

To: Kelli Lamberty and Jamie Pratt, City of Madison Representatives
From: Sam Hoppen and Emily Potts, MHR 365 VAP Team Representatives
Subject: Proposal of Camp to Kohl 5k Glow Run to City of Madison
Date: 11/8/12

Reasoning for our Event

This semester a group of us students are a part of the MHR 365: Leadership Development class and our main task throughout the semester is to create our Vision Actualization Project (VAP). This project is designed for the students in the class to develop a vision that will somehow make an impact in the community and then eventually implement that vision. We were encouraged as a class to step outside our comfort zones and really challenge ourselves and our abilities. While brainstorming with our group to come up with an idea for the VAP project, a couple of people mentioned the need for fundraising of youth athletic programs in the Madison area. This was noticed primarily by our members who have seen several children walking around campus at night going to different apartments/houses asking for money to help support their sports programs. After recognizing this need, we decided to focus on raising money for youth sports programs in the Madison area in general. Subsequently, while thinking about how we would plan to raise this money, we came up with our Camp to Kohl 5k Glow Run idea.

Description of the Event

Our Camp to Kohl 5k Glow Run will consist of a 3.1 mile route throughout the UW-Madison campus and will be held at night so the glow-in-the-dark aspect can take on its full effect. In order to make our runners glow, we will be providing participants with several different glow-in-the-dark products (i.e. necklaces, wristbands, etc.) when they come and pick up their registration pack. Also, several black lights will be set up along different parts of the route so that the glow-in-the-dark items that the runners are wearing will stand out even more. Once the race is over, we will provide them with some post-race activities, primarily a DJ set up (either in the front lawn of the Kohl Center or in the new blacktop area next to Sellery Hall and Gordon Commons) where more black lights will be set up. This will give runners a chance to socialize with one another, buy more of our merchandise if they would like to, and enjoy the rest of the night. For our event, we are expecting an approximate attendance of around 500 participants. While we would like to provide participants with the extra festivities (i.e. the DJ) our primary concern is getting approval for our race to take place in addition to the approval of a route.

Upfront Costs/Donation Proceeds

There will be various fixed costs that we will have to incur in order to host this event including application fees, black lights, etc. Registration for the event will be set at \$20 up until two weeks

prior to the event at which point the registration cost will increase in price to \$25 for the two weeks before the event (**see note below). If participants wish to register on the day of the event, registration fees will be \$30. Because we aren't going to have registration fees coming in the immediate future, we are looking into fundraising activities to cover our current fixed costs. The primary fundraising activity that we are going to focus on will be acquiring sponsorship from companies in the Madison community. Also, in working with the JJ Watt Foundation, we will be selling their *Dream Big, Work Hard* wristbands to potential race participants in order to further cover these costs. The wristband sales would contribute to the promotion of the event and the JJ Watt Foundation as a whole. Once all fixed costs of the event are covered by our activities, all profits and proceeds will go towards the JJ Watt Foundation. In our partnership with the JJ Watt Foundation, they have agreed to donate our specific portion of profits to Madison School and Community Recreation (MSCR) in order to help provide youth athletes in Madison with adequate supplies and resources needed for athletic programs.

***Currently our target date for this event is Saturday, April 6th, 2013, but in working with the Kohl Center, we have run into a couple of issues regarding this date because of an event that will be held at the Kohl Center on this same day. The following is a list of dates that we would be able to hold our event in the order in which we would like to prioritize each: 4/6/13, 4/13/13, 4/20/13, 4/5/13, 4/12/13, 4/19/13, 5/3/13. It would be most opportune if we could work with the City of Madison to find a date and route that match up well together so that our event will be possible.

Safety and Security Plan

For our event, we will have many safety and security measures in place throughout the entirety of the event. These measures include ones to make sure participants and volunteers are safe as well as having a communication plan in place to make sure the event runs smoothly. To begin with, we will need a strong communication plan. This would include having every volunteer, security member, medical personnel, and staff to fill out and sign an agreement form stating their exact role in the race and that they will abide by all of our rules. On this form, they will have to list their first and last name and their cell phone number so we will have a way to communicate with all personnel throughout the course of the event.

