

Team Captain Toolkit

J.P.Morgan
Corporate Challenge®





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CONGRATULATIONS ON BECOMING A TEAM CAPTAIN!

The J.P. Morgan Corporate Challenge is the world's largest corporate running event. One part run and one part party, the Series takes place in 15 locations across eight countries and six continents.

This toolkit will guide you on how to gather your colleagues, forge connections, cultivate healthy workplace cultures, and answer questions your company might have throughout the entire experience.

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WHAT IS THE J.P. MORGAN CORPORATE CHALLENGE?

The Corporate Challenge is a 3.5-mile / 5.6-kilometer road race that connects participants with their colleagues as they celebrate teamwork, camaraderie and the Corporate Challenge community worldwide. More than a running event, the Corporate Challenge offers companies an opportunity to bond over a shared experience powered by fitness, friendly competition, food and fun.



WHY SHOULD YOUR COMPANY AND COLLEAGUES PARTICIPATE?

The mission of the Corporate Challenge is to serve as a catalyst between work and wellness. Investing in wellness and culture programs can boost morale, improve retention, increase productivity and reduce costs for the company. From runners to walkers, from entry-level workers to seasoned employees, and from large corporations to start-ups—everyone is welcome.



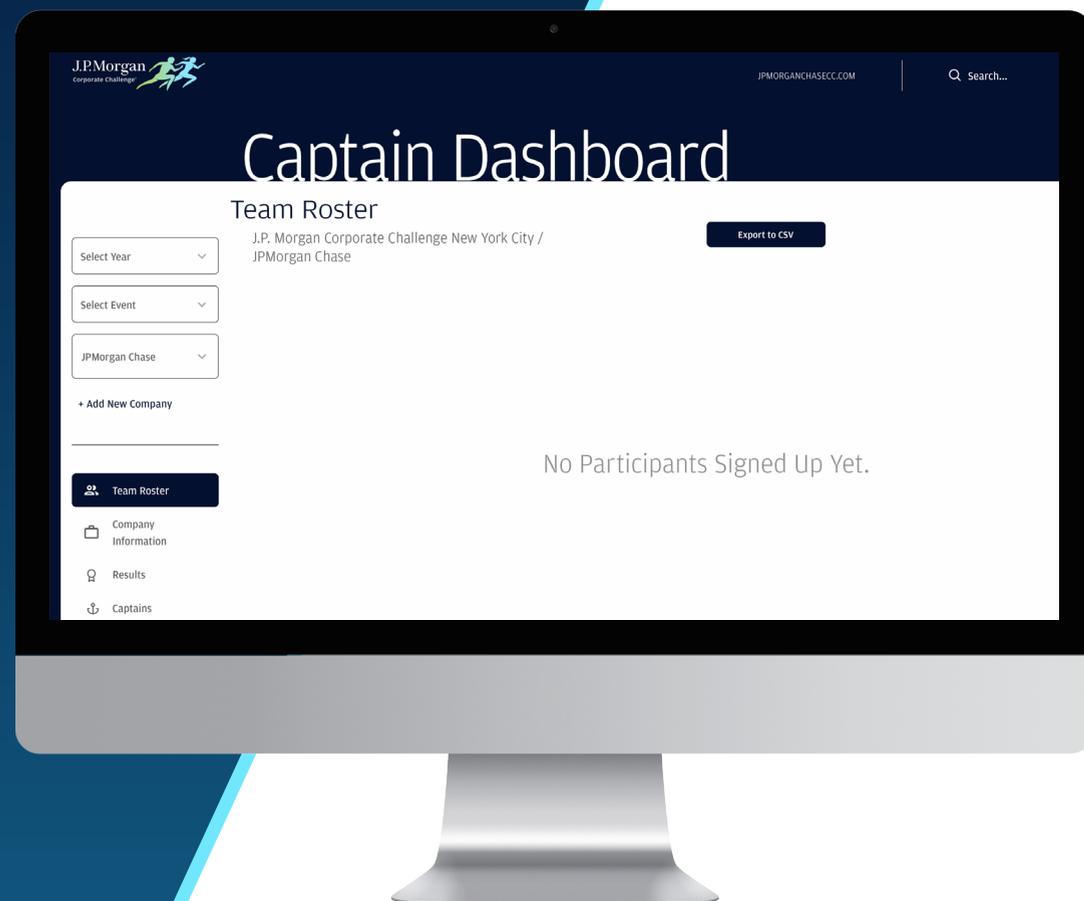
WHERE DO I FIND MORE EVENT DETAILS?

Event information can be found by selecting your location from our website (www.jpmorganchasecc.com). Plan to share that website link with your team.

Know Your Dashboard

Teams Captains manage their team roster, company information and results online through the Team Captain Dashboard.

