

Health & Wellness at Monona Terrace

Proposal for Sponsorship 2016



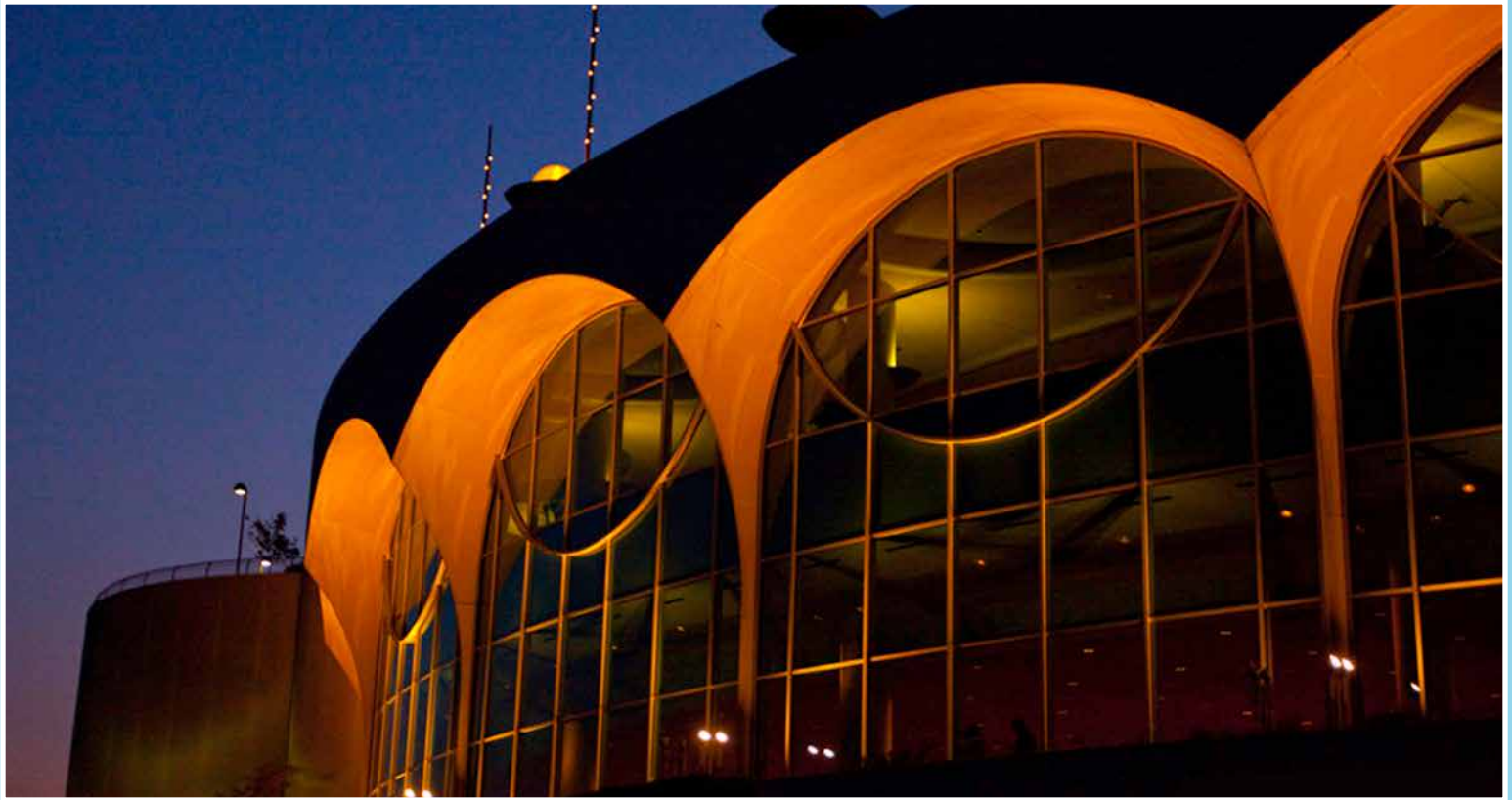
THE ORGANIZATION

The Mission: Monona Terrace

To deliver an exceptional and inspirational experience

The Mission: Community Relations Department

To invite people from the Madison community and beyond to discover and enjoy Frank Lloyd Wright's Monona Terrace as their community gathering place, and serve as a "must see" for tourists visiting Madison. We proudly provide high quality, free or low cost programs that enrich, educate and entertain a diverse audience.



