

PARK EVENT PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event COLOR ME RAD 5K

Event Organizer/Sponsor SCOTT WARD / COLOR ME RAD

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

If Yes, provide State of Wisconsin Tax Exempt Number _____

Address 1074 EAST 650 NORTH

City/State/Zip OREM, UT 84097

Primary Contact SCOTT WARD FAX _____

Work Phone 801-369-2933 Phone During Event SAME

E-mail SCOTTWARD@COLORMERAD.COM

Website COLORMERAD.COM

Secondary Contact SCOTT CRANDALL

Work Phone 801-836-6910 Phone During Event SAME

E-mail SCOTT@COLORMERAD.COM

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: RONALD MCDONALD HOUSE OF MADISON

Estimated Attendance 7500 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification: Hours _____ to _____ Yes No

Park Requested QUANN

Shelter Reserved by Event Organizer NA Yes No

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 10.12.12 ~~10.13.12~~ Rain Date(s) _____

Event Start Date(s)/Time(s) 10AM Set-Up Date(s)/Time for Event FRI. 10.12.12 3³⁰P-5³⁰P (NO CLOSURE REQUIRED)

Event End Date(s)/Time(s) 12³⁰PM Take-Down Time _____

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 _____ Date _____



COLOR ME RAD 5K Race Information Packet

RACE DIRECTOR

Scott Ward

1074 East 650 North

Orem, Utah 84097

scottward@colormerad.com

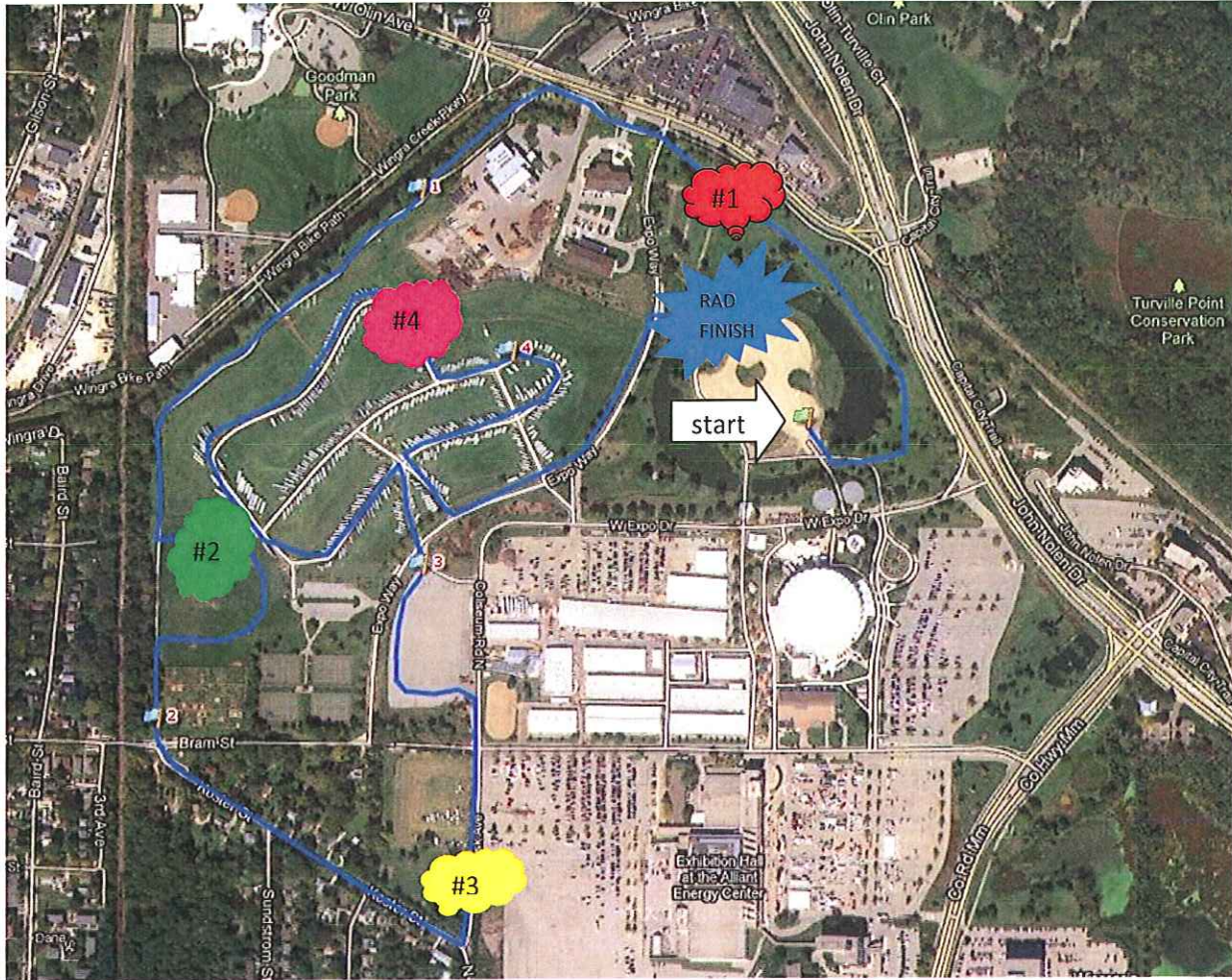
www.colormerad.com

Cell: 801.369.2933



COLOR MI-RACE 5K

10A-12³⁰P
SA, OCT. 13, 2012



SET UP @ SITE #4!
6 50-GALLON WATER BARRELS

Set up in park will be Friday, October 12, around 3pm-3:30 pm. No need to have park closed but will need one of the gates open to get a vehicle in there. Both gates will need to be opened for race on Saturday. Saturday park should be closed from 10am-1:00pm

