

# Event Guide



***Special  
Olympics  
Kentucky***



## UPS TRUCK PULL

PRESENTED  
BY



**BRIGHTSPRING™**  
HEALTH SERVICES

**October 5th, 2024**  
**BrightSpring Health Services**

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# Overview

## About the Truck Pull

- The UPS Truck is a competition between teams of 15 to pull an 80,000-pound UPS 18-wheeler 12 feet in the fastest time.
- Teams raise or donate a minimum of \$1,500 to compete.
- All proceeds benefit Special Olympics Kentucky athletes not only in the Louisville area, but also across the state.

### Divisions & Awards

Minimum to raise per team: \$1,500

- Men's
- Women's
- Co-ed (minimum of 6 women)

Fundraising Awards:

- Top Fundraising Team
- Top Fundraising Individual
- Top Fundraising SOKY Athlete

Spirit Awards:

- Best Team Custom T-Shirt
- Best Team Costume
- Most Team Spirit



# Overview

## Steps to Success

### 1. Register & Recruit

- Each team consists of no more than 15 people. 8 years-old is the minimum age.
- Register your team at **UPSTruckPull.com**

### 2. Raise

Each team must raise a minimum of \$1,000 to secure your spot in the competition.

**\$1,500 Entry:** Participant T-shirts (up to 15), Two (2) Pulls

**\$2,500 Entry Impact Challenge:** Raise by September 5th. The team will receive a pullover with team's logo on the sleeve

**\$3,000 Entry:** Participant T-shirts (up to 15 is the team), Three (3) Pulls

**\$5,000 Entry:** Participant T-shirts (up to 15), the team will receive personalized message & autographed pictures from members of the SOKY **Athlete Leadership Program**.

Use social media: Through the **Participant Center**, launch a **Facebook Fundraiser** (see page 11) to share your fundraising goals far and wide.

### 3. Pull

Your team shows their strength by pulling an 80,000-pound UPS 18-wheeler 12 feet! Trophies are awarded for the fastest time in each of our divisions (See Page 1).

### 4. Celebrate

The UPS Truck Pull is an important fundraiser for Special Olympics Kentucky. Whether you've hoisted a trophy for your division or won a spirit award, there is still much more to celebrate.

### 5. Family Fun Zone

Invite your friends and family to watch your team compete then enjoy the expanded Family Fun Zone! Enjoy fun games and activities (See Page 5).

# Overview

## Fundraising Prizes

**\$1,500**



Participant t-shirt & 2 attempts  
to pull the Truck

**\$3,000**



Participant t-shirt & 3 attempts  
to pull the Truck

**\$5,000**



Participant t-shirt, 3 attempts  
to pull the Truck, Team will  
receive personalized message  
& autographed picture from  
members of the SOKY  
Athlete Leadership Program

**\$2,500**

**Impact Challenge**  
Raise \$2,500 by September 5th



Pullover with Team logo printed on the  
sleeve. (instead of an event t-shirt)

*Up to 15 shirts for your team. Sizes range from Adult S - 3X.*

*Shirts and sizes are not guaranteed. The supply chains in place require final orders approximately one-month in advance of the event. To conserve funds raised, we order shirts and sizes based on projected attendance at that time.*

# Overview Schedule

## Saturday, October 5th

*At BrightSpring Health Services*

*805 N Whittington Pkwy, Louisville, KY 40222*

**9:00 am    Family Fun Zone opens**

-Games, inflatables, and concessions

**Check-in opens**

-Captains Check-in

**-Captains confirm roster\***

**10:00 am    Opening Ceremonies**

-Special Olympics Oath

-Special Olympics Athlete Speech

-Sponsor Recognition

-Fundraising Awards

**First Pull immediately after Opening Ceremonies (*estimated 10:30 am*)**

**Division winners and spirit award winners will be presented following the final pull!**

\*Open roster positions can be filled with **SOKY Athlete Leaders!** If the team has a full roster, a SOKY athlete can pull as the 16<sup>th</sup> team member.

