

PARK EVENT PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # _____ Date Submitted _____

EVENT INFORMATION

Name of Event Making Strides Against Breast Cancer of Dane County.

Event Organizer/Sponsor American Cancer Society

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

If Yes, provide State of Wisconsin Tax Exempt Number 13-1788491

Address 8317 Elderberry Rd.

City/State/Zip Madison, WI 53717

Primary Contact Laura Strickland FAX 608-833-1195

Work Phone 608-662-7547 Phone During Event 920-540-8957

E-mail Laura.Strickland@cancer.org

Website NW.W.Cancer.org

Secondary Contact Adam Sutter Phone During Event 920-609-2012

Work Phone 608-662-7545

E-mail Adam.Sutter@cancer.org

Annual Event? Yes No

Charitable Event? Yes No

If Yes, name of charity to receive donations: American Cancer Society

Estimated Attendance 350 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification: Hours 8:00 am to 12:00 pm Yes No

Park Requested Vilas Park

Shelter Reserved by Event Organizer Yes No

Vilas park SUTTER

EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) 10-5-13 Rain Date(s) none

Event Start Date(s)/Time(s) 8:00 am Set-Up Date(s)/Time for Event 8:00 am

Event End Date(s)/Time(s) 12:00 pm Take-Down Time 12:00 pm

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

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 _____

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 Making Strides Against Breast Cancer of Dane County
Contact Person Laura Strickland Phone # During Event 920-540-8957
Park Vilas Park Date 10-5-13

TYPE OF AMPLIFIED SOUND

Band DJ Sound System Speeches/Announcements Karaoke
 Other (please specify) _____

Times of Sound 8:00 am to 12:00 pm (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.

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

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? radio, tv/news, print, social media, website, brochures, posters

Will there be live media coverage during the event and where will the media vehicles be parked? yes, all media will be parked in lot near vilas park shelter.

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 Making Strides Against Breast Cancer of Dane County

Park Location Vilas Park

Public Contact Phone Laura Strickland Website MakingStridesWalk.org/DaneCoWI

Admission Cost \$0 - Fundraising Encouraged but not required

Date of Event 10-5-13 Beginning/End Time of Event 10:00 am

Two sentence description of event (for internet calendar)

please see attached

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 _____

How Many? _____

Date or Drop Off _____

Date of Removal _____

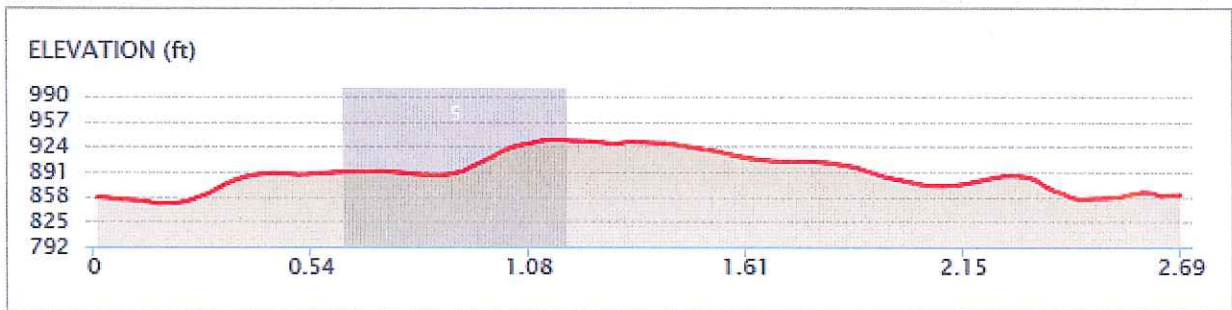
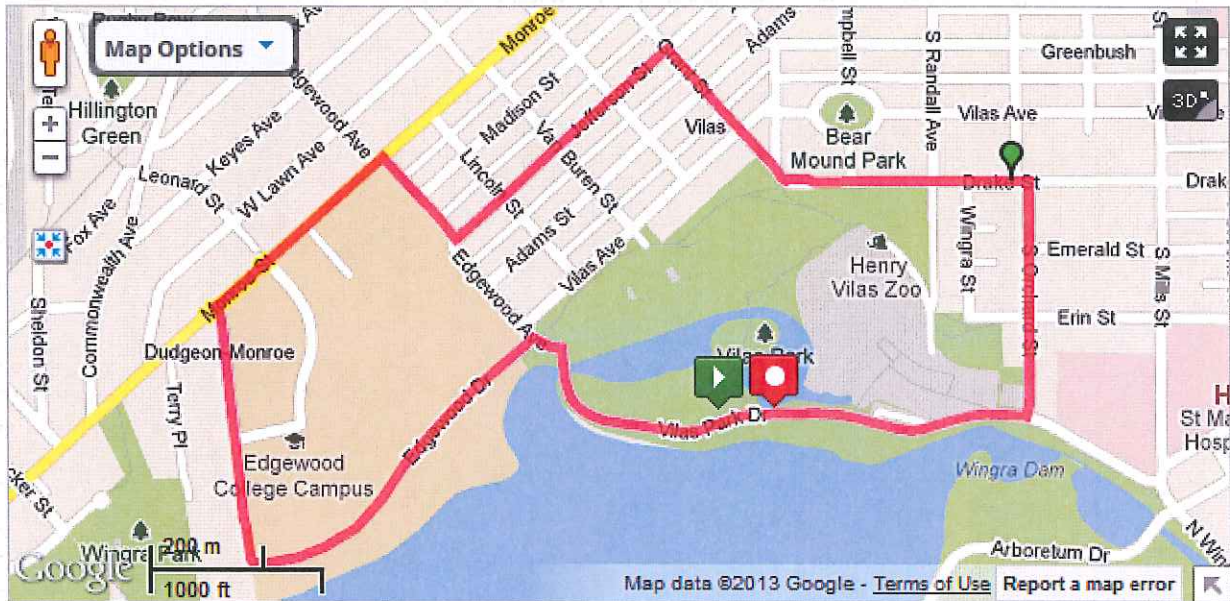
(Dates must be pre-approved by Parks Maintenance Supervisor.)

