



2021 Paris Truck Convoy

Saturday, September 18, 2021

Participant Toolkit

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About This Year's Event

The Truck Convoy® is a unique one-day celebration of the trucking industry and its support of Special Olympics Ontario (SOO). This will be the 17th annual event running.

Inspired by the powerful impact Special Olympics had on his life through his participation in the Law Enforcement Torch Run (LETR), combined with his family's involvement with the trucking industry, Norm Schneiderhan, a Corporal with the Orange County Sheriffs Department, created the Truck Convoy: a one - day celebration of the trucking industry to help raise awareness and funds for Special Olympics.

Event Location

The in-person event will be taking place at the **Paris Fairgrounds (139 Silver Street, Paris, ON)**. For the virtual event, participants are asked to pick a scenic location for their photos.

Important Information

Drivers and passengers MUST be double vaccinated to participate in-person and provide documentation to support.

The 2021 in-person event is limited to 35 trucks and drivers (under current restrictions). There is a maximum of 3 trucks allowed per fleet. If restrictions change, those registered for the virtual event will have first opportunity to go in-person in the order they registered.

Registration

| In-Person Registration* | Virtual Registration |
|---|---|
| \$100/person Registration Includes: Driver Shirt, Athlete Shirt, Driver Bag, Breakfast, Lunch | \$100/person Registration Includes: Registrant Shirt, Athlete Shirt, \$40 Tax Receipt |

* In the case that the in-person event cannot happen, in-person registrations will be converted to virtual registrations. To learn how you can participate in both ways jump down to the FAQ section on **Page 4**

1. [Click here to register](#)
2. You will have 2 registration options; team registration and individual registration. Select the option that suits your type of participation and press continue.
3. You will then be able to select the way you wish to participate; In-Person or Virtual. You will be asked to create a new account. Please use a unique username and secure password for this account.
4. Once you have created an account you will be forwarded to the registration information form and waiver. You will be able to fill in your fundraising goal and select your t-shirt size.

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5. Upon registration completion, you will arrive at your fundraising page. You will be searchable on the list of teams/individuals and may appear on the fundraising leaderboard unless you opted out. You can share the URL for this page with your friends, family and connections to help raise money in support of SOO!

Fundraising

Fundraise to support the athletes of SOO and for your chance at some great prizes! We are looking to raise \$50,000 this year.

1. [Share this Donation Page link](#) or have your donors visit the main TruckConvoy.ca page and click on the Donate button.
2. Offline (cash/cheque) donations can be recorded on your page by following the steps below
 - a. Sign into your personal fundraising page
 - b. Click "Fundraising" on the left hand side
 - c. Click "Manage Cash or Cheques"
 - d. Then you will be able to enter the donation amount and the details of the person who made the donation.
 - e. Note: if you are not submitting funds collected offline at the in-person Truck Convoy, please send in the form of a cheque/money order to:
Special Olympics Ontario
65 Overlea Boulevard, Suite 200
M4H 1P1
3. Share social media stories and photo posts with our provided message and graphics describing why you are participating at multiple stops along your fundraising journey.



"The Truck Convoy is hitting the road again on September 18, 2021! Join the official Truck Convoy Facebook group for event updates, interviews with driver and athletes, and a photo contest! Visit www.truckconvoy.ca for more information!"

4. Fundraise for your chance to win great prizes! Top 12 fundraisers receive a prize!

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PHOTO CONTEST

You and your friends can join us on our Facebook Page for a chance to win additional prizes in our photo contest!

- Participants must share their entry photos to the Facebook group in order to enter the contest
- Photos can be shared on their personal social media platforms as well (personal Facebook/Twitter/Instagram pages) but **only those posted the Facebook group will be eligible in the contest**

The Contest

- Drivers will take photos with their truck and post them to the Facebook group
- To keep with the feeling of past Truck Convoy contests, the winner will be chosen by a panel of SOO athletes
- We are looking for the most creative photo; examples of creativity could be taking photos with landmarks, beautiful scenery, wearing shirts/merch from past events, etc. (note: local COVID-19 protocols must be respected when taking photos)
- Photos must be posted to the Facebook group within the contest period (September 1st, 2021 @ 12:01am ET – September 18th, 2021 @ 11:59pm ET)
- The athlete panel will choose from the top 5 photos with the most likes in the Facebook group as of the contest deadline
- The athlete panel will select their 3 favourite photos, and the winners will each receive a Tim Horton's gift card (\$50 value)
- Winners will be announced following the event

FAQ

Driver Participation and Registration

How do I participate in the Virtual Truck Convoy?

Leading up to the event:

Share the provided graphics and posts along with your donation link and the reason why you are participating. Get the word out to friends and family, neighbors and coworkers that there is a cause for them to support with you.

On the day of the convoy:

Post photos and videos of you and your truck at scenic points on the day of the actual ride.

How many trucks will be permitted in this year's convoy?

The 2021 in-person event is limited to 35 trucks and drivers (under current restrictions). There is a maximum of 3 trucks per fleet allowed. If restrictions change, those registered for the virtual event will have first opportunity to go in-person in the order they registered.

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How and when will I receive my t-shirt if I am registered as a virtual participant?

Shirts will be shipped to the address provided during registration on a weekly basis starting the week of August 16.

Donor Participation

How do I make a donation?

1. [Click here](#) to go to the team and individual search page.
2. Search for the participant you wish to donate to and follow the instructions to fill out the donation form.
3. Offline (cash/cheque) donations can be recorded on your page by following the steps below
 - a. Sign into your personal fundraising page
 - b. Click "Fundraising" on the left hand side
 - c. Click "Manage Cash or Cheques"
 - d. Then you will be able to enter the donation amount and the details of the person who made the donation.
 - e. Note: if you are not submitting funds collected offline at the in-person Truck Convoy, please send in the form of a cheque/money order to:
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65 Overlea Boulevard, Suite 200
M4H 1P1

Raffle

How does the 50/50 raffle work?

1. Buy one or more tickets online on the [Truck Convoy 50/50 Raffle](#) page.
2. Follow @TorchRunOntario & @TruckConvoyON to see if you are the winner.
The Raffle draw date is September 18, 2021.
3. Half of the proceeds of the 50/50 raffle go to Special Olympics Ontario athletes.
4. For complete raffle rules please visit [Truck Convoy 50/50 Raffle Rules](#).

Sponsorship

What sponsorship opportunities are available?

Please view [our sponsorship package](#) or contact Tammy Blackwell [by email](#).



BIG RIGS, BIG HEARTS, BIG RESULTS!

CONTACT US

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