

The logo features a stylized hashtag symbol (#) composed of two vertical bars and two horizontal bars. The vertical bars are colored red and yellow, while the horizontal bars are blue and light blue. To the right of the hashtag, the text "Scotland's Virtual" is written in a white, sans-serif font, and "kiltwalk" is written in a larger, white, rounded sans-serif font.

# Scotland's Virtual kiltwalk



**CORPORATE TOOLKIT**

23 – 25 APRIL

Welcome to our growing community of Corporate Teams,  
you're doing something amazing!



**Arnold Clark**



PRIMARK®



**ODEON**



**BAE SYSTEMS**



**Ryden**



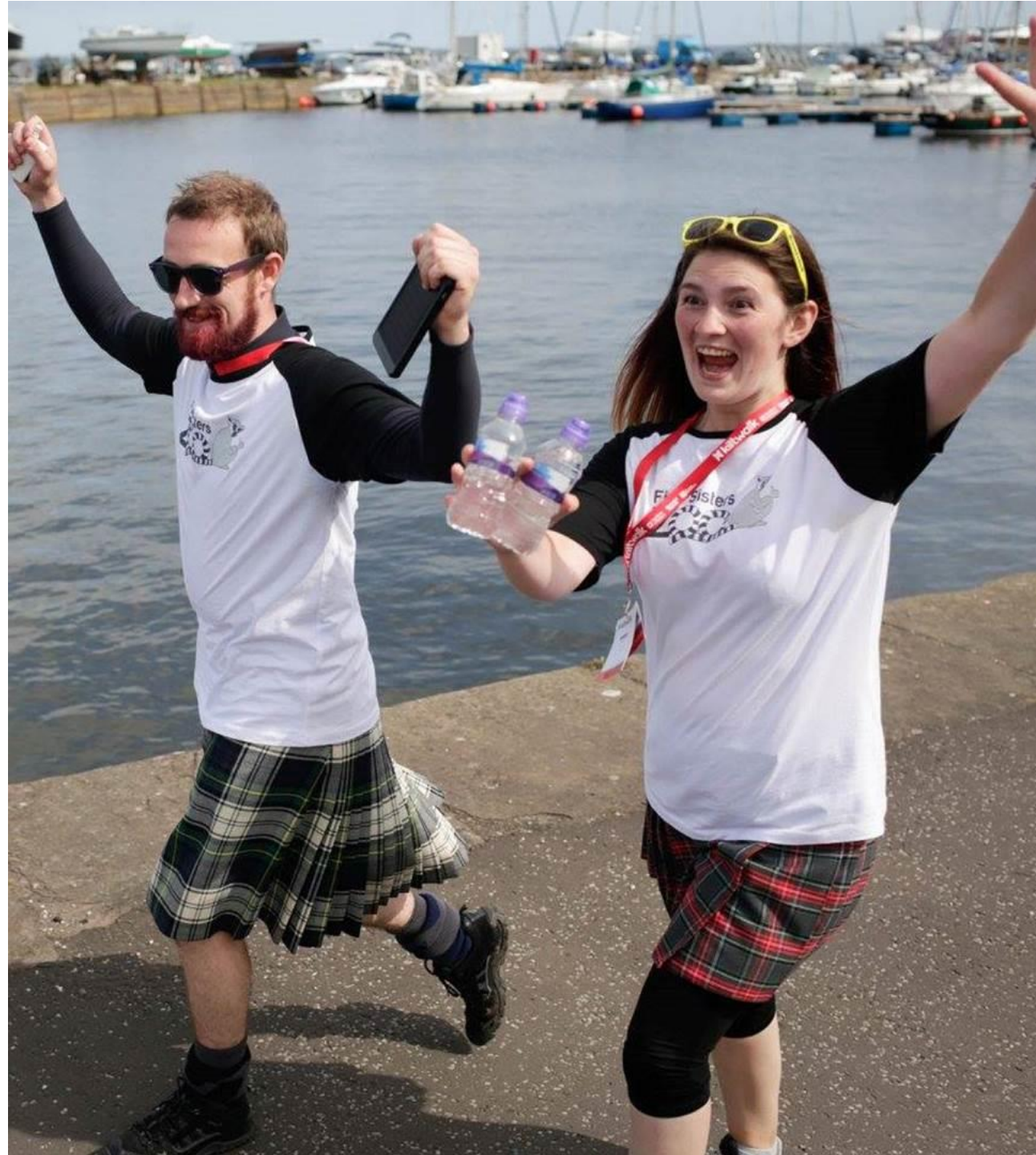


## WHAT IS A *'VIRTUAL'* KILT WALK?

Put quite simply, a Virtual Kiltwalk is a Kiltwalk completed individually at home or in your local area.