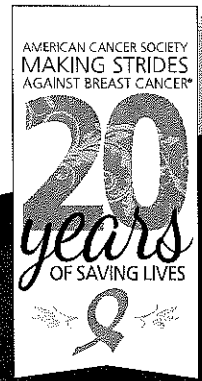
The Making Strides Against Breast Cancer of Dane County walk is a powerful and inspiring opportunity to unite as a community to honor breast cancer survivors, raise awareness about steps we can take to reduce our risk of getting breast cancer, and raise money to help the American Cancer Society fight the disease with breast cancer research, information and services, and access to mammograms for women who need them.

Proposed walking Route for

Making Strides Against Breast Cancer of Dane County

Saturday, October 5, 2013 – 10:00 AM- Vilas Park, Madison





Make strides to end breast cancer.

No matter how you've been affected by breast cancer, you'll be moved by your Making Strides experience.

The American Cancer Society Making Strides Against Breast Cancer is a powerful and inspiring event that unites communities to honor those who have battled breast cancer, spread the word about what we can do to help prevent breast cancer, and raise money to find cures and support programs and services for those facing the disease.

- Since 1993, the American Cancer Society has been raising funds and rallying communities to save lives from breast cancer through our Making Strides event. It all started in New England, with just two walks and 4,000 walkers, and has since grown to more than 270 events nationwide.
- In the past 20 years, 8 million walkers have raised more than \$460 million to help create a world with less breast cancer and more birthdays.
- Making Strides walks range in distance from five kilometers (3.1 miles) to five miles, depending on location. Individuals of all ages are welcome to participate.
- While most Making Strides events have no registration fee or minimum amount to raise, participants can maximize their lifesaving impact by raising money online or collecting donations to turn in on the day of the event.



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cancer.org | 1.800.227.2345

Know the facts on breast cancer in the United States.

- Breast cancer is the most frequently diagnosed cancer in women (excluding skin cancer) and the second leading cause of cancer death in women after lung cancer.
- Mammography can identify breast cancer at an early stage, usually before physical symptoms develop, when the disease is most treatable. Yearly mammograms are recommended starting at age 40 and continuing for as long as a woman is in good health.
- The five-year relative survival for breast cancer that has not spread to the lymph nodes or other locations is 98 percent.

Thanks to the dollars raised by Making Strides supporters, the American Cancer Society is saving lives and helping more people facing breast cancer celebrate more birthdays.

- We are helping people stay well by showing them steps they can take, such as exercising regularly to maintain a healthy weight and limiting the amount of alcohol they drink, that will help reduce their risk of breast cancer.
- We are helping people focus on getting well by providing resources throughout a cancer journey, such as rides to treatment, a free place to stay during treatment, or support programs to help people cope with side effects.
- We are finding cures through research to help find the causes of breast cancer and better ways to treat it so that more people can survive the disease.
- We are fighting back by working with lawmakers to increase funding for breast cancer screening and treatment, and by rallying communities to join the fight.

For more information about Making Strides Against Breast Cancer and how you can get involved, call 1-800-227-2345 or visit cancer.org/stridesonline.