COLORED CORN STARCH INFORMATION

Ingredients:

Corn Starch
FD&C Colors
D&C Colors

Certificates:

U.S. FDA Registration Certificate (21 CFR part 74)
Kosher Certified

Characteristics:

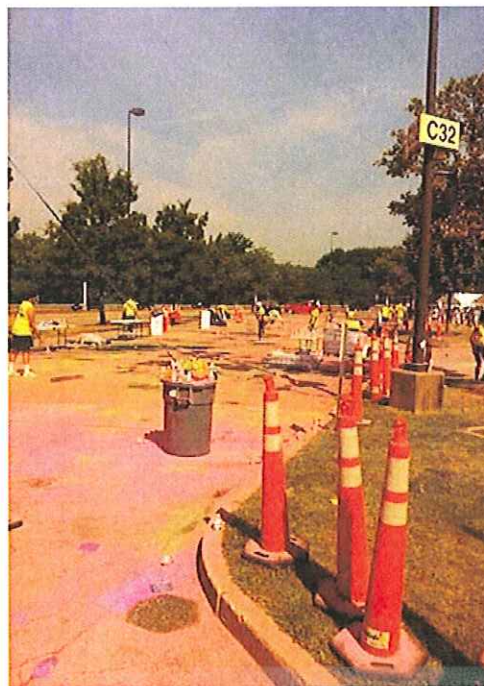
Approved for use in foods, cosmetics and/or drugs
Non hazardous, 29 CFR 1910-1200
Non toxic
Edible
Non irritating to skin
Odorless
Solid, fine amorphous powder



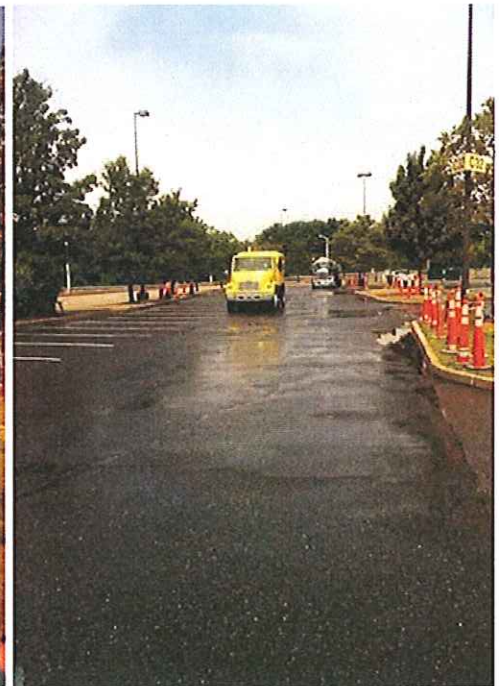
Rad Colors are a combination of Food Grade Colors and other Food ingredients. The entire product is Food Grade but not recommended for consumption. The Food Grade Colors themselves are produced by dyeing a pigment substrate (such as aluminum, calcium or barium) with an FD&C or D&C Dye. They are insoluble colors (In most solvents, including water) that provide color by dispersion, not dissolving. This means that on a microscopic level water molecules and color particles flow freely from each other unbound. This means that the color is not permanent. Sometime it appears that lake colors die clothing when applied, however, this is not the case, microscopic color particles are simply trapped in the linen fibers and need help getting out.

CLEAN UP

Clean up process is as follows.
Immediately following the event, volunteers and staff will sweep the bulk of the color. Next, at least 2 street sweepers come in to do a dry sweep of the color. Then high-pressure water will be used to lift the remaining color and the street sweeper will then vacuum the water and color that is left.



FINISH LINE- BEFORE



FINISH LINE- AFTER

The color will first be swept up, then we will use a blower to blow off any grass, etc, and then we will water the area down.



PARTICIPANTS

We anticipate 7,000 – 10,000 participants and 150 volunteers

RACE SCHEDULE - EXAMPLE -

5:00 – 9:00 am	Setup Begins
9:00 – 10:00 am	Begin race. Start runners in waves of 500-800 runners every 5 minutes.
9:30 – 11:30 am	Finish Line Color Celebration
10:00 – 11:30 am	Clean up commences along course behind last runner. Volunteers at Color Stations tear down color stations and begin sweeping color. Street sweepers begin cleaning course.
11:30 am – 5:00 pm	Clean up at Finish Line. Wrap up cleaning of any streets/trails.

