

Event Guide



***Special
Olympics
Kentucky***



LOUISVILLE TRUCK PULL

PRESENTED BY  **BRIGHTSPRING**
HEALTH SERVICES

**Saturday, October 18th, 2025
BrightSpring Health Services**

Overview

About the Truck Pull

- The Louisville Truck Pull 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

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



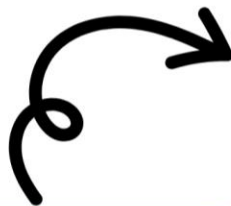
Participant t-shirt, 3 attempts to pull the Truck, Team will receive personalized message & autographed picture from members of the SOKY Athlete Leadership Program

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.

\$2,500

**By September 18 for the
Impact Challenge**



**Get a Pullover with Team logo
printed on the sleeve.**



Impact Challenge Break Down

How to make it Possible!

Impact Challenge breakdown by September 18th

55 days to raise \$2,500

- \$360 a week over 7 weeks
 - Slip it up with 15 teammates is \$24 per person a week (\$4 a day)



**Get a Pullover with Team logo
printed on the sleeve.**

Overview Schedule

Saturday, October 18th

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 16th team member.

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

Family Fun Zone

The Family Fun Zone has something for everyone! It will **open at 9 am** with games, concessions, inflatables, and more!



Overview

Check-In Details

Early Check-in – Highly Encouraged

Thursday, October 16th 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 18th 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 16th 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.LouisvilleTruckPull.com](http://www.LouisvilleTruckPull.com).*
2. At Check-in Captains will confirm the team roster and report if your team would like a SOKY athlete to be the 16th 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 15th.**
14. Teams that miss their scheduled time will move to the end of the competition.
15. This event is Rain or Shine.

Website Navigation Quick Links



Pull for a Purpose
REGISTER TODAY!

START A TEAM
become a team captain

JOIN A TEAM
become heroes together

DONATE
and make a difference

LEARN MORE
about the Pull












\$18,500.00 Raised Goal \$80,000.00

SEARCH PARTICIPANTS
First Name

2025 Louisville Truck Pull presented by BrightSpring
Saturday, October 18, 2025
BrightSpring Health Services

TEAM HONOR ROLL

QUICK LINKS

 Event Schedule	 Event Flyer	 Event Guide
 Facebook Fundraiser	 Fundraiser Tools	 Fundraising Prizes
 Awards	 FAQ	 Site and Parking Map
 Offline Donation	 Paper Waiver	

Website Navigation Register

Click start a team on the left-hand side below the photo at www.LouisvilleTruckPull.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](#).

Team 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 2025 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 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

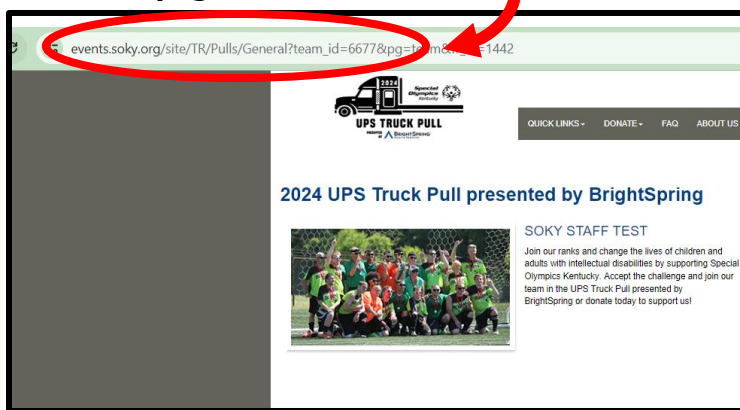
Team Members can click the "Join Team" button and register to be added on your team!

Please contact Mallory at mjent@soky.org for help recovering your username or password.

How to Link Your Team Page in an Email

When sending out emails to friends, family, and coworkers to join your team, you can link the URL address to a “Donate or Join Now, [Click Here](#)” phrase.

1. Copy URL Address of your team page



2. Write your email with a “Click Here” phrase

Send To Cc Subject

Hey Buddy,

It's that time of year again to join and donate to my Lexington Truck Pull Team.

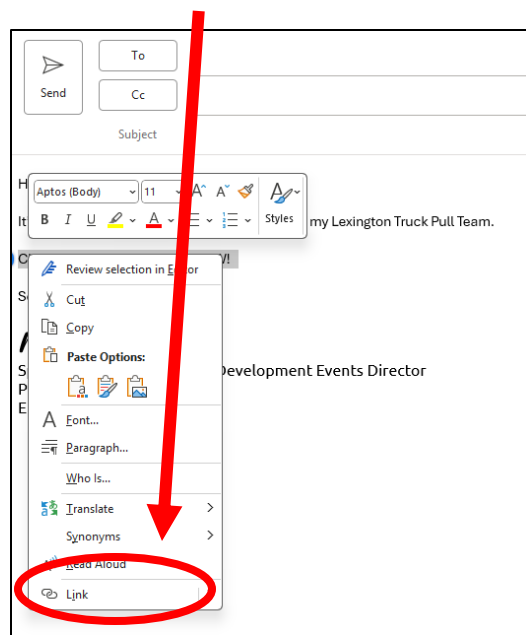
Click Here to Join or Donate NOW!

