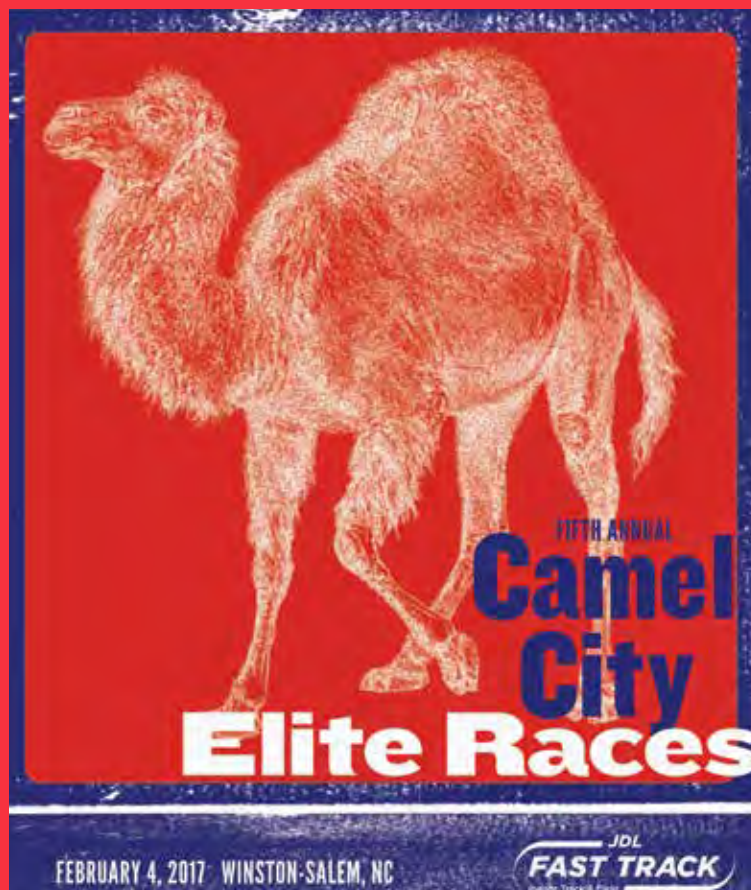
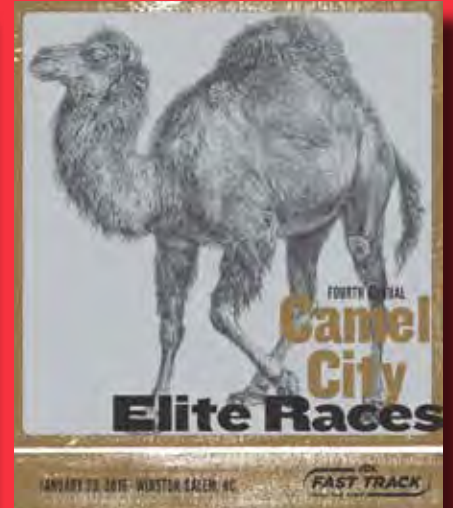
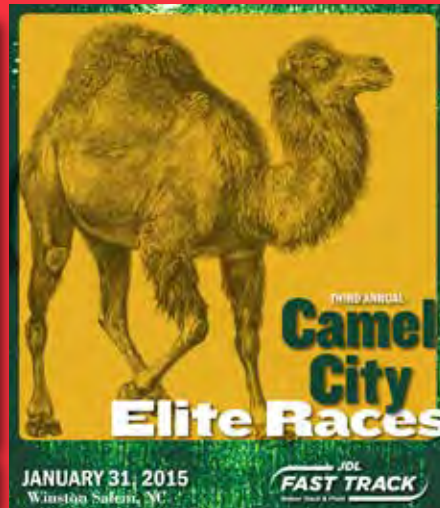
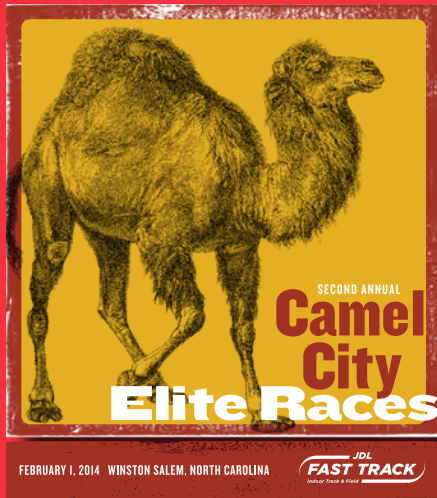


# 2017 CAMEL CITY CROWD FUND

FEBRUARY 4, 2017



# INTRODUCTION

Now entering its 4th year of existence, the Camel City Crowd Fund has been an integral part of the Camel City Elite Races since 2014. And this year has an added bonus. The newly formed Camel City Track Foundation, a 501(c)3 entity, will take over operation of the Crowd Fund. This means that a significant portion of each donation will be tax-deductible!



# CAMEL CITY TRACK FOUNDATION

The Camel City Track Foundation was filed and approved in late 2015 as a **501(c)3 charitable organization**. The Foundation's mission is to create awareness and promote health and physical fitness through the promotion of track and field. There are many ways that the Foundation will do so, including the organization of track and field competitions, camps and clinics. One of the main fundraising initiatives for Camel City Track Foundation will be the Camel City Crowd Fund. Through its support of professional track and field athletes and events, the Foundation is raising awareness and promoting physical fitness and healthy lifestyles.

In 2016, select Camel City Elite athletes attended a community outreach program at Brunson Elementary that was very well received by both the students as well as the athletes. The Camel City Track Foundation hopes to continue this outreach program and expand on it in future editions of Camel City Elite. Your contribution to the Camel City Crowd Fund will help with supporting this initiative.



