



HERSHEY'S®
TRACK & FIELD **GAMES**

How It All Started....

- Created in 1975 by Dr. Donald Cohen
- Proposed the creation of a program to introduce kids to physical fitness through basic track and field events
- Sponsored and solely funded by The Hershey Company since 1978
 - Thought the program matched Mr. Hershey's philosophy of helping young people reach their potential



Mission

- To provide a quality recreation and school program where children have fun and are introduced to physical fitness through basic track and field events such as running, jumping and throwing.
- Looking to partner with interested individuals, schools and recreational departments across the U.S. and Canada to offer the Hershey's Track & Field Games as an exciting and memorable track and field event to promote active lifestyles, sportsmanship and to provide an opportunity for kids to be the best that they can be.

What is Hershey's Track & Field Games?



- Largest youth sports program in North America
 - Over 400,000 kids participate each year
 - 3,000 communities
 - U.S. and Canada
- Endorsed by
 - The National Recreation and Park Association (NRPA)
 - National Association for Sport and Physical Education (NASPE)
 - Athletics Canada



Who Can Participate?



- Boys and Girls ages 9-14 (age as of December 31 in current year)
- Participants can compete in three events at the local, district, and state/provincial levels (two running and one field, or two field and one running)
- Progression of meets:
 - Local
 - District (where applicable)
 - State/Provincial
 - State/provincial winners are eligible for their regional team selection to compete at the North American Final held in Hershey, PA each year in August (The Hershey Company provides airfare, lodging, meals, and any admission fees)

What are Hershey's Track & Field Events?

Ages 9 & 10

- 50-meter Dash
- 100-meter Dash
- 200-meter Dash
- 400-meter Dash
- 4 x 100-meter Relay*
- Standing Long Jump
- Softball throw

Ages 11 & 12

- 100-meter Dash
- 200-meter Dash
- 400-meter Dash
- 800-meter Run
- 4 x 100-meter Relay*
- Standing Long Jump
- Softball throw

Ages 13 & 14

- 100-meter Dash
- 200-meter Dash
- 800-meter Run
- 1600-meter Run
- 4 x 100-meter Relay
- Standing Long Jump
- Softball throw



*4x100 Relays in the 9&10 and 11&12 age groups are held at the local, district (where applicable) and state/provincial meets only. These events do not qualify for the North American Final. Participants can only compete in one local or one district meet.

When are the Events?



- Local meets
 - Spring and early summer
- District meets (where applicable)
 - A few weeks after local meets (May or June)
- State/Provincial Meets
 - Most held in mid-June to early July
- North American Final
 - Held in Hershey, PA in August

Why Should I Host an Event?

- Provide a free program within your community and schools where children can develop skills, discover new abilities, and build self esteem
- Children introduced to physical fitness through basic track and field events
 - Running
 - Jumping
 - Throwing
- Awesome opportunity for kids to advance to the North American Final (The Hershey Company provides airfare, lodging, meals, and any admission fees!!)



Why Should I Host an Event?



- Emphasis is on FUN! and improvement in physical and emotional well being
- Research shows that without the development of physical activity, many youth turn to more inactive and/or unhealthy choices during their leisure time

Why Should I Host an Event?



- Children taught value of respect, friendship, and sportsmanship by example of meet administrators, coordinators, and chaperones
- Participants interact with Olympic Gold medalists
- Children make memories that will last a lifetime

Five Easy Steps to Hosting a Local Meet

1. Check us out

- Go to Hershey's Track & Field Games at www.hersheystrackandfield.com. You can view and print the HT&FG Official Rule Book by clicking on the Organizers Tab or within event manager by going to Tools>Meet Materials>Print.

2. Contact your state/provincial coordinator

- You can find your coordinator by going to the website and clicking on the Organizers tab>Locate Coordinators. Let your coordinator know you are interested in hosting an event. They will be a good resource in helping you plan your event and answering any questions.

Five Easy Steps to Hosting a Local Meet

3. Access our on-line event manager program

- Register your account profile as a Local Coordinator in Hershey's event manager program. Go to www.hersheystrackandfield.com homepage and click on Event Manager Login. Event Manager is filled with helpful information and material to make hosting a track & field event easy.