See you on the ROPE!

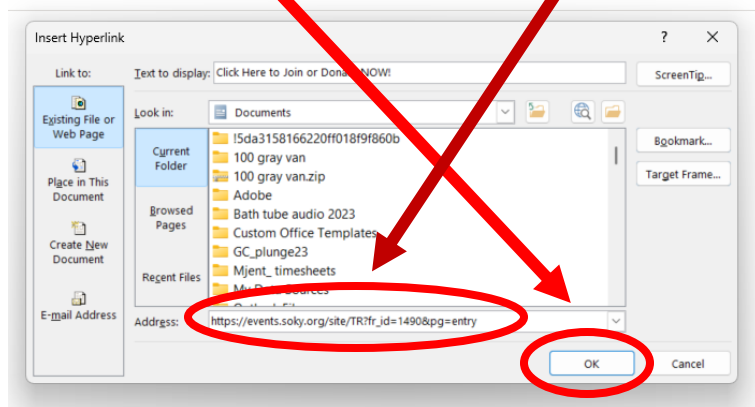
3. Highlight the “Click Here” phrase and right-click.

A drop-down menu will appear.

Click on “Link”



4. Copy the URL Address in the “Address Line” Then click “OK”



5. Then your phrase should take you to the URL Address you copied in.

Hey Buddy,

It's that time of year again to join and donate to my Lexington Truck Pull Team.

[Click Here to Join or Donate NOW!](https://events.soky.org/site/TR?fr_id=1490&pg=entry)

See you on the ROPE!

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. The left sidebar contains links for Home, Email (highlighted with a red circle), and Profile. Below these are buttons for Compose Message, Drafts (0), Sent Messages (0), and a Contacts list with categories: 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 'Use a template' button (circled in red), 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 icons for H1, H2, H3, P, B, I, U, and various alignment and list options. At the bottom are 'Preview & Send' and 'Save as template' buttons. Annotations with red boxes and arrows provide instructions: one points to the 'Email' link, another to the 'Use a template' button, and a larger one at the bottom explains the process of selecting 'Email' and using templates.

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

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!

Preview & Send

Save as template

Website Navigation

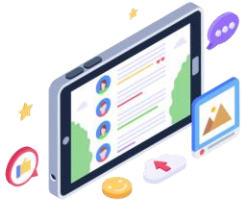
Connect to Facebook

The screenshot shows the 'Participant Center' interface. At the top, there are navigation links: 'Home' (highlighted in blue), 'Email', and 'Profile'. Below this, a welcome message states: '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.' A section titled 'What's should you do next?' lists four steps: 1. Post to social media... 2. Send an e-mail to friends... 3. If you are a captain or member... 4. Check back often... Below this is a 'What to do next?' section with five numbered items: 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?) To the right, a blue box titled 'REACH YOUR GOAL FASTER RAISE MONEY DIRECTLY ON FACEBOOK' 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. The money you raise on Facebook will count toward your goal. A button labeled 'Connect Fundraiser to Facebook' with a Facebook icon is circled in red. Below this is a 'Recent Activity' section showing 'You joined 2022 Lexington Truck Pull presented by Detail Lex' dated 'Jun 09'. At the bottom, there is a 'Contacts' section with an 'All Contacts' link.

- **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 LouisvilleTruckPull.com**

Fundraising Tips

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



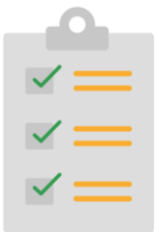
Take to social media and reach your Teams fundraising goal faster! Ask for \$5 donations or connect your fundraiser to Facebook through your Participant Center.

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!



Follow us on Facebook

@LouisvilleTruckPull



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://www.upstruckpull.com) to learn more.

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

Posts
List view

<https://www.youtube.com/watch?v=IxIZmQPkwBU>

2024 Results

Fundraising Awards

Top Fundraising Team: Kentuckiana Nursing Service| \$12,000

Top Fundraising SOKY Athlete: Hayden Redmon| \$161

Top Fundraiser: Barrett Brewer| \$1,777

Spirit Awards

Best Team Spirit: BrightSpring

Best Team Costume: Louisville Redbirds

Best T-Shirt: Parco Puller

Pull Awards

Men's Division: Parco Pullers| 4.25 seconds

Co-ed Division: Cornerstone Engineering| 4.68 seconds



Thank you to our 2024 UPS Truck Pull Sponsors