We will also have a set of first aid and emergency response procedures in place. These will include, but are not limited to, having trained medical personnel on site with their own medical tent in case of emergencies. We will also have an ambulance on site if any participants or volunteers need to be taken to the hospital. Lastly, event security personnel will be present in order to control all other emergencies throughout the entirety of the event. The event security staff and medical personnel will be hired from an outside company and will be trained specifically on special events, like this run. We

will have them complete an agreement in which it states exactly what their roles will be throughout the whole event, including but not limited to, crowd control, alcohol containment, securing valuables, and protecting event participants from all other emergencies. Overall, we plan on having multiple police officers on site to enforce the previously listed areas while making sure that no other legal activities occur during the race or during the additional post-race festivities.

Some other measures that we will take is to have all race participants and volunteers sign a waiver that will include some basic information about themselves such as first and last name, emergency contact, allergies/medical conditions, and any other pertinent information that any medical personnel or security staff should know if an emergency were to occur. Also, we would have the race participants fill out their emergency contact information on the back of the running bib in case something were to happen during the course of the race, then the information will be available immediately. Lastly, volunteers and event staff will be spread throughout the course and will be able to contact medical personnel or more security staff if needed.

Lastly, we will have a lost child area which will be located at the registration tent where the race starts and finishes. Like I said above, volunteers and security staff will be spread throughout the course of the race if a child were to be found alone. They can then bring the child to the registration table and contact their parents.

Any other security concerns will be discussed with the hired medical personnel or trained security staff prior to the event.

Race-Day Schedule

10:00am to 5:00pm – Registration for event

- Participants to pick up event packs
- Tents to be set up in front of the Kohl Center arena
- Event start-up will not begin yet, we will only need are specified above

6:00pm – Set-up begins

- Start to block off the streets at this time
- Set up on sidewalks and streets will begin
- Merchandise beginning to be sold where tents are set up