On the weekend of 23 – 25 April, you can don some tartan, go for a walk, a run, cycle or a boogie – whatever you choose to do, it doesn't matter as long as you do something and while you do, you can raise funds for your chosen charity.

All funds raised will be topped up by **50%** thanks to The Hunter Foundation, so there really is no better way to fundraise!



## REGISTRATION FEES

**Adults £12.80**

*(including Vat & processing fee)*

**Children 5 - 15 years £6.50**

*(including Vat & processing fee)*

**Under 5's – Free**

## WHAT DO YOU GET?

- Access to 50% top up from The Hunter Foundation
- Finishers certificate signed by Sir Tom Hunter and a Kiltwalk 2021 Medal
- Chance to win a brand new Hyundai i20 courtesy of our Headline Sponsor Arnold Clark
- Auto-generated and personalised online JustGiving fundraising page
- Digital Challenge Pack and online entertainment throughout the weekend
- And of course, bragging rights amongst your colleagues!



## RECONNECT YOUR TEAM

Scotland's Virtual Kiltwalk offers the perfect solution to reconnecting you and your colleagues.

It can help bring the team together and feel part of something larger than your home office.

It's also fun, great for your mental health and can make a difference to a charity you care about.

# HEALTH BENEFITS OF WALKING DAILY



Helps in weight loss

Increases lung capacity



Improves heart health

Sugar cravings are lowered



Reduces chronic diseases

Improves mood



Prevents cancer

Prevents disability in old age



Delays ageing

Improves varicose veins



Lowers blood pressure

Boosts immunity



Reduces stroke risk in women

Speeds up digestion



Decreases diabetes risk

Reduces dementia risk

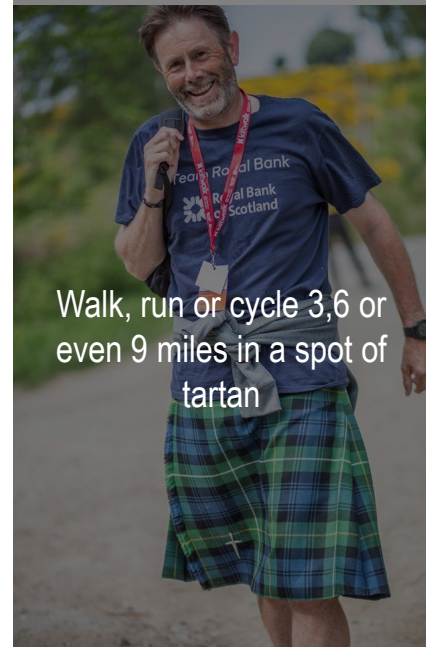




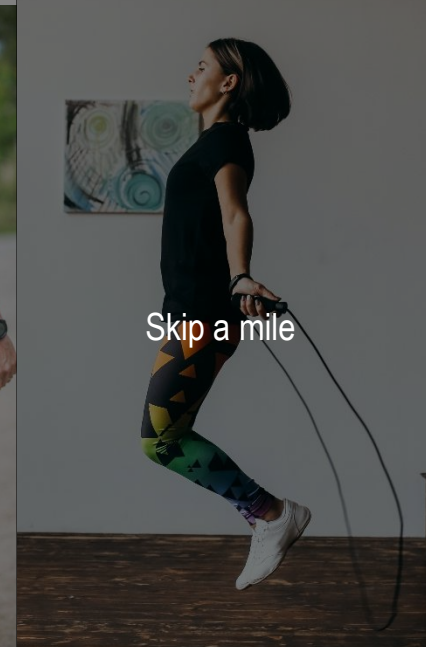
## CHOOSING A CHALLENGE!