# HISTORY

Now entering its 4th year of existence, the Camel City Crowd Fund has been an integral part of the Camel City Elite Races since 2014. And this year has an added bonus. The newly formed Camel City Track Foundation, a 501(c)3 entity, will take over operation of the Crowd Fund. This means that a significant portion of each donation will be tax-deductible!

The Camel City Elite Races began in 2013 with a single race - the men's mile. In its first year, Camel City Elite was funded solely by JDL Fast Track. Approximately \$4500 was awarded as three athletes broke the magical 4:00 mile barrier. Cory Leslie of Furman Elite won the inaugural event in 3:57.81, which at the time was the fastest mile ever run indoors in the state of North Carolina.

In 2014, the Crowd Fund was initiated and individuals who contributed to the fund could select levels that included dinner with elite athletes at the post-race party, as well as prime viewing of the races from an infield vantage point. Over \$13,000 was raised, which enabled the addition of the men's and women's 800 and 3k races, as well as a women's mile. Over \$22,000 was awarded in prize money and bonuses in 2014! Nick Symmonds traveled to Winston-Salem with many of his Brooks Beasts teammates, and JDL Fast Track saw Nick's first official race as a Brooks-sponsored athlete.

In 2015, the Crowd Fund only raised approximately \$9,000, but much of that can be attributed to the fact that a corporate sponsorship program was initiated and a few of the initial crowd fund contributors became corporate sponsors. The big news for 2015 was the addition of a men's 60m hurdles race, with Olympic medalists David Oliver and Jason Richardson headlining the event. This year's event definitely upped the ante on its star power, with Olympians Shannon Rowbury and Leo Manzano added to the roster. With \$38,000 in prize money and bonuses awarded, Camel City Elite was quickly making a bigger name for itself with professional track and field athletes.

After the success in 2015, Camel City Elite Races and the Crowd Fund continued to power forward. With additional corporate support and a Crowd Fund that approached \$14,000, the 2016 edition set the bar even higher. The latest addition was a women's 60m hurdles race. The roster of athletes signed up was a virtual who's who of American track and field. Stars like Matthew Centrowitz, Ashton Eaton, Lolo Jones, Jason Richardson, Brianna Rollins and Shannon Rowbury made the event a star-studded affair. And that doesn't even count the late scratches of Bernard Lagat, Leo Manzano, David Oliver or Nick Symmonds who were all signed up but couldn't compete for one reason or another.

## PAST CAMEL CITY ELITE WINNERS

|             |      |                              |                           |
|-------------|------|------------------------------|---------------------------|
| 60m hurdles | 2015 | Aleec Harris - 7.58          | Sharika Nelvis - 7.95     |
|             | 2016 | Aleec Harris - 7.65          | Brianna Rollins - 7.95    |
| 800m        | 2014 | Nick Symmonds - 1:48.64      | Heather Kampf - 2:04.28   |
|             | 2015 | Brandon Johnson - 1:48.27    | Jenna Westaway - 2:04.94  |
|             | 2016 | Brandon Johnson - 1:49.28    | Melissa Bishop - 2:02.10  |
| Mile run    | 2013 | Cory Leslie - 3:57.81        | Not contested             |
|             | 2014 | Duncan Phillips - 4:00.94    | Sara Vaughn - 4:35.07     |
|             | 2015 | Cory Leslie - 3:56.99        | Shannon Rowbury - 4:22.66 |
|             | 2016 | Matthew Centrowitz - 3:54.02 | Shannon Rowbury - 4:26.01 |
| 3000m       | 2014 | Craig Forys - 7:58.07        | Deb Maier - 9:02.79       |
|             | 2015 | Thomas Curtin - 7:56.10      | Aisha Praught - 9:03.27   |
|             | 2016 | Garrett Heath - 7:48.48      | Kerri Gallagher - 8:56.52 |

# **SUPPORT LEVELS**

## **PLATINUM - \$250 per person (tax deduction \$225)**

- Entry to meet
- Camel City Elite t-shirt
- Personalized Camel City Elite bib
- VIP credential and lanyard
- Access to infield during Camel City Elite Races
- Invitation to elite athlete post-race dinner to be attended by all elite athletes
- May also have an opportunity to be a host family for one of the elite athletes

## **GOLD - \$100 per person (tax deduction \$90)**

- Entry to meet
- Camel City Elite t-shirt
- Personalized Camel City Elite bib
- VIP credential and lanyard
- Access to infield during Camel City Elite Races

## **SILVER - \$50 per person (tax deduction \$40)**

- Entry to meet
- Camel City Elite t-shirt

## **ADDITIONAL CONTRIBUTIONS**

- Supporters may elect to make an additional contribution above and beyond the pre-determined levels. For those contributions, they will receive the full tax deduction of their entire amount.

## **REGISTRATION FORM** *(DEADLINE IS JANUARY 13, 2017)*

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Shirt Size: Small \_\_\_\_\_ Medium \_\_\_\_\_ Large \_\_\_\_\_ XL \_\_\_\_\_ 2XL \_\_\_\_\_ 3XL \_\_\_\_\_

## **AMOUNT ENCLOSED**

\*HS/College Students may take 20% off Gold and Platinum levels

Make checks payable to:  
Camel City Track Foundation  
301 N Main St, Suite 2300  
Winston-Salem, NC 27101

| LEVEL                   | AMOUNT | QTY           | TOTAL |
|-------------------------|--------|---------------|-------|
| Platinum                | \$250  |               |       |
| Gold                    | \$100  |               |       |
| Silver                  | \$50   |               |       |
| Additional Contribution |        |               |       |
|                         |        | <b>TOTAL:</b> |       |