- 1 TEAM ROSTER**
View your team participants by name, export your full roster information, finalize, and pay for your team.
- 2 COMPANY INFORMATION**
View and edit your company information and access your company registration link (a custom URL) to recruit your team.
- 3 RESULTS**
After the event, view your team participant results and submit your optimal scoring teams.
- 4 CAPTAINS**
View the Team Captains associated with your team.



Gather Your Colleagues

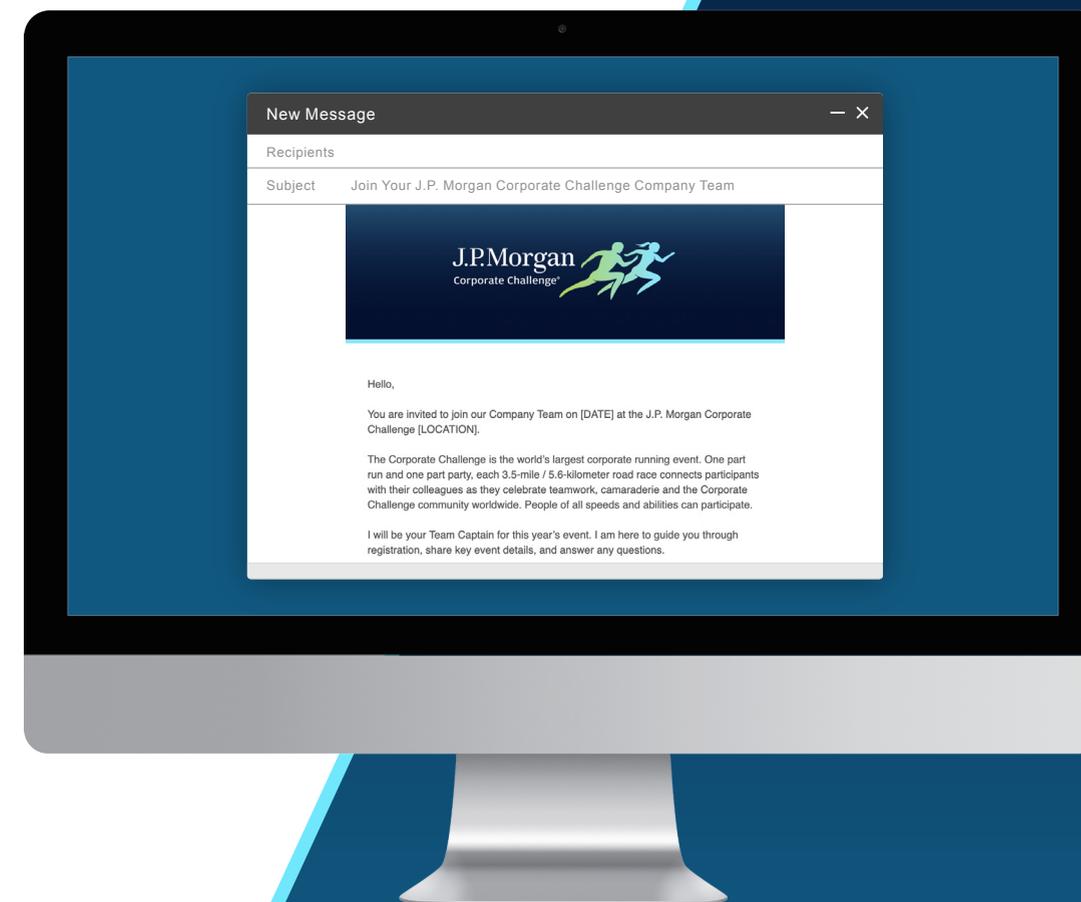
There are several ways for you to recruit your colleagues to join your Company Team. One way is to use the email templates provided (.oft templates are for PC and .eml templates are for Mac). Invite colleagues to join your team by adding your exclusive team registration link from your Team Captain Dashboard to the email templates.

More of a face-to-face person? Invite colleagues to a virtual recruitment party during a short video call and use the background provided. Tell them about the fun that awaits at the Corporate Challenge and show them how to register.

Looking for a helpful summary on the Corporate Challenge? Use the flyer provided to display in the office or share via email.

Toolkit Assets:

- + Email templates (.oft and .eml)
- + Recruitment conference call background
- + Team engagement flyer



Participant Registration

Guide your colleagues through the registration steps below to register for your Company Team. Participant types include “New Participants” and “2021 Participants.” The 2021 J.P. Morgan Corporate Challenge Virtual Event used a new registration platform.

NEW PARTICIPANTS *(New this year or participated in events prior to 2021)*

1. START REGISTRATION

Click on the company registration link sent via email by your Team Captain to navigate to the registration platform.

2. CREATE YOUR PARTICIPANT ACCOUNT

Follow the steps provided to create your new Participant Account. Close the login page.

