

Conditions for REACH-a-Child, requesting the use of Warner Park baseball stadium and softball diamonds on Saturday, September 20, 2014 (with a raindate of Sunday, September 28) for a fundraiser called Kickin' it for Kids.

Parks Staff recommends approval, based on the following conditions:

1. Aldermanic notification (Alder. Larry Palm, district12@cityofmadison.com)
2. Sponsor will arrange a site plan meeting, at least two weeks in advance, with the East Parks Supervisor, (Craig Klinke, cklinke@cityofmadison.com) and agrees to any and all site recommendations he will make.
3. Organizers will continue to coordinate their plans for the stadium with the Mallards.
4. Amplification will be allowed in the stadium throughout the event, but will be kept to a reasonable level at all times.
5. If the organization sells anything at the park, a vending permit will be obtained and an insurance certificate will be provided, covering the activity and naming the City of Madison as "additional insured."
6. No tents or structures (other than pop-up tents) will be set up at the stadium or park.
7. Organizers will be responsible for full clean-up of all areas used in the park, immediately at the end of the event.

Estimated fees:

Warner Baseball Stadium:	\$385
PA Permit:	\$100
Vending Permit	\$275 (if raffle tickets or merchandise will be sold)



Kickin' It For Kids

Event Information:

Date: Sat. Sept. 20th (Rain Date: Sept. 21st)

Time: 8am-9pm

Location: Warner Park

Facilities being used: Three Softball fields & Mallards Stadium

Kickin' It For Kids is a 1st Annual event put together by and benefiting **REACH-a-Child™** to raise funds for programs to help kids in crisis. We are hosting a 16 team, double elimination tournament utilizing two softball fields and the Mallards stadium. Each team is guaranteed at least one game in the Mallards Stadium. The additional softball field will be a field for kids to play kickball just for fun.

We also have plans for a 50/50 raffle, raffle prizes, and T-shirts available for sale to bring in additional funds. We are planning on having some small bands & DJ set up in Mallards Stadium to provide music throughout the day of the event.

We are working with the Mallards whom will provide food and drink (Alcohol included) for the event.

Any additional questions or concerns please don't hesitate to reach out to me.

Eric Salzwedel
Marketing & Development Coordinator
920-210-8843
eric.salzwedel@reachachild.org



REACH-a-Child™

Mail: 6907 University Avenue, #211, Middleton WI 53562
Office: 8030 Excelsior Drive, Madison, WI 53717
P: 608-345-7074 / www.reachachild.org

REACH-a-Child™

Our Story:

Founded in 2007, REACH-a-Child™ (REACH) has worked with First Responders across the country to ensure that they have the necessary tool to reach children in crisis: an age-appropriate book that redirects the child's attention from the crisis at hand and allows them to experience an educational escape from their fears. When a child is hospitalized, is a victim of a domestic disturbance, or experiences a trauma, the power of a book and a positive interaction with an adult can go a long way towards mitigating the impact of PTSD.

Our Programs: REACH-a-Child™ delivers the following programs:

BACKPackets Program: where local police and fire departments are equipped with First Responder BAGS full of a variety of children's books (total 10) and 10 backpacks which are given to children, one book and bag at a time, at the scene of an accident or other domestic crisis.

District Attorney Offices & Community Centers Literacy Program: where offices are equipped with a collection of books for all ages (up to age 13) to be distributed by the staff, or other adult, to children who enter the facilities. Our goal is to turn a negative situation into a positive learning experience that will help build self-confidence and self-esteem.

Hospital Emergency Literacy Program (HELP): is geared to provide the ER staff with children's books to hand to children who come in, either as a victim of an accident OR with their parent or family member, to help the child cope with that frightening and unfamiliar situation that is often experienced in an ER.

Honor A Hero Program: in collaboration with Little Free Libraries™, REACH-a-Child™ will help honor a local community hero (either living or deceased) through the establishment of a Little Free Library™ in his/her name and the establishment of the BACKPackets Program in the local police and fire departments.

For More Information, Please CONTACT:

Carole Klopp, Executive Director	P: 608-213-5170	E: carole.klopp@reachachild.org
Paul Gilbertson, Founder	P: 608-345-7074	E: paul.gilbertson@reachachild.org
Eric Salzwedel, Marketing Coord.	P: 920-210-8843	E: eric.salzwedel@reachachild.org

PARK EVENT PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Kickin' it for Kids

Event Organizer/Sponsor REACH-a-Child

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

If Yes, provide State of Wisconsin Tax Exempt Number 26-0757945 E S 055-0128 WISCONSIN

Address 6907 University Ave #211

City/State/Zip Middleton, WI 53562

Primary Contact Eric Salzwedel

FAX N/A

Work Phone 920-210-8843

Phone During Event 920-210-8843

E-mail eric.salzwedel@reachachild.org

Website reachachild.org

Secondary Contact Carole Klopp

Work Phone 608-213-5170

Phone During Event 608-213-5170

E-mail Carole.Klopp@reachachild.org

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: REACH-a-Child

Estimated Attendance 275 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification: Hours 8am to 8pm Yes No

