

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event BRAT FEST 5K RUN/WALK (THE TOM METCALFE MEMORIAL RUN)

Event Organizer/Sponsor BRAT FEST, INC.

Is Organizer/Sponsor a 501(c)3 non-profit agency? Yes No

If Yes, provide State of Wisconsin Tax Exempt Number 26-1650685

Address 726 N. MIDVALE BLVD

City/State/Zip MADISON, WI 53705

Primary Contact TIM METCALFE

FAX _____

Work Phone 608-236-2022

Phone During Event 608-345-2220

E-mail TIM.M@SHOPMETCALFE.COM

Website BRATFESTRUN.COM

Secondary Contact JERRY KEMPFER

Phone During Event 608-241-7093

Work Phone 608-243-9593

E-mail JERRY@STARTINGLINEEVENTS.COM

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: BRAT FEST, INC.

Estimated Attendance 800 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 9AM to 10AM Yes No

EVENT CATEGORY

Run/Walk Music/Concert Festival Rally Parking (i.e., bagging meters)

Other _____

LOCATION REQUESTED

Capitol Square (note specific blocks below) Podium/700-800 State Street

30 on the Square (a.k.a. top of 100 block of State Street) Other (specific blocks/streets requested below)

Street Names and Block Numbers: ALLIANT ENERGY CENTER NEIGHBORHOOD

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 5-26-12 Rain Date(s) N/A

Event Start Date(s)/Time(s) 9:00 AM Set-Up Date(s)/Time for Event 5-26-12 8:00 AM

Event End Date(s)/Time(s) 10:30 AM Take-Down Time 5-26-12 9:30 AM

Take-Down Time: start to streets reopened 20-30 MINUTE(S)

APPLICATION SIGNATURE

_____ I/We waive the 21-day decision requirement. _____ (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statutes and laws.

Signature [Signature] Date 12-9-11



The
Inaugural
BRAT FEST
RUN/WALK

5.26.12

Starting Line Events, LLC

www.startinglineevents.com

jerry@startinglineevents.com

608-241-7093



Event Schedule

Thursday, May 24, 2012

3:00 p.m. - Post No Parking signs along courses (if needed)
 No Parking will be from 8:00 a.m. - 10:00 a.m. on 5.26.12

Saturday, May 26, 2012

7:00 am - Set up Start and Finish Line area
 7:00 am - Begin walk-up registration near Start Line
 7:30 am - Set up cones, aid stations, barricades and mile markers along courses
 8:30 am - Race Announcer will begin making announcements
 8:55 am - National Anthem
 9:00 am - 5K Run begins
 9:05 am - 5K Walk begins
 10:00 am - Last participants should be finished
 10:00 am - Awards Ceremony begins
 10:00 am - Volunteers finish course clean-up
 10:00 am - Remove cones, barricades, mile markers and aid stations
 10:00 am - Remove and recycle all No Parking signs

Start & Finish Line	Alliant Energy Center Quann-Olin Pkwy entrance
Race Course Begins	9:00 am
Race Course Ends	10:00 am
Course Set-Up	7:00 am
Course Tear-Down	10:00 am
Courses	5K Run, 5K Walk
Event Produced By	Starting Line Events, LLC
Organizer	Brat Fest, Inc
Permits & Insurance	Brat Fest, Inc
Race Director	Jerry Kempfer 608-241-7093
Event Director	Robin Kempfer 608-243-9593
Course Management	Race Day Events, LLC
Timing	Sports Management Associates

Timeline for the Brat Fest 5K Run/Walk Course openings, closings and Traffic Control

6:30am - Set-Up Registration and Packet Pick-Up Tents

7:00am - Walk-Up Registration and Packet Pick-Up begin

7:00am - Set-up Start/Finish Line area in Alliant Energy Center Quann-Olin Pkwy entrance

7:30am - Put cones, mile markers and Aid Stations along courses

8:30am - Race Announcer begins announcements

8:45am - Walk-Up Registration closes

8:45am - Race Course Sentries (Course Marshals) arrive at assigned posts along the race courses

