

# Event Guide

**Special Olympics**  
Kentucky



Presented By



DRAKEWAY ENTERPRISES INC.

**2024 Big Brown Truck Pull**  
**Heartland Center**  
**Saturday, September 21**

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# Paducah Truck Pull Overview

## About the Truck Pull

- The Paducah Truck Pull presented by Drakeway is a competition between teams of 15 to pull a UPS 18-wheeler cargo truck.
- Teams raise a minimum of \$750 (\$375 for Youth teams) to see who can pull the truck 12 feet, the fastest.
- Proceeds from the Truck Pull directly benefits the McCracken County Special Olympics delegation and Special Olympics Kentucky Athletes across the state.

### Divisions & Awards

#### Fastest Pull Time Awards:

- Men's
- Women's
- Co-Ed (Must have at least 6 women)
- Youth (Ages 8-18)

#### Fundraising Awards:

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

#### Spirit Awards:

- Best Team Shirt
- Best Team Spirit
- Best Team Costume

# Paducah Truck Pull Overview

## Steps to Success

### 1. Register & Recruit

Each team consist of no more than 15 people above 8 years old. Register your team at **PaducahTruckPull.com** and use the **Participant Center** to notify your co-workers, friends and family that you are entering a team in the Paducah Truck Pull presenting by Drakeway. (See page 6)

### 2. Raise

Each team must raise a minimum of \$750 (\$375 for Youth teams) to secure your spot in the Pull. Divide and Conquer: charge each team member to raise \$75 each! Use social media: Through the **Participant Center**, launch a **Facebook Fundraiser** (see page 6) to share your fundraising goals far and wide.

**\$750 Entry:** Participant T-shirts (up to 15), Two (2) pulls

**\$1,500 Entry:** Three (3) pulls

**\$5,000 Entry:** Team picture **autographed** by members of the McCracken County Special Olympics Delegation

### 3. Pull

Your team gets to show their strength by pulling an UPS 18-wheeler cargo truck 12 feet in the fastest time! Trophies are awarded in each of our divisions (See Page 1)

### 4. Celebrate

The Paducah 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. **Fundraising awards** are really where it's at (See Page 1)

# Paducah Truck Pull Overview

## Important Rules and Information

1. All participants must have a signed waiver on file to receive the required event wristband. To reduce paperwork, complete the waiver when you **register at [PaducahTruckPull.com](http://PaducahTruckPull.com)**.
2. Teams may pull with less than 15 pullers, but not more. 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. (10+ members is ideal for competition)
3. Each team will have 2 Pulls, and we will use the best time you have for scoring.
4. No member substitutions may be made after the first pull. You may reorganize your line-up on the rope between pulls.
5. Before the pull, everyone on the rope must line up alternating on each side.
6. Pullers can begin pulling after the official Starter will say "1-2-3 PULL" accompanied by an airhorn blast and the timer begins.
7. After the truck has been pulled 12 feet, the line judge will blow the horn to stop the clock and notify your team to stop pulling.
8. Your best Pull time will be posted on the leaderboard. In case of a tie, we will refer to your 2nd pull time.
9. **Personal Gloves are required. Gloves will not be supplied.** These must not be latex gloves. We encourage leather, work, or gardening gloves.
10. No weight belts that fasten to the rope are allowed. Regular weight belts that support your lower back are fine.
11. **Closed-toed shoes only.** No bare feet. (Flip-flops are not allowed)
12. No pets or smoking allowed at Heartland Church.
13. Opening Ceremonies are planned for 3 pm, with the first pull following right after. **Please have your entire team onsite by 11:00am.**
14. This event is Rain or Shine.

# Paducah Truck Pull Overview

## Check-In Details

In order to compete, each team must meet its minimum entry of \$750 (\$350 for Youth Teams) and must have event wristbands for each participant.

### On-Site Team Check In

September 21 from 2p-3p at Heartland Church

#### **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 are 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 waivers. Wristbands must be worn at all times; it provide access to the restricted area of the event.*

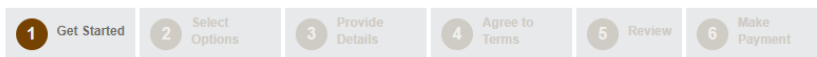
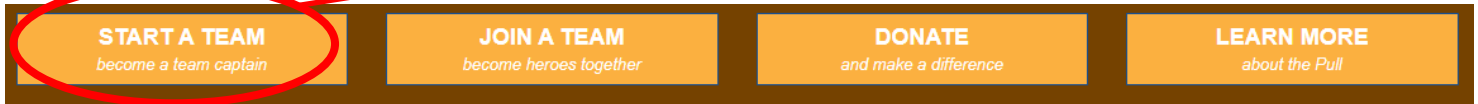
*\*Our goal is to recognize your support and provide an event shirt.*

*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 ordered shirts and sized them based on projected attendance at that time.*

# Website Navigation Register

Creating a team is easy!

