We kick off on **Thursday** at 6:00pm with Registration at a Welcome Cocktail Reception.

Friday begins with a hearty breakfast at the Spruce Lodge Base Camp, followed by an open day for skiing/snowboarding, or your team can benefit from the expert on-course race coaching of Donna Weinbrecht, Olympic Freestyle Gold Medalist. Take a complimentary private mountain tour or ski lesson with a Stowe Host expert instructor. Participate at a casual marketing forum, where top executives share their insights on financial communications and the media landscape for 2014. In the evening, join us for cocktails, dinner, raffles and fireworks with front-row viewing of Stowe's famous Torchlight Parade of skiers. Later we'll all congregate for an evening of fun and networking at an after-party at the private Alpine Club at the Lodge with music and a billiards tournament.

Saturday also begins with breakfast, then it's off to the slopes and the official races: two ski runs and two snowboard runs. Later that afternoon we stage two more marketing forum discussion with another set of senior executives. Then join us for cocktails, dinner, raffles and a live auction at the Awards reception at Spruce Camp Base Lodge, followed by another fun after-party at the private Alpine Club.

Sunday is an additional open ski day. Ambitious skiers will gather for the early morning mountain adventure at 7:15am to ski First Tracks with Stowe instructors on Mount Mansfield's slopes at sunrise.

2014 SCHEDULE:



Visit fcsraceforkids.org/schedule for the detailed schedule of events, or scan the QR code here.

Register online at www.fcsraceforkids.org/register.



ACCOMMODATIONS

The FCS has blocked a number of rooming options at the Lodge, as well as its sister location The Inn At The Mountain, including single rooms, suites and 1, 2, and 3 bedroom condos. To review your specific needs and rooming preferences, you are welcome to contact and book through our dedicated concierge at jennifer@fcsinteractive.com.

If you would prefer to book your rooms directly, a variety of discounted accommodations are available for race participants at the following hotels:

- Stowe Mountain Lodge, www.stowemountainlodge.com [802.253.3560]
- Inn at the Mountain, www.stowe.com/lodging [800.253.4SKI]
- StoweLake Mountain Resort & Spa, www.stoweflake.com [802.253.7355]

Please note that rooms are not included in sponsorship packages and reservations should be made as soon as possible. Visit www.gostowe.com for additional lodging information, or call [877.GOSTOWE].

For equipment rentals, Pinnacle Ski & Sport [802.253.7222], the official equipment outfitter for the Race for Kids, provides 20% off of all rentals. Visit www.pinnacleskisports.com for rates.

TRANSPORTATION



Spare yourself the hassle and cost of airline travel with the **STOWE COACH** direct service from midtown Manhattan to the Stowe Mountain Lodge. Travel in comfort in a late-model Mercedes Benz private coach that comes with WiFi, on-board restrooms, meals and more. Visit fcsraceforkids.org/stowecoach for details, schedule, and pricing.

Several airlines provide direct service from the New York area to Burlington. Ground transportation is available at the airport.

DINING AND OFF THE SLOPES ACTIVITIES

Many Stowe restaurants and local establishments will be offering discounts for FCS Race for Kids participants. Visit www.fcsraceforkids.org/weekend for details.

FAMILIES

For participants bringing the family, Race for Kids offers a number of programs set up for slopeside daytime activities for all levels of skiers and boarders ages 3 to 12. In the evenings, the Race for Kids will be offering stimulating evening events for children ages 6 to 12. In-Room babysitting will also be available for families with younger children. Visit www.fcsraceforkids.org/weekend for a list of fun activities, on and off the slopes.

RACE CHARITIES

FCS invites you to test your skills on the slopes of Vermont's fabled Mount Mansfield – ski capital of the East – to raise money in support of three important charities for kids:

The Hope & Heroes Children's Cancer Fund, an independent 501(c)3 non profit charity, was established to provide exclusive philanthropic assistance to the Herbert Irving Child & Adolescent Oncology Center. The Center is the academic division of pediatric oncology at Columbia University Medical Center located at Morgan Stanley Children's Hospital of New York-Presbyterian. The fund's mission is to support and expand existing programs, develop new initiatives and enhance the research that is vital to continuing the fight against pediatric cancer.

Downey Side is the only national adoption agency exclusively devoted to recruiting families for youth 7 to 17 years old who need permanent families. Downey Side works to find and prepares families who want to adopt older children. They connect these families with older homeless children in the foster care system and help them with the adoption process. Since 1967 Downey Side has placed over 5,000 youth into permanent adoptive families.

Make A Wish Foundation of Vermont, founded in 1989, grants the wishes of children with life-threatening illnesses to enrich the human experience with hope, strength and joy.

MAKE A DONATION

If you are unable to attend the event but would like to make a donation to these charities, go to www.fcsraceforkids.org/donate or contact Tim Hart at tim.hart@ptarmiganmedia.com.

CONTACT US

Visit our website, www.fcsraceforkids.org, for more information and to reserve your place at this year's race. For additional information regarding the FCS Race for Kids, please contact Tim Hart at tim.hart@ptarmiganmedia.com [646.277.4035].

For registration, payment and billing inquiries contact Jennifer Masiello-Sama at the FCS at jennifer@fcsinteractive.com [917.226.3979] or Ahmed Yearwood at ahmed@yinteract.com [646.485.8757].