*Captains will report if they'd like to add SOKY athlete(s) to their team when you registering the team online, and will confirm at Check-in.*

# Overview

## Check-In Details

### Early Check-in – Highly Encouraged

Thursday, October 3<sup>rd</sup> from 9:00am – 7:00pm at the SOKY Louisville Office:  
*1230 S Hurstbourne Pkwy, Suite 100, Louisville, KY 40222*

### Day-of Check-in

Saturday, October 5<sup>th</sup> from 9:00am – 10:00am at BrightSpring  
*805 N Whittington Pkwy, Louisville, KY 40222*

***Team Captains check-in their team***

### ***What to Bring to Check-In:***

- Offline donations (cash/check/etc.)
- Paper waivers for team members that did not register online

*Team member substitutions must be made at check-in. No more than 15 team members on your roster.*

*Open roster positions can be filled with **SOKY Athletes!** If the team has a full roster, a SOKY athlete can pull as the 16<sup>th</sup> team member.*

*Captains will choose if they'd like to add SOKY athlete(s) to their team online while registering your team. Athlete involvement will be confirmed at check-in.*

### ***What you'll Receive at Check-In:***

- T-shirts for team members (up to 15)\*
- Wristbands for each team member

*Wristbands are required to participate and are only issued for those with online registration/signed paper waiver. **Wristbands must be worn at all times;** it provides access to the restricted area of the event.*

*\*Our goal is to recognize your support and provide a keepsake shirt.*

*Shirts and sizes cannot be guaranteed to participants. The supply chains in place require final orders approximately one-month in advance of the event. To conserve funds raised to support Special Olympics Kentucky athletes, we order shirts and sizes based on projected attendance at that time.*

# Overview

## Important Rules and Information

1. Team members must have a signed waiver on file to receive the required event wristband. *Waivers are completed when you [register at www.UPSTruckPull.com](http://www.UPSTruckPull.com).*
2. At Check-in Captains will confirm the team roster and report if your team would like a SOKY athlete to be the 16<sup>th</sup> team member. Teams may pull with fewer than 15 pullers, but not more.
3. Co-ed Teams must have at least 6 women. A Co-ed team may pull with less than 6 women; however, you will compete in the Men's Division.
4. Each team will have 2 Pulls, and we will use the best time for scoring. **If your team raises \$3,000 or more, you will receive a third pull!**
5. No member substitutions may be made after the first pull. You may reorganize your line-up on the rope between pulls.
6. Pullers begin after the official Starter says "1-2-3 PULL". An airhorn blast starts the official time.
7. After the truck has been pulled 12 feet, the airhorn will be blasted to stop the clock and notify your team to stop.
8. **Personal Gloves are required. Gloves will not be supplied.** Leather, work, or gardening gloves are preferred. Latex gloves are not allowed.
9. No weight belts that fasten to the rope are allowed. Regular weight belts that support your lower back are fine.
10. **Closed-toed shoes only.** No bare feet. (Flip flops are not allowed).
11. **Opening Ceremonies are planned for 10:00am**, with the first pull immediately following.
12. Please have your entire team onsite 10 am
13. **Pull Schedule and times will be emailed on Wednesday, October 2nd.**
14. Teams that miss their scheduled time will move to the end of the competition.
15. This event is Rain or Shine.

# Website Navigation

## Register

Click start a team on the left-hand side below the photo at [www.UPSTruckPull.com](http://www.UPSTruckPull.com)

**START A TEAM**  
*become a team captain*

**JOIN A TEAM**  
*become heroes together*

**DONATE**  
*and make a difference*

**LEARN MORE**  
*about the Pull*

2024 UPS Truck Pull presented by BrightSpring

1 Get Started 2 Select Options 3 Provide Details 4 Agree to Terms 5 Review 6 Make Payment

Join or Form a Team

**RETURNING USERS, LOG IN FIRST!**

Note: To reactivate your team from last year, you must be [signed in](#).

Your Name:

Teammate Recruitment Goal:

Team Fundraising Goal:

\$1,500.00

Suggested Team Goal: \$1,500.00

Team Company:

Choose an existing value

Enter a new company

Team Division:

Men's Division

NEXT STEP

[I would like to join an existing team](#)

Previous users can login to create your 2024 team—this is the only way to ensure you reclaim your team's name!

Even if you would like a new team name you should use the same username to avoid a duplicate account error.

Please contact Mallory at [mjent@soky.org](mailto:mjent@soky.org) for help recovering your username or password.

**LOG IN FIRST!**

ear, you must:

Enter User Name and Password

User Name:

Password:

Log In

Email me my login information

Email:

Send User Name

# Website Navigation

## Welcome to your Team Page

While on your Team Page: Copy and paste the URL and send directly to Team Members to ensure sign up on your team! The URL can be sent to donors as well.

Donors can click the "Donate Now" button and donate directly to your team!

events.soky.org/site/TR/Pulls/General?team\_id=6677&pg=team&fr\_id=1442



Welcome Mallory!

