

**Proposal for:  
Madison Parks**



**Presented by:  
2FunChicks**



**October 17, 2012**

**Event Title:** 2FunChicks 5K to Support The Ronald McDonald House  
**Event Date:** August 10, 2013  
**Event Venue:** Vilas Park, Madison WI

**Contact Person for Event:**

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**About 2FunChicks:**

Events that 2FunChicks are an extension of our client's personality. Our extensive interview process, project planning process, and communication schedule ensure that we understand your vision and goals and provide you with an event that is beyond your expectations.

We also produce our own events - and these are definitely an extension of us! We love to have fun and we also want to help the people in our community so we decided to combine the two. We love to "fun"-raise!

**Purpose of the Event:**

The purpose of this event is to raise money to help support The Ronald McDonald House of Madison, Wisconsin. The Ronald McDonald House is a non-profit organization dedicated to advancing the well-being of children's health. They provide a home away from home for families whose children are undergoing treatment at Madison area healthcare facilities.

**Approximate number of people:**

Registration will be cut off at 200 people, with friends and family joining and other's that will attend for the non-race activities we will provide at the park we expect approximately 300 people at the event.

**Race Route:**

We will use a race route similar to the Jingle Bell 5k run. This route can be found at <http://jbrmadison.kintera.org/faf/home/default.asp?ievent=1025199#> (also as attachment).

**Audio Visual Requirements:**

We will have a microphone and amplifier that will be used for recorded music before and during the event (beginning at 8am the day of the event). It will also be used for announcements before each wave and as people cross the finish line. After the event, there will be a band that will play until 2pm. No stage will be needed for the band; therefore, we will not request a temporary structure permit.

**Food Vending:**

If there is a food vending, it will be done by existing vendors that have an existing temporary restaurant license, such as food carts currently registered and licensed in Madison. If the vendor does not donate the food as part of a sponsorship, we will

ensure that they obtain the proper vending permit.

**Beverage Vending:**

If there is a beverage vending, it will be done by existing vendors that have an existing license and appropriate permits. If the vendor does not donate the beverage as part of a sponsorship, we will ensure that they obtain the proper vending permit.

**Temporary Structures:**

We will not have a stage, large tent, or any other temporary structure that would need a permit. The only structures that we will allow are 10x10 pop up (exhibitor style) tents.

**Agenda for the day:**

<b>August 10</b>	6:00a	Start Set-up
	9:00a	5K Line up
	9:15a	Wave 1
	9:30a	Wave 2
	9:45a	Wave 3
	10:00a	Face Painting (will ask for donation but not required) Appearance by Bucky Badger & Ronald McDonald
	11:00a	30 min Kid Kardio presented by FIT
	11:30a	Brats and Beverages
	12:00p	Bands Begin
	2:00p	Thank you and begin clean up