CHARITABLE CONTRIBUTION

We are committed to giving back to the community, and will work closely with a local charity in order to raise funds for its good cause. We typically work with local YMCAs or Special Olympics, but if the venue or city we are working with requests a different non-profit, we are more than willing to work with them.

INSURANCE

Color Me Rad is insured through Francis Dean and can provide you with a certificate naming you as additionally insured as soon as possible. Our insurance is \$1 million per occurrence and \$3 million per aggregate.

MEDICAL PLAN

We plan on hiring 3 EMTs and at least 1 emergency vehicle to have on site at the finish line. All medical personnel will be provided with race director's direct cell phone number.

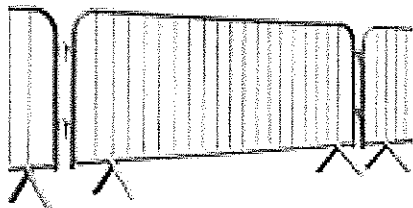
EQUIPMENT & RENTALS

Color Me Rad owns and will bring the following:

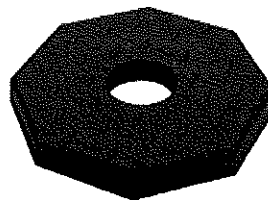
- 1 Box Truck
- 2 Arches (33' wide, 19' high)
- 80 15' Tear-drop Flags
- 12 Tables
- 24 Chairs
- 40 Brooms
- 20 Dustpans
- 2 Leaf Blowers
- 6 x 55 Gallon trashcans with lids for water station
- 8 x 55 Gallon trashcans with lids for arches
- 8 x 55 Gallon trashcans for trash
- 400 x 5 Gallon Buckets
- 3 Generators

We will rent/hire: (If your venue can provide any of the following please let us know)

- 40-60 portable restrooms at start/finish line, with 1-4 ADA restrooms
- PA System
- 1 20'40 tent, 1 20'x20' tent
- 1 scissor lift (model JLG 40RTS)
- 1 Box truck with lift gate
- 600 feet of pedestrian/crowd fencing (pedestrian barriers) *SEE IMAGE BELOW
- 100 cones with bases(candlestick or vertical panels)
- 80 additional cone bases (to hold down tear-drop flags) *SEE IMAGE BELOW
- 60 yards of dumpster
- 1 Pallet Jack
- Water Truck/Trailer
- Street Sweepers
- Pressure Washers (if needed)
- EMTs at finish line
- Police
- Parking personnel



Pedestrian Fencing



Cone Bases

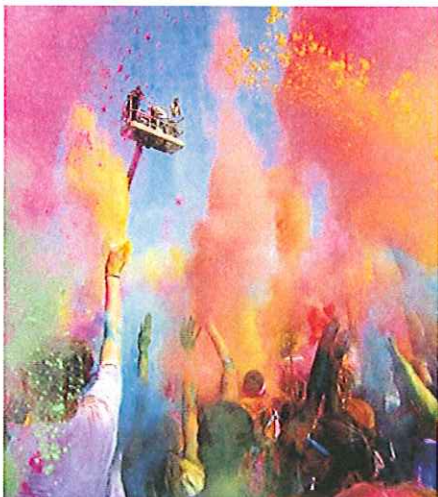
RACE OVERVIEW

Color Me Rad is a 5k (3.1 mile) running event with the sole purpose of helping people smile. The event is not competitive and not timed. All types of participants are welcome from moms pushing strollers to grandmas power walking to veteran racers. The race fee for participants is \$35-\$55, depending on the date; spectators may attend at no cost.

The uniqueness of our event comes from the fact that at every kilometer (0.62 miles) we have “color stations” where volunteers throw colored cornstarch on the participants, turning them into lovely, colorful running works of art. We’ll finish off the race with a final color throw at the finish line. The colored cornstarch is non-toxic and washes off with brooms and water (ingredients are listed in “colored cornstarch information” section). We hire at least 2 street sweepers for final clean up of the roads and we are absolutely committed to leaving the premises spotless, whatever the cost.



Color Stations along the course consist of eight (8) 15' tall teardrop flags, four (4) on each side of the road, trash containers, 1 boom box, and twelve (12) volunteers to throw and clean color at each station. Color will be hauled in 5-gallon buckets and bags in boxes. One water station will be set up half-way through the course. Water stations will consist of 3 tables, 8 oz water bottles, trash containers, and volunteers. Volunteers will clean up bottles after runners have discarded.



The finish line celebration will include an MC controlling music and announcements. He/she will also lead the crowd in a “color throw” every 10-15 minutes. All participants will be given a bag of color to throw during the color throw. The MC will stand on a scissor lift instead of a stage, thus making it easier to throw color and to save on space (see image on page 6). There will **not** be a beer garden at the finish; we will hand out water, and color for the color throw at the finish line. We will also be selling merchandise (shirts, accessories, extra color) at the finish line.

Other than the traffic control, color stations, and single water station, we will not set up anything else (toilets, arches, etc) along the course. The start and finish will contain most of the equipment.