



June 7, 2010

Madison Parks Department
210 Martin Luther King, Jr. Blvd
Suite 104
PO Box 2987
Madison, WI 53701

Dear Madison Parks,

I am producing the Urban Assault Ride in Madison on Sunday September 26th. I would like to request the use of Olin Park as our venue. We used Olin Park in 2008 and 2009 and it was the perfect venue for our event. We would very much like to return.

The Urban Assault Ride is a fun focused bicycle scavenger hunt. Adventure Fit Inc. produces the Urban Assault Ride in 13 cities across the county. New Belgium Brewing is the title sponsor of the event series. The goal of the event is to promote bicycles as transportation. The way the event works, is teams of two ride their bikes throughout the city arriving at different checkpoints where they perform fun focused obstacles. There is no set course. Teams choose their own route around town while obeying traffic laws along the way. Once teams hit all of the checkpoints, they make their way back to the venue for an after party.

The after party consists of amplified sound, fun focused contests, food, non-alcoholic drinks, and beer. We will have a beer garden that consists of fencing. There will be security at the entrance of the beer garden where people will be carded before entering. Those 21 years and older will be wrist banded. Three will be licensed bar tenders serving the beer.

Every participant 21 years and older will receive two beers with their entry. The proceeds from any beer sold over and above the two free beers per participant

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will go to Capital Off Road Pathfinders, our beneficiary. Capital Off Road Pathfinders will pull the liquor license for the event.

We anticipate 300 participants at this year's event. Like in years past, will follow all Park regulations. I hope this meets your expectations, as we would very much like to return.

Please contact me anytime with any questions you may have.

Sincerely,

Jackie Kravetz
Owner, Adventure Fit Inc.
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