Community Outreach

Annually, we proudly produce and sponsor a wide array of free or low cost events, workshops and tours, serving over 50,000 people each and every year.

"That was one of the motivating factors for my gift (Overture) - not only to provide venues for these wonderful arts organizations that we have, but also to stimulate and get more people downtown... It was Monona Terrace and the Capitol and with the completion of Overture, I think it has had a huge impact on the downtown in a very positive way."

- Jerry Frautschi, noted philanthropist and fourth generation Madisonian

MONONA TERRACE

BOARD OF DIRECTORS

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Tom Ziarnik	Double Tree Hotel – General Manager

It was a calming and yet refreshing experience. I participated with my mom!
– Carrie M., Madison

T'AI CHI AT MONONA TERRACE

For the past 18 years, Tai Chi at Monona Terrace has provided an opportunity for Madison residents, visitors, students, and area employees to take a stress break during their busy day with the ancient art of T'ai Chi. Set on the beautiful rooftop gardens of Monona Terrace, the outdoor community program offers quality instruction with soothing views and gentle breezes that enhance this healthy, relaxing experience. The program features easy to follow, gentle forms and movements that can be achieved by inexperienced participants and seasoned practitioners alike. The program is offered on Tuesdays at noon. Walk-ins are welcome and registration is available on site. Parking and services at the facility are ADA certified and easily accessible.

Program Highlights

- Summer: Tuesdays, 2016
- Noon - 12:45 PM
- 6 Sessions
- 2015 attendance: 385
- Average attendance: 77 per session

Typical Event Schedule

11:40 AM – Set up PA system and clear chairs and tables

11:45 AM – Set up banner

11:45 AM – Begin having new students sign waiver and pick up materials

12:00 PM – Instructor welcomes and teaches class. MT staff provides materials, registers students, and tracks attendance.

12:45 PM – Event tear-down



"Tai Chi on the Terrace is one of my favorite things about living in Madison. It's a beautiful way to bring the community together." – Michelle M., Madison

MINDFUL YOGA

Program Highlights

- Spring: Tuesday & Thursday, 7 sessions
- Fall: TBD, 7 sessions
- Noon - 12:45 PM
- 14 Sessions

Typical Event Schedule

11:00 AM – Set up PA system; room set complete

11:15 AM – Signs posted

11:30 AM – Check in tables open

11:45 AM – MT Staff, sponsor and/or instructor welcome attendees; class begins

12:30 PM – Class ends, participants are thanked upon exit; event tear-down

LUNCHTIME YOGA AT MONONA TERRACE

Lunchtime Yoga has been met with an overwhelming enthusiasm from members of the downtown and greater Madison community. This gentle class focuses on mindful breathing, stretching, and strengthening, and works in tandem with the beautiful environment of the Community Terrace to create a magical, welcome environment for participants. The program is geared toward beginners, however intermediate moves will be offered as an option to those looking for greater challenge. Drop-ins are welcome. All classes are free and open to the public. Parking and accessibility at Monona Terrace are ADA certified.

Program Highlights

- Spring: Mondays & Thursdays, Jan 21 - Mar 14, 16 Sessions
- Fall: TBD, 14 sessions
- Noon - 12:45 PM
- 28 Sessions
- Total 2015 attendance: 1,177 (Spring session only)
- Average attendance: 74 per session

Typical Event Schedule

11:40 AM – Set up PA system and clear chairs and tables

11:45 AM – New students sign in

12:00 PM – Instructor welcomes and teaches class. MT staff provides materials, registers students, and tracks attendance.