Five Easy Steps to Hosting a Local Meet

- a. Secure a location for the track meet, date and time. All you need is a place to run, jump and throw – a track is not even necessary. Past events have been held on airport runways and in open fields.
- b. Register the event by going to Tools>Events>Add Event (your event will have to be approved by your state/provincial coordinator in order to post to the public site). You have the option to register your event as a Closed Meet for school fun/field days, programs with specific enrollment, or meets restricted by a local agency/organization; the event will post to the public site as a Closed Meet.
- c. Go to Tools>Meet Materials>Print/Customize to access forms, flyers, certificates, materials catalog (vendors), etc.
- d. After the event, log back in to event manager to submit the meet results form and the participation report found on your homepage.

Five Easy Steps to Hosting a Local Meet

4. Gather equipment

- The most important items of equipment are softballs, measuring tapes, batons, and stopwatches. As a new coordinator or community, your state/provincial coordinator will submit your name to receive a free Activation Kit which includes items mentioned above (while supplies last).

5. Recruit volunteers

- The number of volunteers will depend on the size of your event. Keep in mind, some volunteers could perform several duties. Potential volunteers include recreation department staff members, service clubs, track clubs, parents, or members of a high school track team. Larger events will need to have multiple volunteers performing the same function.

Some Helpful Tips

1. Make it fun for the kids, volunteers, and you!!
2. Get the word out...prepare a flyer for publicity (available within event manager by going to Tools>Meet Materials>Customize) or request posters from your state/provincial chair.
3. Contact local media (optional).
4. Don't wait until the last minute to round up volunteers.
5. Make registration easy and convenient by considering pre-registration. Local Entry Forms can be found in our rule book and in the event manager area by going to Tools>Meet Materials>Print.
6. Consider sponsorships to provide ribbons, t-shirts, etc. Certificates are available in event manager by going to Tools>Meet Materials>Customize.
7. Remember, your kids could qualify for their Regional Team and experience an all-expense paid trip to Hershey, Pa in August to compete in the North American Final.

Available Resources

Event Manager

Everything needed to run and promote an event

- Register Account Profile and Event
- Print necessary forms
 - Local Entry Form
 - Local Certificate
 - Flyer
 - Rule Book
 - Assignment Grid
 - Etc.
- Complete and submit required post-meet forms: Meet Results and Participation Report

The screenshot displays the Hershey's Track & Field Event Manager web application. At the top, there is a navigation bar with the Hershey's logo, a user login area (state@email.com, Log Out, Current Season: 2009), and links for Tools and My Account. The main content area is titled "Welcome to Hershey's Track & Field Event Manager." and includes an "Acknowledgements" section with checkboxes for "Sponsorship Policy", "Duties and Responsibilities - SCPC", and "Financial Reporting/Auditing Procedure Memo". Below this is a table for "Events Pending My Approval" with columns for Coordinated By, Role, Event Date, Event Type, City, State/Province, and Region. The table lists two events: "Local Coordinator, Example" and "State/Province Meet Results". A "Required Forms Due" section follows, with a table listing various forms such as "T-Shirt, Ribbon and Candy Order Form", "Annual Detailed Expense Report", "Budget Summary Report", "January Mailing (Rulebooks / Brochures / Certificates / Etc)", "State/Province Participation Report", and "State/Province Meet Results". The right sidebar contains "Announcements" and "My Coordinators" sections. The footer includes the copyright notice "© 2009 HSJ. All rights reserved."

Available Resources

Fast Track to Sports Kit



- Receive a free Fast Track to Sports Kit when you register a local event (while supplies last). Kit includes:
 - An instructional DVD
 - A starter guide & coach's cards
 - The legends of Track & Field trading cards
- Great tool to expand physical education curriculum
- Materials can be used at:
 - Schools
 - Day camps
 - Parks and Recreation programs
 - Track & Field clubs

Available Resources

Activation Kit

– Receive a free Activation Kit for new coordinators/communities (while supplies last). Kit includes:

- Softballs
- Tape Measures
- Stop Watches
- Batons



What are my next steps?

- Contact your state/provincial coordinator

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- Explore www.hersheystrackandfield.com for more information or contact Hershey's Track & Field Games office at ht&fg@hersheys.com or 717-534-8087

