Business Letter

The Gateway Resilience Run is a collaboration between The Gateway Resilience Fund and Big River Race Management to help small business owners and employees in the St. Louis Region address the COVID-19 crisis through the power of running, walking and cycling. The Gateway Resilience Run (GRR) is a virtual run or ride that participants can complete on their own, where and when it is convenient for them. Participants will receive a custom, limited edition t-shirt and finisher medal, along with redeemable online offers from local businesses all over the St. Louis region.

Money raised through participation fees will be donated to the Gateway Resilience Fund which has distributed more than $650k since March 1st to locally owned businesses and their employees affected by COVID-19. The Run endeavors to give small businesses a broad audience to raise awareness for their companies, brands, goods and services by giving them the opportunity to provide incentives or offers to those participating in the event. Upon registering participants will receive access to those offers and will be encouraged to spend their money locally in our community. Here are some answers to commonly asked questions from businesses:

Frequently asked questions:

Q: Can my business participate?
A: Any locally owned small businesses in St. Louis City and St. Louis County and surrounding counties are welcome to participate. Participating businesses will be required to provide an offer or incentive to the GRR participants. Yes, we are still allowing businesses to get involved at this time. .

Q: Is there any cost to my business?
A: **No, there is no cost to your business**, however we do require you to provide an offer to all GRR participants. The offer is completely your decision.

Q: Do I need to run or ride in the event to participate as a business?
A: No, you do not need to run at all. You are more than welcome to sign up, participate, and donate to the cause but no one is obligated to run or ride.

Q: What does my business get for participating?

A: Your business's logo will be listed on the GRR website and your offer will be provided to all participants at the time of registration. We also plan to feature one business each week to highlight offers, tell stories, and encourage people to sign up.

Q: When does the GRR start?
A: Registration is open, but participants have until the end of June to complete one or all of the distances offered.

Q: How many people will participate?
A: Participation will depend on the collective marketing efforts of all small businesses involved. It could be as small as 500 or as large as 10,000.

Q: How else can my business participate?
A: We are looking for businesses to offset the cost of t-shirts and finisher medals and welcome any additional sponsorships. By cutting costs the GRR can make a larger donation to the Gateway Resilience Fund. We are also looking for "attendance" prizes. In lieu of doing age group awards, we are planning on raffling prizes from our small businesses. If your small business would like to provide an attendance prize/s please let us know. Examples would include a small gift card, merchandise from your business or a service your business can provide.

Q: What kind of offer should I provide?
A: Totally up to you. An example offer from Big River Running Company is $20 off a pair of running shoes. Restaurants might consider an offer for curbside pick-up ($5 off an order of $25 or more, free side of X with $30 order) and one for in-house when you reopen your doors. Feel free to get creative on whatever your offer is.

Q. When should the offer expire?
A: The GRR will start in early April and go through the end of June. We strongly suggest your offer be valid for 6 months to a year, but ultimately it's your decision when your offer expires. You can also update your offer at any time on the Virtual Race Bag software used by The GRR.

Q: I'm in. How do I sign up?
A: Small businesses interested in participating and providing offers to our participants should complete this google form. Please read the form as a first step. After reading the form if you have any questions please email us at events@brrm.com

Q: What happens after I submit my interest application?
A: Someone from our team will be in touch within 1-2 days with details on how to officially submit your offer through our virtual race bag platform as well as provide marketing assets for your business to help spread the word of the event.