



***OUTWOD***®

*HOSTING AN OUTWOD FAQs*  
*2019*



### *HOSTING FAQs (Part One)*

How is the co-beneficiary charity chosen?

OUTWOD is a program of The OUT Foundation. All registration donations are 100% tax-deductible and a portion proceeds are shared with a local LGBTQ charity making an impact in the community. We use Charity Navigator when choosing a beneficiary. The charity must be local to the host facility and support the LGBTQ community. We typically work with organizations that specialize in youth outreach, homelessness, and/or HIV/AIDS patient support.

How much does it cost to attend an OUTWOD?

Registration is typically anywhere from \$25-35. Each registrant is also sent a link to share with their networks to help fundraise for the event. Our goal for each OUTWOD event is to raise at least \$2000 inclusive of registration. For instance, if we have 50 athletes register at a \$30 registration – we will have raised \$1500 and will ask the participants to share the link to help us cross the goal line together!



### *HOSTING FAQs (Part Two)*

How long is an OUTWOD?

From doors open to event end, we like to plan for a solid 2 hours of event time.

Is there a cost to host an OUTWOD?

Nope! Our expectation is to raise at least \$2000 per fundraiser – but there is no cost to the host gym.



### ***HOSTING FAQs (Part Three)***

What does the host facility receive?

*Tax Deductible Donation:* A \$2000 Donation In-Kind Receipt for use of facility and staffing.

*Promotion:* OUTWOD has a vast audience that reaches across the U.S. and into 5 different countries.

Every host facility is promoted:

- via our online social media channels
- in press releases sent to local media
- via email to our extensive email database.

*Imagery:* OUTWOD edits and watermarks all event images with the host facility logo and posts them on Facebook for download.

*Email List:* After the event, OUTWOD will provide all registrant contact information for follow-up and promotion.

*Access to a demographic typically underserved in the fitness community:* OUTWOD prides itself on creating an inclusive environment for athletes of all skill level. We typically see our host facility gain 4-5 members as a result of hosting an OUTWOD.



### ***HOSTING FAQs (Part Four)***

What is required of the host facility?

*Promotion.* OUTWOD creates multiple professional, shareable graphics for each event and the host facility should post these graphics on social channels and in print.

*Photographer.* OUTWOD will periodically provide a photographer, but we ask the host facility to poll its members to have someone document the event. The photos will come in handy for one of the benefits below.

*Staff.* We suggest having at least 2 coaches to run the workout as well as 2-3 administrative support to help with check-in, day-of sign ups, and more.

Who makes up the workout / instructs?

OUTWOD works closely with the host gym on programming for the workout and flow of the event. Host facility instructors facilitate the workout with the assistance of onsite host gym staff.