You can walk, you can run, cycle or you can even boogie!

You have the freedom to take on any challenge you wish. All we ask is that you share pictures and videos on social media and tag us in.



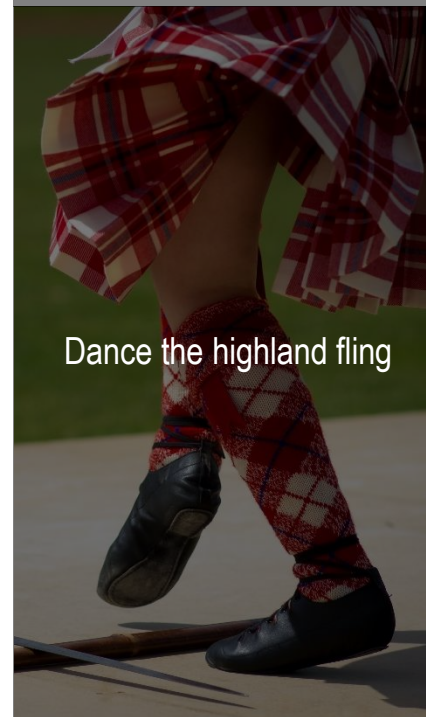
Walk, run or cycle 3,6 or even 9 miles in a spot of tartan



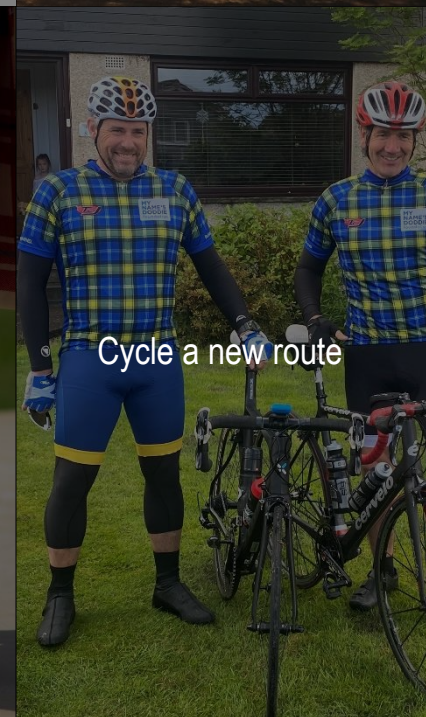
Skip a mile



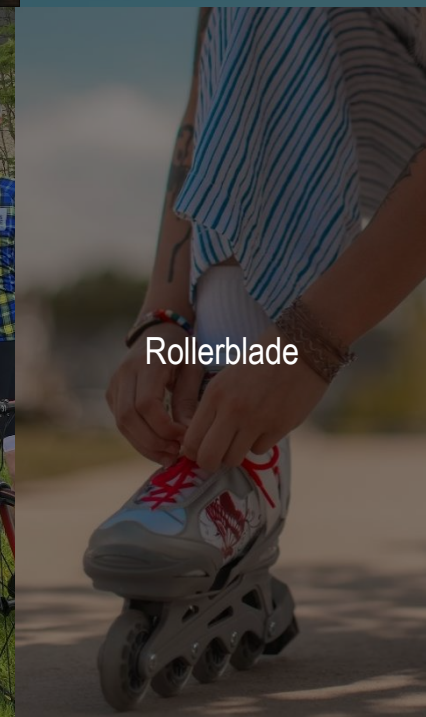
trampoline-a-thon for an hour



Dance the highland fling



Cycle a new route



Rollerblade

## PARTICIPANT JOURNEY

01

Sign up  
[www.thekiltwalk.co.uk/  
scotlandsvirtual](http://www.thekiltwalk.co.uk/scotlandsvirtual)  
& download Challenge  
Pack

02

Activate your  
**JustGiving**<sup>™</sup>  
fundraising page and  
start training

03

Complete your  
challenge, get your  
digital Finishers  
certificate by email &  
medal by post

04

### REMEMBER!

Fundraising closes 3rd  
May. Send funds to the  
Kiltwalk, we will add  
the 50% top up from  
Sir Tom & pay total  
direct to your Charity