8:50am - Town Of Madison Traffic Control arrives at the following Locations

Officer 1 - W. Beltline Frontage Rd and The Alliant Energy Center Entrance

8:55am - National Anthem

9:00am - Traffic Control starts

9:00am - 5K Run starts

9:05am - 5K Walk starts

9:30am - Race Day Events begins picking up cones and opening roads along 5K courses

9:30am - Traffic Control Officer is finished

10:00am - All roads are opened

10:00am - Awards Ceremony

10:30am - Aid Stations, No Parking Signs and Start/Finish Line are removed and trash picked up

Summary of Emergency Coverage

Ambulances

Ryan Bros. Ambulance will have one ambulance dedicated to cover the courses. This unit will be located in the Alliant Center parking lot and will respond if needed. We will also have volunteer Nurses equipped with 2-way radios, at each Mile Marker, to monitor the participants. 911 will be used for any life-threatening emergencies.

Bike teams

We will have two bicycle teams dedicated to covering the courses. These units will be equipped with 2-way radios and will be roaming and responding as needed.

Aid Stations

Each of the 3 on-course Aid Stations will be supplied with water and/or sports drinks. Personnel will also be equipped with basic first aid supplies and a 2-way radio to contact the Race Director for further assistance if needed.

Aid Station Locations

- . Start/Finish Line
- . Alliant Energy parking Lot (Mile 1)
- . Rusk Ave. & Koster St (Mile 2)

Start/Finish Line Medical Help

The start/finish line medical area will be equipped with water, sports drink, food and standard portable medical kits for sprains, cuts etc. A Ryan Bros. Ambulance will be stationed at the medical area for any potential transports. 911 will be used for any life-threatening emergencies. Ryan Griessmeyer is the Owner of Race Day Events and is a trained EMT, he will be stationed at the finish line as well.

Emergency Procedures

We will have an updated Emergency Procedure document that will be distributed to all necessary personnel. The document will have a list of names and numbers to contact for different types of emergencies (weather, fire, injury, etc.). The Race Director, Fire, Police, Aid Station Personnel, Bicycle Safety Teams and Various Volunteers will have access to this document.

Weather Emergencies

We use a colored-flag warning system for all course dangers, including weather. There will be a flag system at each Aid Station along the course and at the Start/Finish Line. The Race Director will contact the Aid Station Personnel if the color changes. The following describes each flag color.

Green Flag - Good Conditions. Everything Is Normal.

Yellow Flag - Caution. Increased Risk of Heat Related Problems. Runners Should Hydrate Accordingly.

Red Flag - Extreme Heat Risk. Clock Has Stopped. Hydrate and Walk To The Finish Line.

Black Flag - Extreme Emergency. The Race Is Canceled. Seek Shelter Immediately!

MISSING PERSONS AND MISSING CHILDREN PROCEDURE

Lost Persons

We will have a policy in place to help spectators and participants find each other if lost. An announcement by the Race Director will ask that the lost person report to the Announcer's stand. This policy is for missing adults only.