LOG OUT

PARTICIPANT CENTER

QUICK LINKS ▾

DONATE ▾

FAQ

ABOUT US

### 2024 UPS Truck Pull presented by BrightSpring



#### SOKY STAFF TEST

Join our ranks and change the lives of children and adults with intellectual disabilities by supporting Special Olympics Kentucky. Accept the challenge and join our team in the UPS Truck Pull presented by BrightSpring or donate today to support us!

DONATE NOW

JOIN TEAM

#### TEAM ROSTER

	RAISED
★ Mallory Jent	\$0
Team Gifts	\$0
★ Denotes a Team Captain	

#### TEAM PROGRESS

0% of Goal \$0 Raised

#### TEAM HONOR ROLL

Team Members can click the "Join Team" button and register to be added on your team!

Please contact Mallory at [mjent@soky.org](mailto:mjent@soky.org) for help recovering your username or password.

# Website Navigation

## Team Recruitment

### Who can be on your team?

ANYONE! Coworkers, friends, family, clients, your CEO, customers, and vendors, anyone above the age 8. You do not have to work at the same company to be on a team, although co-workers make great teammates. Does your company or organization have a mascot? If so, invite them to join your team too!

—All team members should register online to avoid tracking down completed waivers.—

Use your Participant Center to recruit members to your team, solicit donations and thank your supporters

The screenshot shows the 'Email' section of a Participant Center interface. On the left is a sidebar with navigation links: Home, Email (circled in red), and Profile. Below these are sections for 'Compose Message', 'Drafts' (0), 'Sent Messages' (0), and 'Contacts'. The 'Contacts' section lists various groups: All Contacts (0), Never Emailed (0), Needs follow-up (0), Unthanked Donors (0), Donors (0), Non-Donors (0), and Teammates (0). The main content area is for composing an email. It includes a 'Recipients' field with a note 'Recipients (separate multiple email addresses with a comma)', a 'Subject' field, and a checkbox for 'Include personalized greeting' with a link 'What's this?'. Below these is a rich text editor with a toolbar containing options for heading (H1, H2, H3), paragraph (P), bold (B), italic (I), underline (U), bulleted list, numbered list, link, unlink, image, and undo/redo. At the bottom are 'Preview & Send' and 'Save as template' buttons. Annotations include: a red circle around the 'Email' link in the sidebar; a red circle around the 'Use a template' button; a red box containing the text 'There's a template just for "recruit team members!"' with an arrow pointing to the 'Use a template' button; another red box containing 'Copy and Paste your addresses!' with an arrow pointing to the 'Recipients' field; and a large red box containing three paragraphs of instructions with arrows pointing to the 'Email' link, the 'Use a template' button, and the rich text editor.

Home **Email** Profile

Compose Message

Drafts 0

Sent Messages 0

Contacts

All Contacts 0

Never Emailed 0

Needs follow-up 0

Unthanked Donors 0

Donors 0

Non-Donors 0

Teammates 0

Recipients (separate multiple email addresses with a comma)

Use a template

Subject

☒ Include personalized greeting [What's this?](#)

H1 H2 H3 P B I U

Preview & Send

Save as template

There's a template just for "recruit team members!"

Copy and Paste your addresses!

In the participant center, select "Email" in the secondary header to send emails to potential team members and donors

It's simple to insert addresses—just copy and paste or download an excel document to insert as contacts.

Templates are available to help with content but always editable!

# Website Navigation

## Connect to Facebook

The screenshot shows the 'Participant Center' interface. At the top, there are navigation links: 'Home' (highlighted in blue), 'Email', and 'Profile'. Below this is a welcome message: 'Welcome to your **Participant Center**. This page is where you will find the tools to set you on your way success at the Lexington Truck Pull.' followed by the question 'What's should you do next?'. A list of four steps is provided: 1. Post to social media... 2. Send an e-mail to friends... 3. If you are a captain or member of a team... 4. Check back often... Below this list is a 'What to do next?' section with five numbered items: 1. Set up your Personal Page, 2. Add Contacts to Your Address Book, 3. Send an Email, 4. Thank your Donors, 5. Set a Goal. To the right, a blue box titled 'REACH YOUR GOAL FASTER' contains three steps: 1. Connect this fundraiser to Facebook, 2. Invite friends, share updates and collect donations on Facebook, 3. Keep track of your progress. At the bottom of this box is a button labeled 'Connect Fundraiser to Facebook' with a Facebook icon, which is circled in red. A red arrow points from this button down to a red-bordered box containing instructions.

