



**WE MAKE
COMPANIES RUN! 2017**

BE ACTIVE. TOGETHER



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'Together with our colleagues, we participated in 2016 at Crosul Companiilor B2Run at National Arena in Bucharest. Whether boss or trainee, at Crosul Companiilor B2Run there are no differences and all colleagues meet in a relaxed atmosphere. It just makes me proud to be a part of this great team and to represent our company in this way. It was a privilege for me to win the first edition in Romania and a unique experience to participate and represent my company at the great final in Berlin.'

CONSTANTA PAPAGHEORGHE, CATENA RACING TEA



CROSUL COMPANIILOR B2Run – Be Active. Together

Welcome to the 2nd edition of the first “sporty and healthy” team-building in Romania. Another great experience awaits you in 2017! Starting with the pre event training weeks, and culminating with the day of the event, Crosul Companiilor B2Run is an event that strengthens the team spirit and increases health and motivation among your employees.

Crosul Companiilor B2Run is a unique experience, as companies have the chance to cross the finish line at the heart of the country’s most famous arenas. Besides that, it is an ideal platform to create cohesion among employees, which is in line with our motto: “Run in the best company”.

TWO EVENTS, 3000 RUNNERS AND OVER 250 COMPANIES PARTICIPATING

In 2016, over 250 companies and 3000 participants have provided a fantastic atmosphere in Bucharest and Cluj-Napoca.

Starting with 2017, we are looking to expand the Crosul Companiilor B2Run series in all geographical areas of Romania, in order to provide you with more unforgettable moments and underline our positioning as a fun and leading corporate running series.

Ready for 2017?

**3 cities, over 6000 participants,
350 companies, A unique
experience**

We make companies run! Crosul Comaniilor B2Run is an ideal platform to promote the team spirit, health and motivation of your employees. It is also an ideal instrument to stimulate your employees, as well as clients and business partners. Your entire workforce, from trainees to the board, can participate in this process and the track distance of just 6 km is achievable for all participants. Whether your company is big or small, chances are equal for everybody!

CONCEPT

- **Running inside of the country's most beautiful stadiums**
- **A 6 kilometer distance – for everybody.**
- **2 race categories – individuals & teams**
- **Individual timekeeping via electronic chip.**
- **Several scoring categories**
- **Event area and after-party.**
- **Qualification for the B2Run final in Germany**



YOUR B2Run EXPERIENCE IN 2017

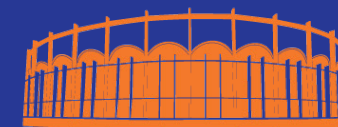
- **IASI – MAY, PALACE OF CULTURE**
- **BUCHAREST – JUNE, NATIONAL ARENA**
- **CLUJ-NAPOCA – SEPTEMBER, CLUJ ARENA**



Iasi



Cluj-Napoca



București

What's new in 2017?

NEW CITY - IASI

In 2017, we will expand the Crosul Companiilor B2Run series to Iasi, a city that has recently increased the resources for business development and investments. Having Bucharest in Muntenia and Cluj-Napoca in Transylvania, the expansion of the series to the main city of Moldova was a priority and underlines our positioning as a fun and leading corporate running series.

REBRANDING – NEW IDENTITY

The coherent and versatile brand architecture embraces the atmosphere, values and future ambitions of Crosul Companiilor B2Run. The exciting and engaging identity ensures that Crosul Companiilor B2Run is recognised as the leading corporate running series. Our new website and registration platform reflect our aspirations and provide you with an improved customer experience

You can access now our new website: www.b2run.ro



TWO RACES – ONE EVENT

- You can now choose to run in a team or as an individual. All events will host two separate races.
- Individual Race - each participant runs on his own, having an individual timekeeping with electronic chip.
- Team race - groups of 3 runners have to run simultaneously throughout the entire race (Male, Female or Mixt Teams).

INTERNATIONALISATION

B2Run is the fastest-growing and largest running series in Europe, reaching a record attendance of 255,000 participants from over 6,700 companies in 2016. The addition of South Africa and The Netherlands to the roster of the popular corporate running series, now takes the event to a total of 7 countries including Romania, Germany, Switzerland, Portugal and Spain. USA, China, Japan or Brazil or other countries in acquisition and a potential B2Run World Tour final could take place starting with 2018.

B2RUN®



Bring your company to the race!

As a team captain, you play a vital role in organizing your team! Be your team's captain and help your company become better and healthier and Crosul Companiilor B2Run will support you throughout your entire experience.