Click start a team on the left hand side below the photo at PaducahTruckPull.com



## 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:

Suggested Team Goal: \$750.00

Team Company:

Choose an existing value

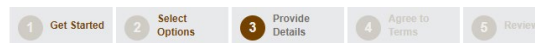
Team Division:

Men's Division

Previous users can log in to create your 2023 team—this is the only way to ensure you reclaim your team name!

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

NEXT STEP



## Returning Participant or User Login

New User

JOIN AS A NEW PARTICIPANT

Returning User

\* User Name:

\* Password:

LOG IN

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

PREVIOUS STEP

# 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 will 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 a web interface for email management. On the left is a navigation sidebar with links for Home, Email (circled in red), and Profile. Below these are sections for Compose Message, Drafts (0), Sent Messages (0), and Contacts (All Contacts, Never Emailed, Needs follow-up, Unthanked Donors, Donors, Non-Donors, Teammates, each with a 0 count). The main content area is an email composition screen. At the top, there's a 'Recipients' field with a note 'Just Copy and Paste your addresses!'. Below it is a 'Use a template' button (circled in red) with a callout box stating 'There's a template just for "recruit team members!"'. The 'Subject' field is below that. A checkbox for 'Include personalized greeting' is checked. The email body has a rich text editor with a toolbar. A large callout box at the bottom of the email body contains the following text: '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!'. At the bottom of the screen are 'Preview & Send' and 'Save as template' buttons.



# Website Navigation

## Connect to Facebook

The Participant Center makes fundraising easy! Linking to a Facebook fundraiser is as simple as clicking connect and logging in! Use the email tool at the top of your participant center again using the donation template!

[Home](#) [Email](#) [Profile](#)

Welcome to your Participant Center. This page is where you will find the tools to set you on your way to Truck Pull success and eventually to Pulling for a Purpose at the Paducah 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 cause.
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 them through the 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  
1 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.

[f Connect Fundraiser to Facebook](#)

Recent Activity

You joined 2020 Paducah Big Brown Truck Pull Jul 31

**You must connect your Facebook through the Participant Center to tack money you raise.**

**Facebook fundraisers though our website are also not subjected to any fees or withholdings!**

**Participants who raise through Facebook on average raiser over \$200 more per event.**

**Note: Make sure to SHARE and INVITE your friends to your Fundraiser on Facebook.**

**For instructions: visit the "Puller Tools" at PaducahTruckPull.com**

# Fundraising Tips

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



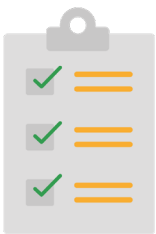
Take to social media and reach your Teams fundraising goal faster! Ask for \$5 donations or connect your fundraiser to Facebook through your Participant Center.

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 \$750 minimum if all 15 members each raise \$50.

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!



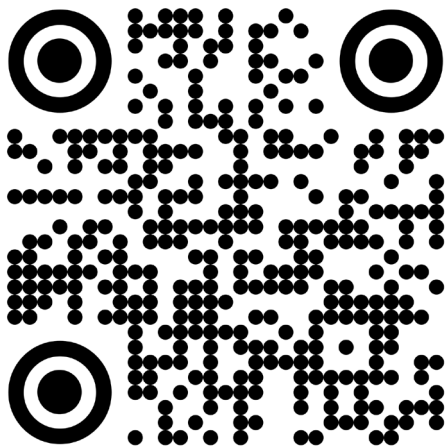
# Contact Information

**Mallory Jent**

Special Olympics Kentucky  
Development Events Director

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

502-326-5002 x 201



**Facebook**



**Website**

# 2023 Results

\$30,770.80 for McCracken County Special Olympics  
and athletes around Kentucky!

## Fundraising Awards

- 1st Place Individual Fundraiser: Marissa Yancey, FRNP Mother Truckers: \$1,415
- 1st Place Fundraising Team: FRNP Mother Truckers: FRNP Mother Truckers: \$3,911
- Top Fundraising SOKY Athlete: David Leneave, McCracken Co SOKY: \$555

## Spirit Awards

- Best Team T-Shirt: Infinity and Beyond
- Best Team Costume: AMBassadors
- Best Team Spirit: Easter Seals West KY

## 2023 PADUCAH PULL TIMES

### Women's Division

- FRNP Mother Truckers: 10.14 CHAMPION

### Men's Division

- Plumbers and Steamfitters Local 184 : 5.64 CHAMPION
- FRNP Men's Pull Platoon: 5.97
- Marquette Transportation: 6.51
- Paducah Professional Firefighters Local 168: 7.03
- Worthington Industries Men: 7.26

### Co-Ed Division

- CrossFit Dig Deep: 7.14 CHAMPION
- Goin' Postal: 7.41
- UPS: 7:52
- Easter Seals West KY: 7.62
- MRCOOL: 8.08
- Infinity and Beyond: 8.19
- Popeyes: 8.51
- Worthington Industries Co-ED: 8.57
- AMBassadors: 8.72
- Flash Force: 9.31

### Honorary Team

- McCracken County Special Olympics Athletes #2: 5.41
- McCracken County Special Olympics Athletes: 5.65



Special  
Olympics  
Kentucky



# Thank you to our 2023 Sponsors