Lost Child

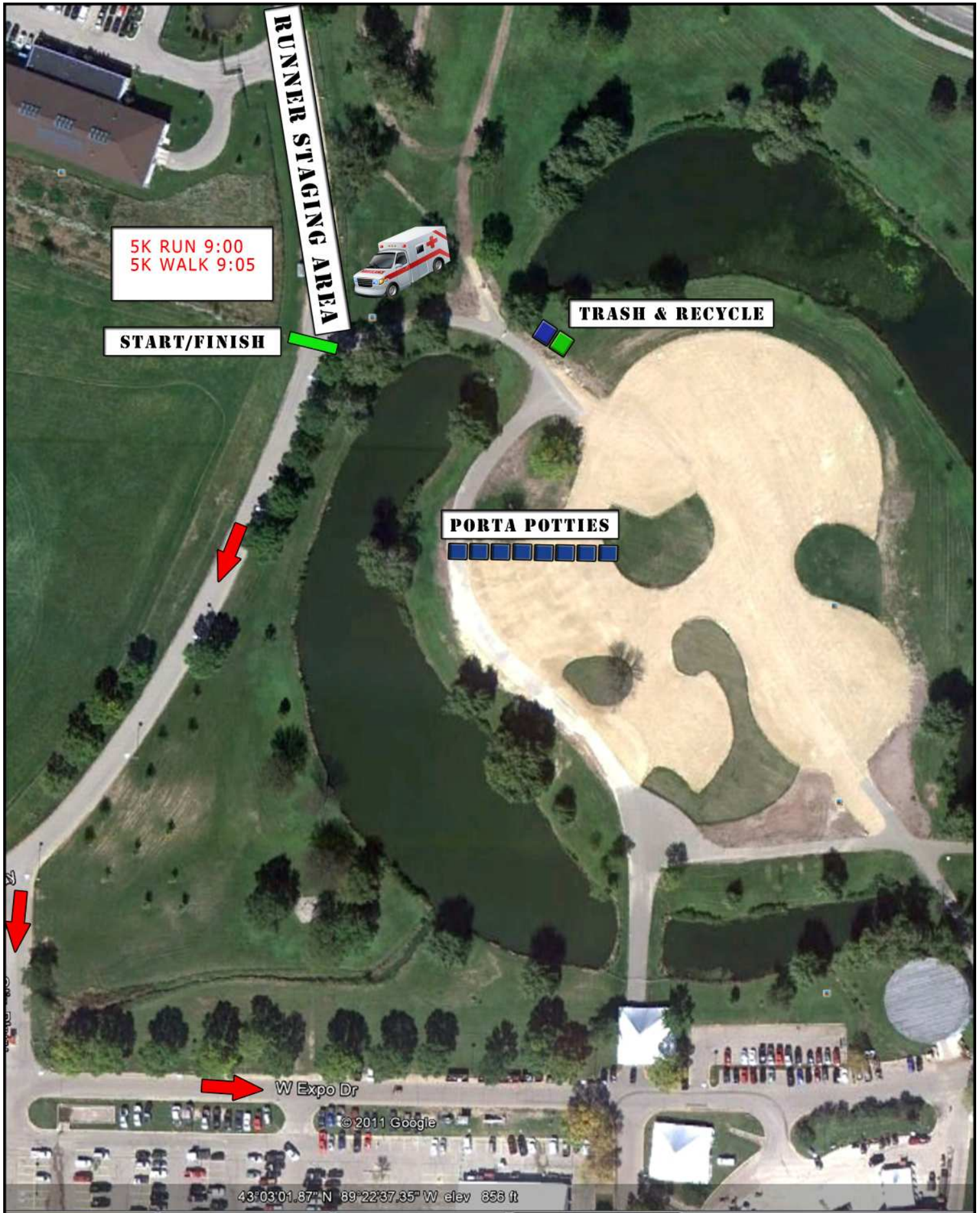
An announcement by the Race Announcer will ask that the lost child report to the Announcer's stand. The Announcer will give a description of the child to help others locate them. A member of the Race Staff will immediately report the lost child to the nearest Police Officer and/or Emergency personnel. A description of the child will be broadcast over the 2-way radios to alert all staff members of the race.

Lost Person Coordinator: _____ TBA _____ (number).

Lost Child is found

Stay with the child until the Lost Person Coordinator can take charge of the child. **DO NOT LEAVE THE CHILD UNATTENDED!**
Contact anyone who is looking for the child that they are found and have Race Announcer make announcement.

STAGING AREA AND TRASH/RECYCLE MAP



BRAT FEST RUN/WALK TRASH AND RECYCLING PLAN

Trash around the Start/Finish area and all Water/Aid Stations, will be swept, picked up and disposed of in the proper containers. The Water/Aid Stations will have trash cans that will be brought back to the Start/Finish area and then placed into the large trash and recycle receptacles that are placed in the area for the World's Largest Brat Fest Celebration.