# ASSEMBLE YOUR TEAM IN 3 SIMPLE STEPS!

## STEP 1

- **CREATE YOUR TEAM & INVITE COLLEAGUES**

- Select a Team Captain & register via [www.thekiltwalk.co.uk](http://www.thekiltwalk.co.uk)
- At the CREATE OR JOIN A TEAM section, select 'CREATE' option
- Input a unique team name for your company
- Insert colleague's email addresses. They can then be sent link inviting them to register and join the team

## STEP 2

- **SET UP YOUR ONLINE FUNDRAISING PAGE**

- A JustGiving Fundraising page will be automatically generated for each walker as well as for the team page
- Each fundraising page should be activated
- Individual walker's pages will show their own individual fundraising total
- The Team page will show the running total of all team members fundraising. This page cannot take donations

## STEP 3

- **GET EVENT READY!**

- Start training and fundraising!
- Remember to share your progress by tagging @thekiltwalk in on LinkedIn, Facebook, Twitter & Instagram



## TOP TIPS ON HOW TO BUILD YOUR TEAM

(Get the whole organization involved!)

01

**Nominate & grow your team** – Nominate 5 colleagues to join you!

03

**Get Social** – Share posts on any internal or public social media your company uses. You're doing something great, why not let everyone know!

**Hint:** This pack contains some social tiles and photography you can use. Remember to tag in the Kiltwalk so we can like & share your posts.

05

**Email colleagues** – Send an email to colleague and share the A5 Digital Flyer from this pack.

02

**Make it competitive** – challenge another department or office to beat the miles you cover or the amount you raise!

04

**Consider buying promo codes** - The Kiltwalk can provide you with discount codes to help encourage people to sign up. Perhaps your organisation wants to offer free place to the first 100 people who sign up?!

**Hint:** You can order these online [here](#)

06

**Set up a WhatsApp or Facebook group** – log your training miles covered and share how each of you are getting on. When it comes to the big day, you may be walking or running by yourself but with the knowledge your team is doing the same.