Registration is very straightforward: You can register via the B2Run homepage, book start positions and manage the data of your runners.



YOUR CROSUL COMPANIILOR B2RUN SIGN-IN PACKAGE

- *Start number*
- *Personal timekeeping*
- *Run inside the country's most beautiful arenas*
- *Running T-shirt*
- *Catering (drinks, fruit)*
- *Diplomas*
- *Medal*
- *Photo album - sent directly on your Facebook Page*

Are you interested to join B2Run? We are here for you! Please do not hesitate to contact us at:
contact@b2run.ro.

We will also be happy to provide you with our "Team captain's guide"

MAKE YOUR COMPANY RUN!

We offer you a versatile sign-in packages that suit all participants and companies. Beside the bibs and the individual electronic chips, the packages also include a warm-up training before the start, with a fitness instructor. The finisher certificate and the pictures that you collect after the event will forever remind you of B2Run experience.



STANDARD TICKET 80 LEI

- Bib and personal timekeeping chip
- Run inside the country's most beautiful arenas
- Running T-shirt
- Diploma and Medal
- Beverages and fruits after the finish
- After-race party with colleagues, fans and family



QUICK TICKET 90 LEI

- Separate access to a dedicated starting area (without waiting time)
- Bib and personal timekeeping chip
- Run inside the country's most beautiful arenas
- Running T-shirt
- Diploma and Medal
- Beverages and fruits after the finish
- After-race party with colleagues, fans and family



PREMIUM TEAM PACKAGES

With the Crosul Companiilor B2Run Premium team packages, you benefit from numerous additional services. We are happy to help you pick the best package tailored for your company



PREMIUM TEAM SILVER 1.999 LEI

- Suited for teams with minimum of 25 participants
- 22 Standard Tickets
- 3 Quick Tickets
- Activation area (3x3m)
- Visibility, Meeting Point, Socialization, Place for personal items



PREMIUM TEAM GOLD 3.999 LEI

- Suited for teams with minimum of 50 participants
- 44 Standard Tickets
- 6 Quick Tickets
- Activation area (5x5m)
- Visibility, Meeting Point, Socialization, Place for personal items



PREMIUM TEAM PLATINUM 7.999 LEI

- Suited for teams with minimum of 100 participants
- 88 Standard Tickets
- 12 Quick Tickets
- Activation area (5x5m)
- Visibility, Meeting Point, Socialization, Place for personal items

Note:
Prices are applicable for one race! In case you choose to participate in both the individual and team race, you have to purchase another ticket.

Note:
Do you need extra activation area for your company?
Pick up a team booth (3x3m or 5x5m) including seating, set-up and dismantling, at the price of 1.199 LEI, respectively 1.999 LEI.

Give your company the starting shot!

Join Crosul Companiilor B2Run in 2017!
For further information, please visit
www.b2run.ro or contact us at:
contact@b2run.ro



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‘Our first participation at Crosul Companiilor B2Run was a complete success! Our team enjoyed to be part of this race, especially because we had the chance to run for the first time inside the largest stadium in Romania. Our goal was to make the move. We are looking forward to the next run and hope to inspire more colleagues,, It was also pleasure and a great satisfaction to represent my company to the Berlin 2016 Final!’