7:00pm – Start of event

- DJ will begin to play music in Kohl Center front lawn

8:00pm – Start of the race

9:30pm – End of race

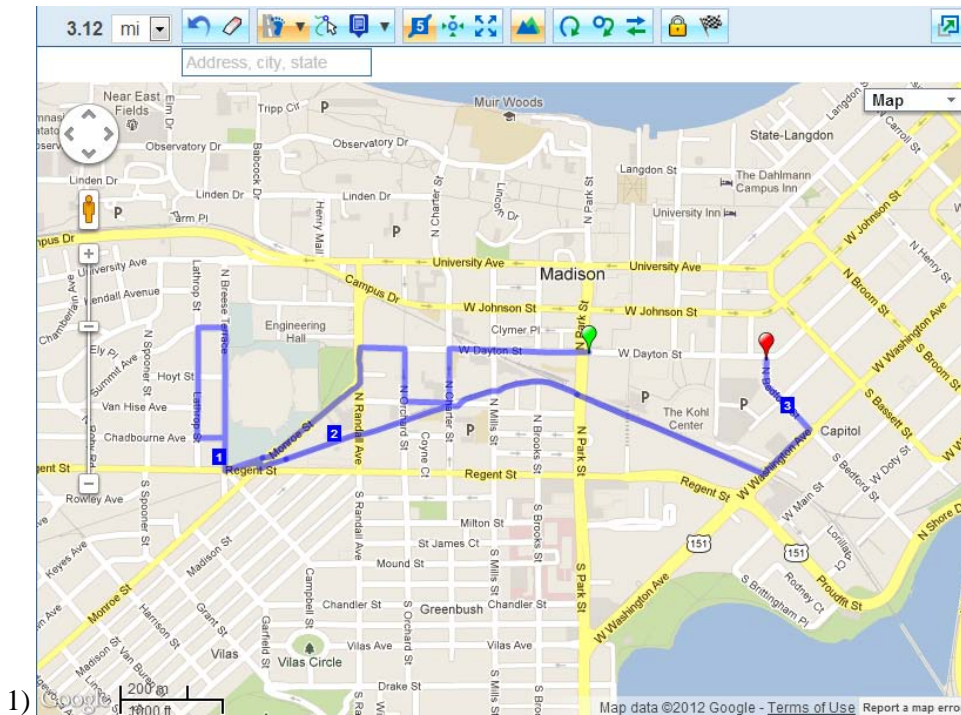
11:00pm – End of event

- Music will stop playing

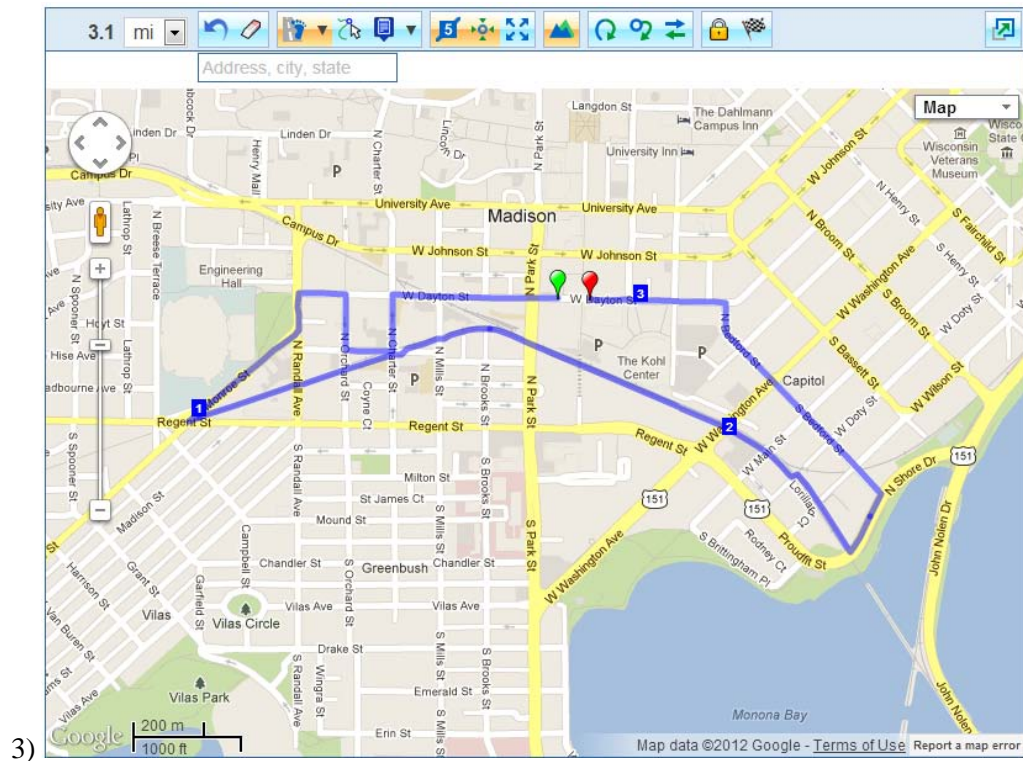
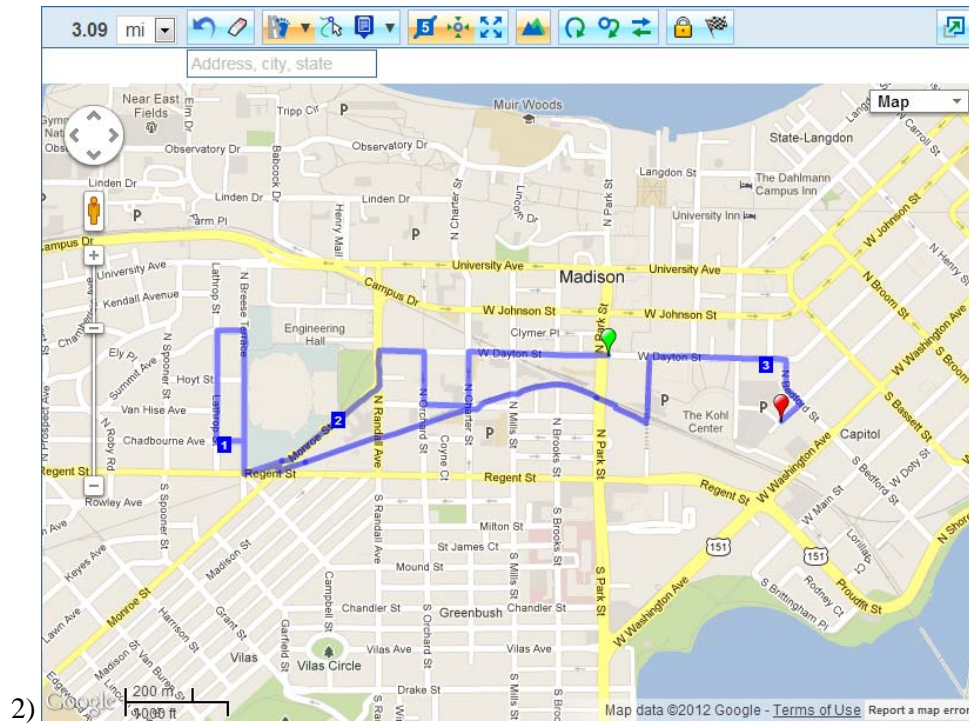
- Take down will be finished up between now and midnight
- 12:00am – take-down time ends
- Streets can be reopened at this time
- Clean-up will be finished by this time