Home Email Profile

Welcome to your **Participant Center**. This page is where you will find the tools to set you on your way success at the Lexington Truck Pull.

What's should you do next?

1. Post to social media to let your followers know that you have accepted the challenge to Pull for a Purpose for Special Olympics. Make sure you include the link to your personal page, so they are sure to donate to your page.
2. Send an e-mail to friends and family asking for their support. Use one we have provided or write your own. If you send the email via your Participant Center, your Personal Page link will automatically be included.
3. If you are a captain or member of a team, invite your friends to join. The teams that raise the most money will be recognized with awards!
4. Check back often to monitor your progress and see who you may need to reach out to again to help you meet your Truck Pull goal!

What to do next?

- 1 Set up your Personal Page  
Customize your Personal Page with a story about why you are raising funds for this cause.
- 2 Add Contacts to Your Address Book  
Add contacts to email from your personal Address Book on our site.
- 3 Send an Email  
You have sent no emails to your family or friends. Add them to your Address Book and email them about your fundraising effort.
- 4 Thank your Donors  
Thank your donors!
- 5 Set a Goal  
You have reached 0% of your goal. Can you set a higher goal?

**REACH YOUR GOAL FASTER**  
RAISE MONEY DIRECTLY ON FACEBOOK

- 1 Connect this fundraiser to Facebook.
- 2 Invite friends, share updates and collect donations on Facebook.
- 3 Keep track of your progress. The money you raise on Facebook will count toward your goal.

[Connect Fundraiser to Facebook](#)

Recent Activity

You joined 2022 Lexington Truck Pull presented by Detail Lex Jun 09

Contacts All Contacts

- **Link your Participant Center to your Facebook to create your Facebook fundraiser! In your Participant Center, click connect and login your Facebook account.**
- **It's important to connect your Facebook fundraiser through your Participant Center to link the money you have raised to your Team's page on UPSTruckPull.com.**
- **Once created and linked, make sure to SHARE and INVITE your family and friends to your Facebook Fundraiser.**
- **For instructions: visit the "Puller Tools" at UPSTruckPull.com**

# Fundraising Tips

**Share these tips and tricks with your team to help reach your fundraising goal!**



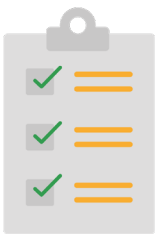
Take to social media and reach your Teams fundraising goal faster! Ask for \$5 donations or connect your fundraiser to Facebook through your Participant Center.

Make it personal & share your story! When you create your personal fundraising page, you are able to share how long you have been a part of the Truck Pull, if you have a family member or know someone with an intellectual disability, or you just love the challenge.



Encourage your team members and remind them it is a team effort! Your team can easily meet the \$1,500 minimum if all 15 members each raise \$100.

Ask for \$5-\$10 donations from your friends, family, colleagues, and neighbors! Ask them to support you and your team as you #PullForAPurpose to support Special Olympics Kentucky!



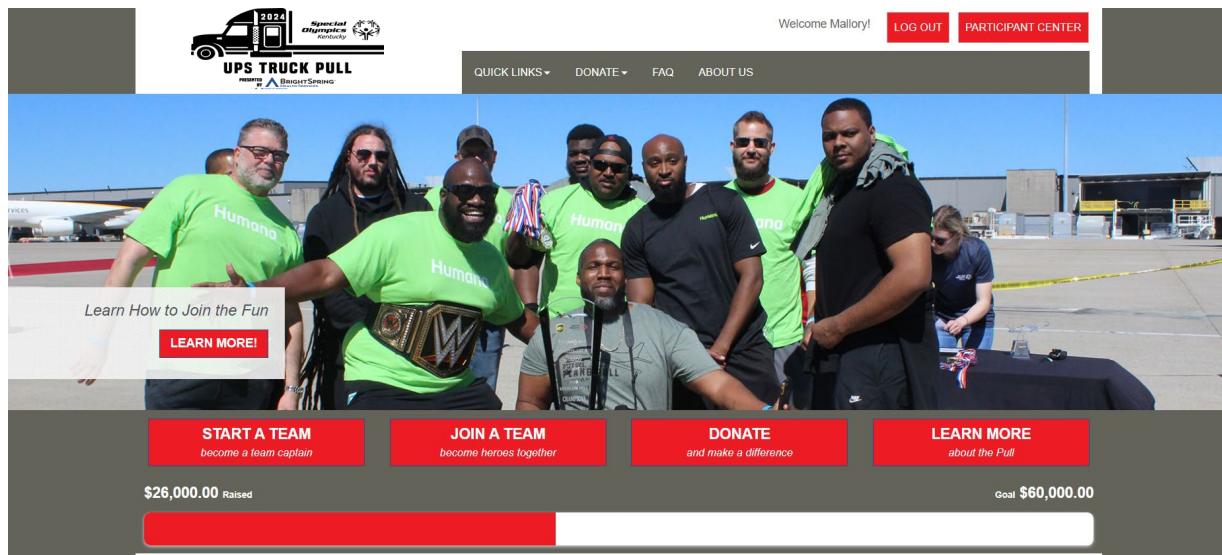
Make a plan to help you stay on track! Life can get busy, and things can be forgotten. Take a few minutes to write down a timeline of when and how you want to reach out to people.