GAMAN MARICEL,
WINNER 2016, BUCHAREST





EXCEPTIONALII

Exceptionalii 2017

We RUN 2gether to form the leaders of tomorrow

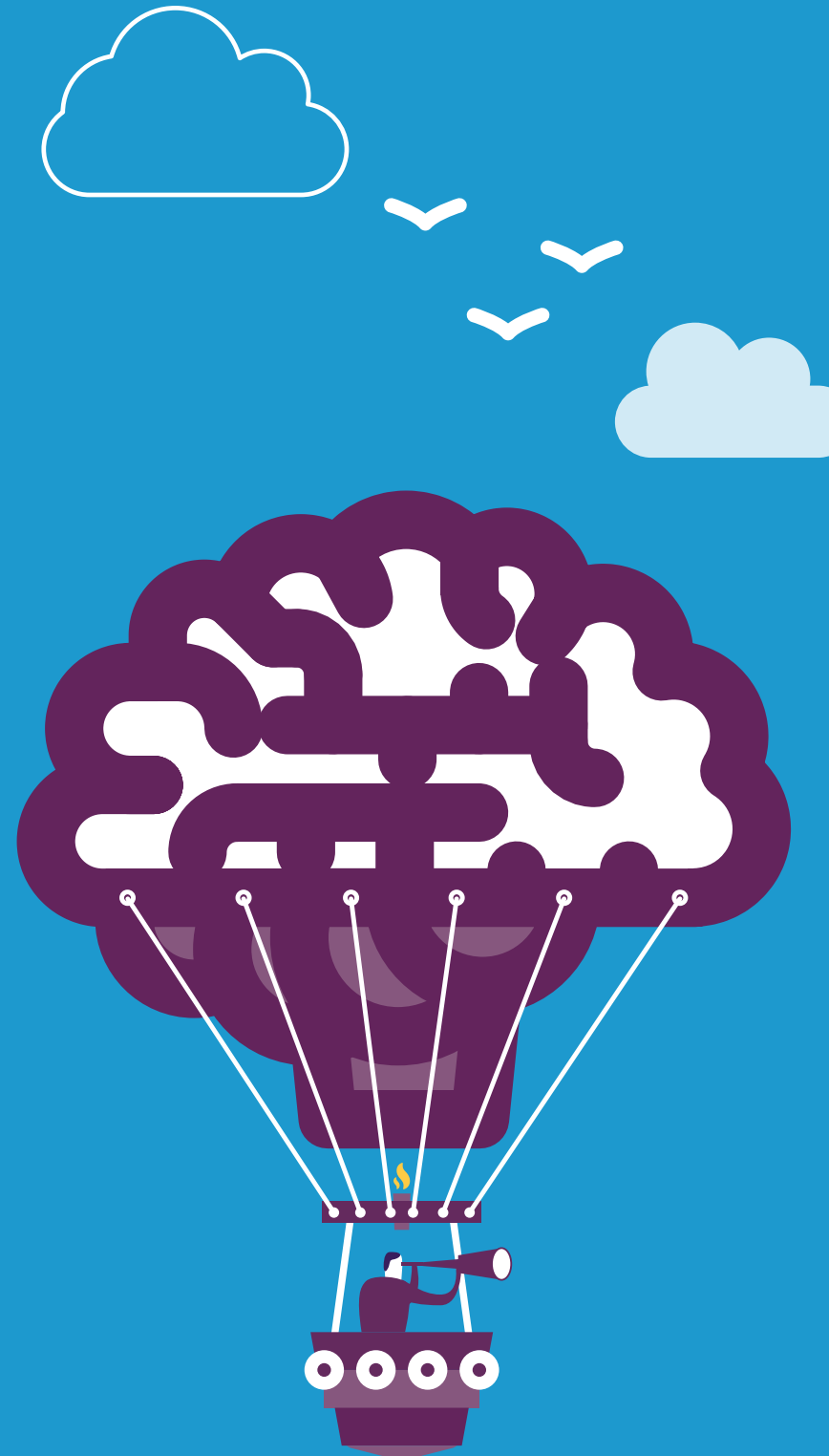
EXCEPTIONALII is a non-formal education project that inspires with role models and motivates the youth towards the ways of an authentic leadership. We want to support the teens with outstanding performances, passionate of what they're doing, and we offer them encouragement and help to go forward on the way that is best suited with their personality and interests. We aim to nourish their values and grow their dreams.

EXCEPTIONALII gathers the smartest teenagers of Romania and to create a community of young collaborative people and together make a change in their communities and also in the society. By promoting their successful stories, we hope to motivate other teenagers to get involved and change their world in a better place.

Project financing

Our project is supported with passion by people and companies that believe in the youth and in the power of education. Every step is precious and nothing is impossible when you wish with all your heart and soul to be part of the change. Thus the effort of the today's runners gives wings to the Exceptionals of tomorrow.

Be an Exceptional runner yourself and support the education of the youth!



With your support, 70 exceptional teens will learn the steps towards changing the world. For one week, they will be apprentices and they will have a custom-made program, that will inspire them to take action in their communities, as it follows:

The Innovation Camp

The Living Library

Visits in companies

Major Projects

The projects implemented by the exceptionals are results of the needs detected in the local communities of Romania. The projects will impact more than 1500 teenagers who will also volunteer and benefit from the non-formal educational initiatives. The projects' implementation will get the youngsters out of their comfort zone with challenges in areas like entrepreneurship, business, leadership, sales and resource management. We encourage and support the high schoolers to take action and be the change they want to see in the world.

WEBSITE:

www.scoaladevalori.ro/portfolio-item/exceptionalii/



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**30 Dacia Blvd., 3rd floor, 1st district
101403 Bucharest, Romania**

Tudor Dumitru
0371 139 722
tudor.dumitru@kickoff.ro
contact@b2run.ro
www.b2run.ro