# MARKETING ASSETS

*(Included in your corporate toolkit pack)*

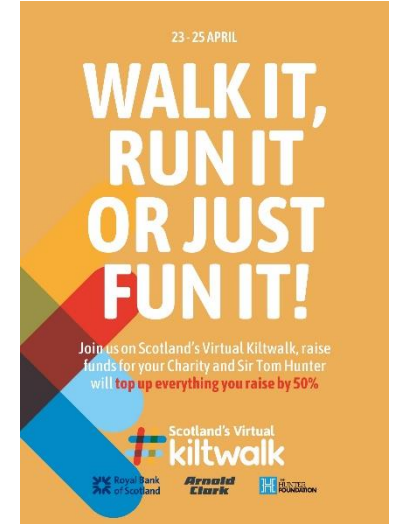
## 01 Social Media graphics



## 02 Facebook frames



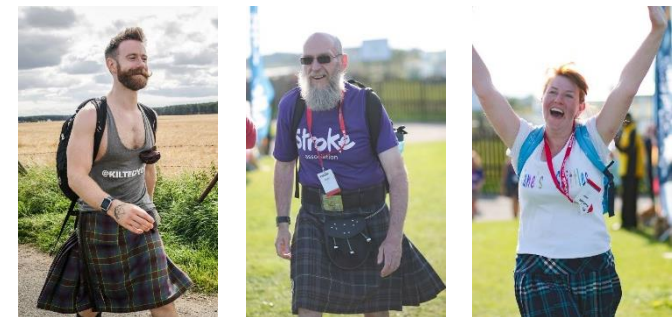
## 03 A5 digital flyer



## 04 Logo pack (more included)



## 05 Images





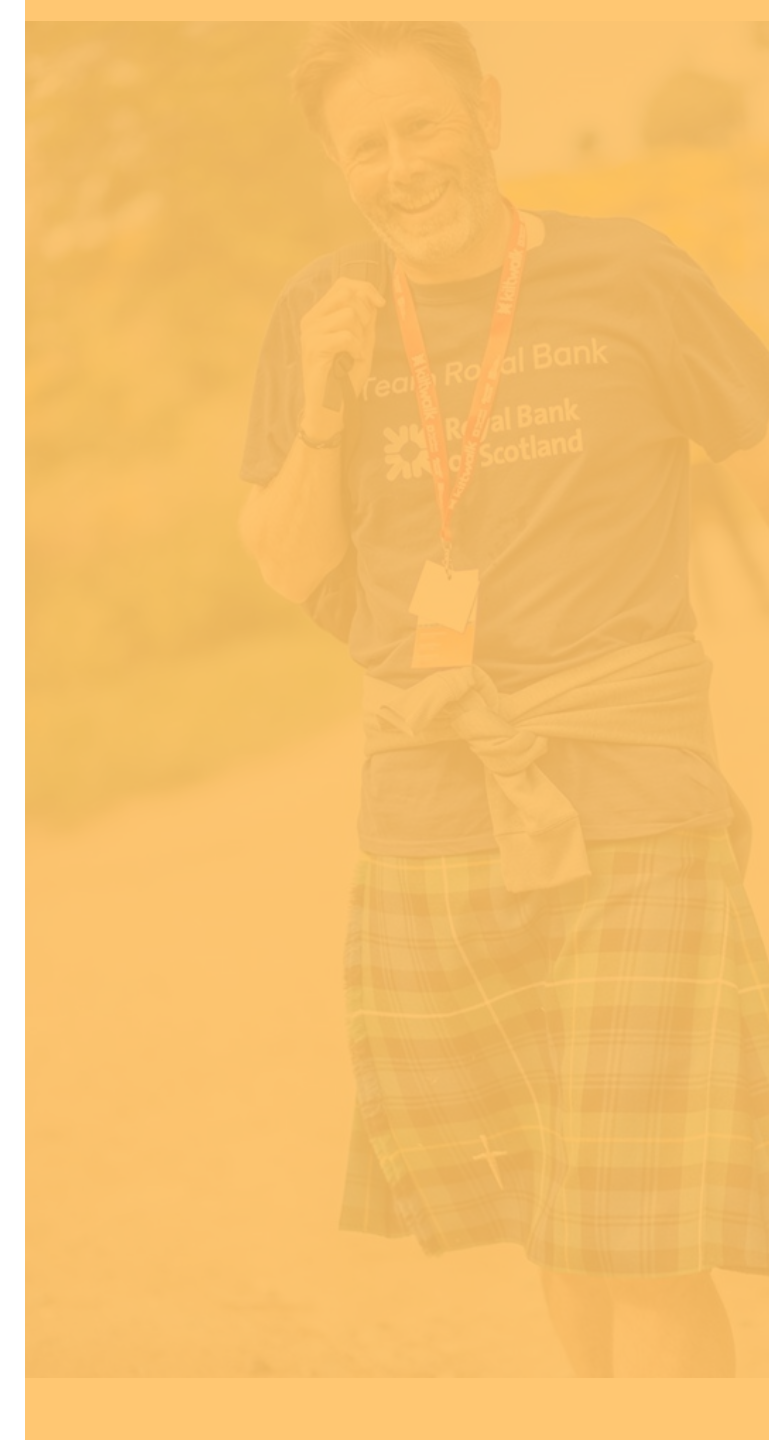
## PROMO CODES – DRIVE THE ENGAGEMENT

**Incentive your team with reduced or free entry – it's up to you what discount you offer!**

Order a unique promo code for your organisation online and receive an invoice payable in 30 days

***Top Tip – Promote first and order in small batches***

You can order these online [here](#)



## KILTWALK HEALTHY BODY, MIND & SOUL

Starting in March, look out for our new 'Healthy Body, Mind & Soul' content that will be accessible from all Kiltwalk social media channels.

Everything from Yoga, breathing classes, meditation and even mindful exercises. Watch this space... get ready to cleanse the soul and energise the mind ready for your Virtual Kiltwalk Challenge!

Find out more about 'Kiltwalk Healthy Mind & Soul' on [Scotland's Virtual Webpage](#)





ANY QUESTIONS?

[contactus@thekiltwalk.co.uk](mailto:contactus@thekiltwalk.co.uk)