Say thank you! It is very important to thank your donors and everyone who was a part of your success in supporting Special Olympics Kentucky!

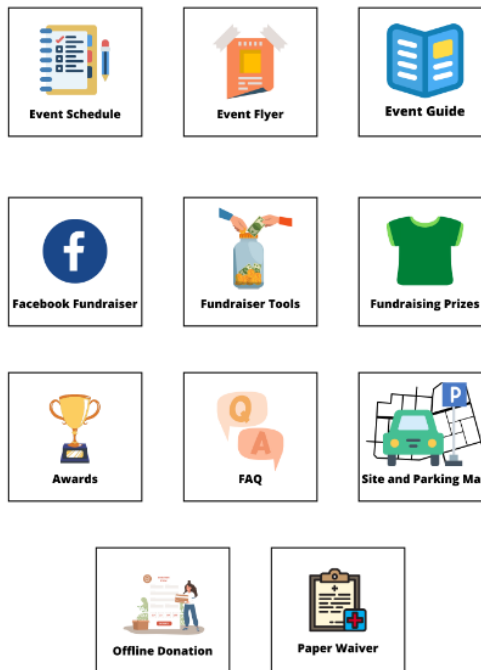


# Website Navigation

## Quick Links



### QUICK LINKS



# Follow us on Facebook

## @UPSTruckPull

**UPS Truck Pull presented by BrightSpring**  
170 likes • 214 followers

**Intro**  
The UPS Truck Pull presented by BrightSpring for Special Olympics Kentucky is an exciting event to help support 11,300 athletes here in Kentucky. Teams sign up in advance and raise a minimum of \$1,500 to compete. Visit [UPSTruckpull.com](https://UPSTruckpull.com) to learn more.

**Featured**  
People won't see this unless you pin something.

**Posts**  
List view

# Contact Information

**Mallory Jent**

Special Olympics Kentucky  
Development Events Director

[mjent@soky.org](mailto:mjent@soky.org)

502-326-5002 x 201



**Facebook**



**Website**

# 2023 UPS Plane Pull Results

## Fundraising Awards

**Individual Fundraiser** – Amber Stone, The UPS Material Girls; \$3,306

**Top Special Olympics Athlete Fundraiser** – Hayden Redmon, River City Rumble; \$1,226

**Top Fundraising Team** – BrightSpring Health Services, \$5,467

**Second Place Fundraising Team** – Messer Construction, \$4,487

**Third Place Fundraising Team** – The UPS Material Girls, \$4,283

## Spirit Awards

**Team Spirit Award** – Walmart Sparks

**Best Team T-Shirt** – The UPS Material Girls

**Best Team Costume** – River City Rumble

## Pull Awards

**Men's Division Champion** – This Is How We Pull It; 7.63 seconds

**Women's Division Champion** – Guardian Angels of Wing E; 9.25 seconds

**Co-ed Competitive Division Champion** – Messer Construction; 7.40 seconds

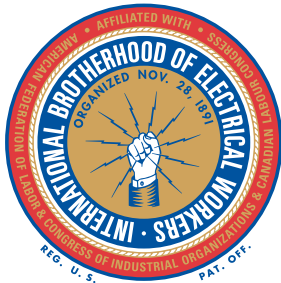
**Co-ed Fun Division Champion** – River City Rumble; 8.06 seconds



# Thank you to our 2023 UPS Plane Pull Sponsors



FORTNA



TOYOTA



# Event Reminders

*Sign up here to get event reminders via text!*