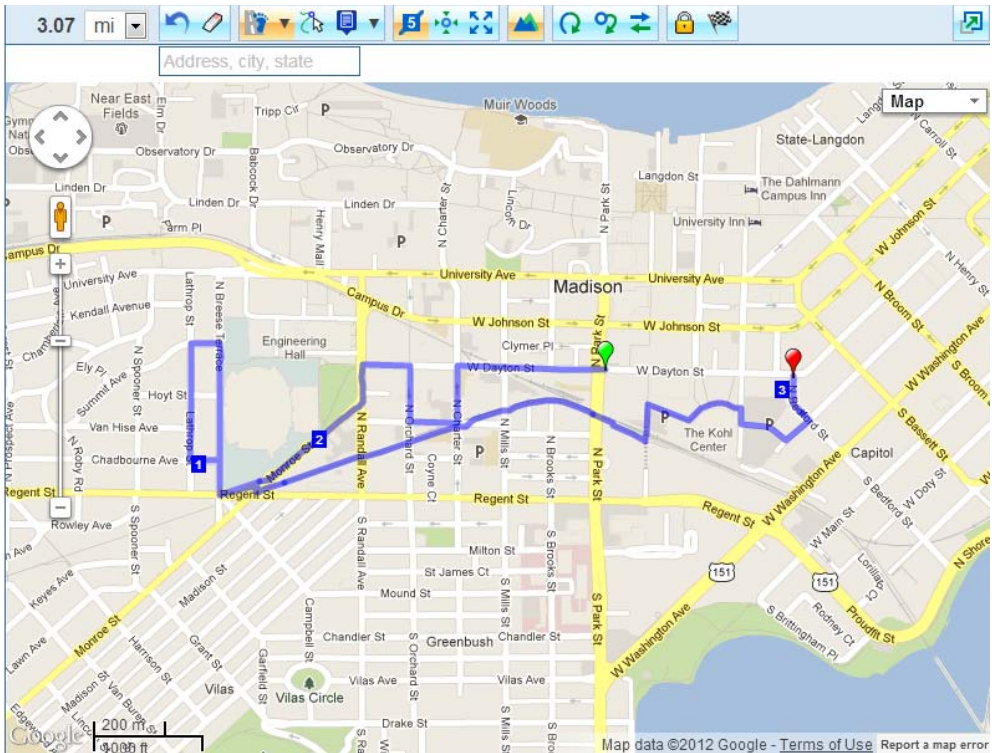
Possible Race Route Maps

Below is a collection of several possible routes that would work for the purposes of our race. They are listed in such an order that the first one would be the most ideal for us and the final one, while it would still work out for us, would be the least ideal. It would be great if we could work with the City of Madison to find an acceptable route for our event in order to make our event possible.



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As you can see, the general essence of our run is to begin near the Kohl Center, loop around towards Camp Randall, and then finish again at the Kohl Center. If there are any other alternative options that you think of as far as routes (that are 3.1 miles, or 5 km, long), we would definitely be open to anything that would work.