

STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event IAN'S PIZZA NATIONAL PIZZA EATING CHAMPIONSHIP

Event Organizer/Sponsor IAN'S PIZZA

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 100 STATE ST

City/State/Zip MADISON, WI 53703

Primary Contact ADAM MAY

FAX _____

Work Phone 608-310-5209

Phone During Event 608-513-7704

E-mail ADAM@IANSPIZZA.COM

Website IANSPIZZA.COM

Secondary Contact MARTY MARTIN

Work Phone 608-310-5209

Phone During Event 608-469-3415

E-mail MARTY@IANSPIZZA.COM

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: _____

Estimated Attendance 100-150 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours 2:00pm to 5:00pm Yes No

EVENT CATEGORY

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

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: _____

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) _____

Rain Date(s) N.A.

Event Start Date(s)/Time(s) 9/21 2:30 pm

Set-Up Date(s)/Time for Event 9/21 1:30 pm

Event End Date(s)/Time(s) 9/21 4:30 pm

Take-Down Time 9/21 5:15 pm

Take-Down Time: start to streets reopened

APPLICATION SIGNATURE

I/We waive the 21-day decision requirement.

AM (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, statues and laws.

Signature [Signature]

Date 6/6/13

Ian's Pizza National Pizza Eating Contest Street Use Permit Application

Date: Saturday, September 21st

Time: Tentative (See below) - 2:30pm – 5:00pm

Location: 700/800 State Street Podium

Contact: Adam May – Marketing Director – Adam@ianspizza.com - Cell: 608-513-7704

Background/Intent

The 7th Annual Eating Contest is an event aimed at introducing new students to Ian's Pizza as well as welcoming back all of our beloved customers after the Summer break. Comedians from the Comedy Club on State will host the event and live music will be provided by local band The Mighty Short Bus.

This year we are adding a professional eating contest sanctioned by All Pro Eating (<http://www.competitiveeaters.com/>) that will attract the top 3 competitive eaters in the United States as well as 4-7 other national competitive eaters. These eaters will be competing for the National Pizza Eating Championship with the potential to set a new National Pizza Eating Record.

We will also be changing the format of our amateur contest to make the event more appealing to the public. After the conclusion of the professional eating contests we will be signing up 20 audience members to compete for a sanctioned amateur contest. All 20 contestants will eat at the same time, as opposed to multiple heats we've done in years past. This will make the entire event move more rapidly and will make it more entertaining for the audience.

Event Schedule

Event will start after the Badger/Purdue Football Game (Time is TBA) – following schedule assumes 11:00am game. We would like to request a permit valid for the entire day so we can adjust our times if necessary when the Badger game is announced.

Set up begins: 1:30pm

Band sound check: 2:30pm

Professional Contest Begins: 3:00pm

Registration for Amateur Contest: 3:40pm

Amateur Contest Begins: 3:55pm

Band Plays Until: 4:35

Finished/Cleaned up: 5:15pm

Site Map:

Our event will be using the podium and the surrounding area. The backdrop, band, and tables for the contest will be set up on top of the podium. We will have one Ian's Pizza delivery vehicle (a compact van) parked next to the podium that will house the prizes and give away items. The vehicle will be parked along the left side of the podium as you face away from State Street.

We will have event signage located at the entrance to Library Mall on Lake Street and by the Union on Langdon Street directing people to podium in Library Mall for the event.

Safety and Security:

Each contestant will sign a waiver before entering the contest. Ian's Pizza will also have at least one trained medic on hand and 10-15 Ian's Pizza employees managing the crowd.

Clean up:

Ian's Pizza will provide our own trash containers for pizza boxes and water bottles that are used in the event. Ian's Pizza employees will be present until the crowd disperses and the grounds are clear and clean. All clean up will be done by Ian's Pizza employees.

Notification Requirements:

We are requesting the ability amplify sound for the afternoon. There will be no vending happening during our event, only free pizza/merchandise giveaways.

Insurance:

Ian's Pizza will be able to provide a certificate of liability insurance necessary for this event.