**UFAA Virtual Gator Run 10K & Half Marathon – Marketing Email # 4**

**Audience:** Current UFAA Members/Nonmembers **Date:** 1/3/2017

**Subject:** TIME IS RUNNING OUT: Register Today **Pre-Header:** Registration closes Jan 6!

Hi [First Name here] –

I wanted to make sure you had one more chance to register for the 2nd Annual UFAA Virtual Gator Run 10K & Half Marathon. I know it’s a long distance, but you’ve still got time to log your miles! **Remember, this is your last chance to register and receive a finisher’s medal and T-Shirt!**

<http://connect.ufalumni.ufl.edu/events/event-description?CalendarEventKey=f4cab8b7-dd91-41ac-832f-f32429676de1&EventTypeKey=&Home=/events/calendar>

**Last Chance**

**Did you know the proceeds are going to an important cause?** The Virtual Gator Run 10K & Half Marathon supports UF’s official student ambassadors, the Florida Cicerones. Cicerones are the governing body of the Student Alumni Association. Their goal is to facilitate interaction between students and alumni, and to enhance the student experience by providing opportunities that strengthen their lifelong loyalty to the University of Florida.

**Completion Timeframe**

Before January 28, 2018

**Location**

You choose the course that’s right for you!

**Cost**

$25.00UFAA Member

* *(Includes medal and T-shirt)*

$60 Membership Combo

* *($40 Annual Membership and includes Virtual Gator Run medal and T-Shirt)*

**Runner Information:**

* This is a member only event. Non-members must purchase the Membership Combo option in order to participate.
* All participants will receive a performance **Virtual Gator Run 10K & Half Marathon T-Shirt**. T-shirts are the same for each distance. Shirts will be mailed after your registration is processed.
* All participants will receive a custom bib number via email with a race number and their name.
* All runners will receive a **Virtual Gator Run 10K & Half Marathon medal**. Medals are the same for each distance. Medals will be mailed after your registration is processed.
* Participants can complete their distance in any intervals or pace they wish.
* Each participant will track his or her own distance. Completion is based on the honor system.
* Participants can track time and distance using [The Gator Nation® App](https://connect.ufalumni.ufl.edu/membership/the-gator-nation-app). Various leaderboards will be posted on the mobile app so runners can track their progress with other Gators based on distance.

I really appreciate the consideration. Running a 10K or half marathon takes dedication, but I have no doubt you are as strong as The Gator Nation®.

Go Gators!

Eric Martin, UFAA Member

Assistant Director of Membership & Philanthropy