3. ACTIVATE YOUR ACCOUNT

Check your inbox for the “Activate Account” confirmation email, then click “Activate Your Account” within the email. Log in to your Participant Account

4. REGISTER FOR YOUR EVENT

Click the registration link sent by your Team Captain or find “Upcoming Events” to select your event and scroll to find your Company Team.

5. COMPLETE YOUR COMPANY TEAM REGISTRATION

Complete the registration form for your Company Team. You will receive a confirmation email letting you know your registration was successful.

2021 PARTICIPANTS *(2021 Virtual Event participants)*

1. START REGISTRATION

Click on the company registration link sent via email by your Team Captain to navigate to the registration platform. Enter your 2021 Participant Account credentials.

2. LOG IN TO THE REGISTRATION PLATFORM

Click “Log In” and the registration form will appear.

3. COMPLETE YOUR COMPANY TEAM REGISTRATION

Complete the registration form for your Company Team. You will receive a confirmation email letting you know your registration was successful.



Company Spirit

Build company spirit by creating a custom shirt for your team. Use the logos provided in the Team Captain Toolkit zip folder to design Corporate Challenge-branded shirts for race day.

Toolkit Assets:

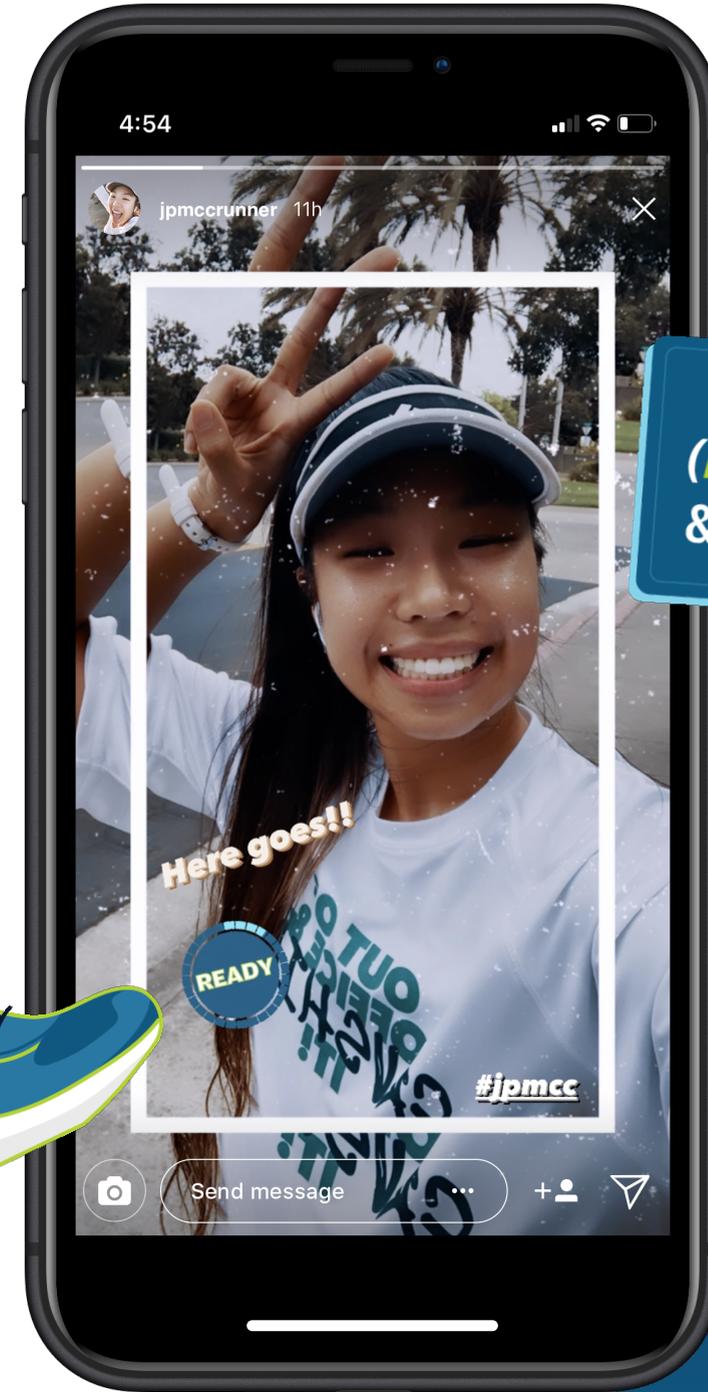
- + Logos (.png and .ai)
- + Scaled shirt template

Social Share

How do you #JPMCC?

Share pictures of you and your colleagues meeting up before the event, finding your stride on the course or celebrating after the finish. Post your images and videos on LinkedIn, Instagram or other social media accounts, and be sure to include the hashtag #JPMCC.

We've also provided digital stickers to add to your stories.



Out of
(Home) Office
& crushing it!



Thank you.

Please reach out to your local Customer Service Team with any questions.