12:45 PM – Event tear-down



"This not only provided programming that was popular (I would estimate that about 70 people attended those sessions that I attended), but contributes to the wellness of the Madison area residents who participated that keeps on giving...My sincere thanks to...Monona Terrace and GHC for this wonderful experience!" – Ron S., Madison

DESCRIPTION OF SPONSORSHIP:



- All promotional materials will include reference to GHC-SCW sponsorship whenever possible.
- Mention at first and last class acknowledging and thanking GHC-SCW for their sponsorship and continued support of community events.
- Season schedule distribution 9,000 email per season
- Health and Wellness e-flyers (1,800 sent per session)
- Sign with GHC-SCW logo at all events
- Logo on the Monona Terrace website
- Sponsor materials and presence at each event
- Media releases sent to Dane County newspaper, radio, television, and magazines.
- Health and Wellness ad
- Tags and paid ads on Facebook along with posts on Twitter, Instagram and Vine

WELLNESS EVENT BUDGET 2016

Facility - T'ai Chi (6 Sessions)	\$ 11,250	MT In Kind
Facility - Yoga (28 Sessions)	\$ 35,700	MT In Kind
Facility - Other (14 Sessions)	\$ 17,850	MT In Kind
Staff Support	\$ 7,500	MT In Kind
Instructor - Yoga	GHC In Kind	
Instructor - Other	GHC In Kind	
Instructor - T'ai Chi	GHC In Kind	
<u>Marketing</u>	\$ 3,000	<u>GHC Sponsorship</u>
Total 2015 Event Budget	\$ 75,300	

Liability Insurance: GHC-SCW shall provide proof that it carries commercial general liability insurance in the amount of \$1,000,000 combined single limit bodily injury and property damage liability before use of the premises is permitted. GHC-SCW shall be responsible for providing the above insurance at its own cost and naming the City of Madison, its officers, officials, employees, agents and members of its boards and commissions as additionally insured on the GHC-SCW's policy with respect to use of the premises as outlined in this sponsorship agreement. Proof of such insurance by certificate or other evidence satisfactory to the City shall be presented by GHC-SCW at least thirty (30) days prior to occupancy of the premises. The certificate must include thirty (30) days' notice by carrier of their intent to cancel, materially change, or refuse to renew coverage provided.

Hold Harmless: GHC-SCW agrees to hold harmless, indemnify and defend the City and its officers, officials, employees, agents and members of its boards and commissions from any and all liability including claims, demands, losses costs, damages and expenses of every kind and description to persons or property arising out of or in connection with or occurring during the course of this agreement where such liability is founded upon or grows out of the acts or omissions of any of GHC-SCW's agents, employees, invitees, subcontractors or others in any way connected with GHC-SCW. GHC-SCW agrees that City shall not be responsible for lost or stolen items.

Third Party Liability: City shall not be responsible or liable for any damage or injury that may happen to property or person of GHC-SCW's agents, subcontractors, employees, members, invitees, or others in any way connected with GHC-SCW, or for any other damages of any other kind or nature, for any cause whatever prior, during or subsequent to the agreement period. GHC-SCW hereby expressly releases City from and agrees to defend and indemnify City, its officers, agents, employees, or members of its boards or commissions, against any and all claims for such loss, damage or injury to persons, property or otherwise. The City, its officers, agents, employees or members of its boards or commissions shall not ever be liable for any claims for damages that may result from the destruction of or damage to the Monona Terrace Community and Convention Center or any part thereof.

Policy for Inclement Weather: Monona Terrace staff will make decision to cancel class at least one hour before the start time. If class is cancelled, participants should be directed to call the Monona Terrace receptionist at 261-4000.

Please make check payable to the Monona Terrace

APPROVED AND AGREED TO:

Group Health Cooperative - SCW

By: Ghader Date: 8/26/15
 GHC-SCW Representative

Monona Terrace Community and Convention Center

By: _____ Date: _____
 Kathi Hurtgen, Assistant Director



Photo Credit: Skot Weidemann, Monika Blazs