2012 BRAT FEST 5K RUN/WALK COURSE MAPS



BRAT FEST 5K RUN TURN-BY-TURN DIRECTIONS

Start in the Alliant Energy Center Entrance on Quann-Olin Pkwy

Veer Left on Quann-Olin Pkwy

Turn Left W. Expo Dr (in parking lot)

Turn Right on Service Rd in front of Coliseum (in parking lot)

Turn Right on Alliant Energy Center entrance (in parking lot)

Turn Left on Rusk Ave (in parking lot)

Veer Left towards exit (in parking lot)

Turn Right on W. Beltline Frontage Rd

Turn Right on N Rusk Ave

Turn Left on Koster St

Follow Wingra Bike Path back to finish line

Finish

WHEN FIRST RUNNER SHOULD PASS (based on a 5/minute mile time)

9:00am - Start in the Alliant Energy Center Entrance on Quann-Olin Pkwy

9:00am - Veer Left on Quann-Olin Pkwy

9:00am - Turn Left W. Expo Dr (in parking lot)

9:02am - Turn Right on Service Rd in front of Coliseum (in parking lot)

9:03am - Turn Right on Alliant Energy Center entrance (in parking lot)

9:05am - Turn Left on Rusk Ave (in parking lot)

9:06am - Veer Left towards exit (in parking lot)

9:07am - Turn Right on W. Beltline Frontage Rd

9:09am - Turn Right on N Rusk Ave

9:10am - Turn Left on Koster St

9:11am - Follow Wingra Bike Path back to finish line

9:16am - Finish

WHEN LAST RUNNER SHOULD PASS (based on a 15/minute mile time)

9:00am - Start in the Alliant Energy Center Entrance on Quann-Olin Pkwy

9:02am - Veer Left on Quann-Olin Pkwy

9:03am - Turn Left W. Expo Dr (in parking lot)

9:06am - Turn Right on Service Rd in front of Coliseum (in parking lot)

9:09am - Turn Right on Alliant Energy Center entrance (in parking lot)

9:15am - Turn Left on Rusk Ave (in parking lot)

9:18am - Veer Left towards exit (in parking lot)

9:21am - Turn Right on W. Beltline Frontage Rd

9:27am - Turn Right on N Rusk Ave

9:30am - Turn Left on Koster St

9:33am - Follow Wingra Bike Path back to finish line

9:47am - Finish

BRAT FEST 5K WALK TURN-BY-TURN DIRECTIONS

Start in the Alliant Energy Center Entrance on Quann-Olin Pkwy

Veer Left on Quann-Olin Pkwy

Turn Left W. Expo Dr (in parking lot)

Turn Right on Service Rd in front of Coliseum (in parking lot)

Turn Right on Alliant Energy Center entrance (in parking lot)

Turn Left on Rusk Ave (in parking lot)

Veer Left towards exit (in parking lot)

Turn Right on W. Beltline Frontage Rd

Turn Right on N Rusk Ave

Turn Left on Koster St

Follow Wingra Bike Path back to finish line

Finish

WHEN FIRST WALKER SHOULD PASS (based on a 12/minute mile time)

9:05am - Start in the Alliant Energy Center Entrance on Quann-Olin Pkwy

9:06am - Veer Left on Quann-Olin Pkwy

9:07am - Turn Left W. Expo Dr (in parking lot)

9:11am - Turn Right on Service Rd in front of Coliseum (in parking lot)

9:13am - Turn Right on Alliant Energy Center entrance (in parking lot)

9:17am - Turn Left on Rusk Ave (in parking lot)

9:20am - Veer Left towards exit (in parking lot)

9:23am - Turn Right on W. Beltline Frontage Rd

9:27am - Turn Right on N Rusk Ave

9:29am - Turn Left on Koster St

9:33am - Follow Wingra Bike Path back to finish line

9:43am - Finish

WHEN LAST WALKER SHOULD PASS (based on a 20/minute mile time)

9:05am - Start in the Alliant Energy Center Entrance on Quann-Olin Pkwy

9:07am - Veer Left on Quann-Olin Pkwy

9:09am - Turn Left W. Expo Dr (in parking lot)

9:15am - Turn Right on Service Rd in front of Coliseum (in parking lot)

9:18am - Turn Right on Alliant Energy Center entrance (in parking lot)

9:25am - Turn Left on Rusk Ave (in parking lot)

9:30am - Veer Left towards exit (in parking lot)

9:35am - Turn Right on W. Beltline Frontage Rd

9:41am - Turn Right on N Rusk Ave

9:45am - Turn Left on Koster St

9:52am - Follow Wingra Bike Path back to finish line

10:07am - Finish