Park Requested Warner Park - Mollards Stadium + 3 softball diamonds

Shelter Reserved by Event Organizer Yes No

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) Sep. 20th Rain Date(s) Sep. 21st (if Available)

Event Start Date(s)/Time(s) Sept 20th 2014 8am Set-Up Date(s)/Time for Event Sept 20th 6:30am

Event End Date(s)/Time(s) Sept 20th 2014 9pm Take-Down Time Open Sept 20th 9pm

Does this require time in the park the day before your event? Yes No

APPLICATION SIGNATURE

The person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved park area. This permit is subject to all Municipal Ordinances as defined by the City of Madison, in addition to all rules and regulations governing the City's Parks Division. The applicant agrees that during the use of the park facility, the sponsoring organization will not exclude anyone from participation in, deny anyone the benefits of, or otherwise subject anyone to discrimination because of the person's race, color, creed, national origin or handicap.

The applicant has read the Park Events Application packet. The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.

Signature [Signature]

Date 4/23/14

PARK EVENT MARKETING INFORMATION

Conditional approval of the event is required **before** promoting, marketing or advertising the event.

How will this event be marketed, promoted, or advertised? Social Media, Middleton Chamber of Commerce, Email Blasts, Posters, Radio, ESPN Radio, News Situations

Will there be live media coverage during the event and where will the media vehicles be parked? Not Confirmed at this time.

PARKS DIVISION CALENDAR OF EVENTS

The City of Madison Parks Division provides a calendar of events on the internet, in a number of publications and at kiosks located throughout downtown. The information from your permit application is considered public and is used in developing the calendars.

Your event will only be included on the calendars if all permits and applications are approved 60 days in advance (for printed form of calendar) and 30 days in advance (for internet calendar) and your event is open to the public. If this section is not filled out, we will assume you do not want to be included on the calendars.

Official Name of Event Kickin' it For Kids

Park Location Warner Park

Public Contact Phone 920-210-8843 Website www.reachachild.org

Admission Cost Adults \$8 - Kids 5+ \$4 - Under 5 Free

Date of Event 9/20/14 Beginning/End Time of Event 8am - 8pm

Two sentence description of event (for internet calendar)

Kickin' it For Kids benefiting REACH-a-Child. Getting books in the hands of first responders to give to kids in crisis.

EQUIPMENT RENTAL

To assist with your Community event, the Madison Parks Division rents some equipment for use by the Event Organization. The Event Organizer must have the ability to pick up and return all equipment from Park Maintenance Facilities.

Rented from Parks Division, but picked up by Event Organizer

- Trash Barrels # _____ barrels
- Key to Shelter and Gates - Refundable deposit required

Rented from Parks Division, dropped off and picked up by Parks Division

- Dumpsters # _____

Rented from Private Vendors

- Portable toilets

Vendor Name _____
Date or Drop Off _____

How Many? _____
Date of Removal _____

(Dates must be pre-approved by Parks Maintenance Supervisor.)

PARK EVENT AMPLIFICATION PERMIT APPLICATION

By Ordinance, public amplification is not allowed in City Parks except by permission from the Parks Division. Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of park neighbors and other park users. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

EVENT INFORMATION

Name of Event Kickin' it For Kids
Contact Person Eric Salzwedel Phone # During Event 920-210-8843
Park Warner Park Date 9/20/2014

TYPE OF AMPLIFIED SOUND

Band DJ Sound System Speeches/Announcements Karaoke
 Other (please specify) _____
Times of Sound 8 am intermittent to 8 pm throughout (4-hour maximum)

EXCERPTS FROM APPLICABLE CITY ORDINANCES

8.29 PUBLIC ADDRESS SYSTEMS IN PARKS.

- (1) No public address systems or sound amplification devices shall be used in any public park within the City of Madison except as permitted by this section. The Parks Superintendent may issue permits in accordance with this section. A permit shall not exempt the holder from the provisions of Sec. 24.08.
- (3) The Superintendent may limit the hours of operation and the location within the park of any such system or equipment so as to insure the benefit of such system or equipment to the group seeking its use and to minimize any unreasonable interference with the peace and enjoyment of other users of the park and those adjacent to such park.
- (5) The Police Department is authorized to require the discontinuance of any such system or equipment operating outside the prescribed hours or location.

(in stadium only)

24.08 NOISE REGULATION

- (2) In the following zoning districts established under Chapter 28 of the Madison General Ordinances, the noise emitted from any source and measured at any point within any distance beyond fifty (50) feet of the property or public right-of-way where the noise is produced or beyond fifty (50) feet from the noise source when such exists on public property shall not exceed the amounts indicated in the following table:

SOUND PRESSURE LEVEL

R1, R2, R3, R4, R4A, R4L, Agriculture
Conservancy, Office Residence
7:00 p.m. to 7:00 a.m.—70 dBA
7:00 a.m. to 7:00 p.m.—75 dBA
R5, R6
All times—75 dBA