

## **Bark For Your Heart Madison 2013 Narrative**

Pet lovers in the community will be invited to participate in Bark For Your Heart-Madison, a 5k walk/run for participants and their dogs. The event will help raise funds for the Banfield Charitable Trust(BCT), a nonprofit that helps struggling pet owners with financial assistance for urgent veterinary care, pet food assistance programs, and gives grants to local nonprofits offering unique pet-related programs. Bark For Your Heart will tentatively take place either Saturday April 13<sup>th</sup> or April 20<sup>th</sup> 2013 at Warner Park with the run starting at 9:00 a.m.

Bark For Your Heart (BFYH) was first held in Sacramento in May 2011 and has sparked similar events in other parts of the country including San Antonio, Oklahoma City, and Charlottesville. Madison's first annual BFYH will allow the public and their pets to take advantage of Madison's parks and their pet friendly properties. By allowing BFYH to use the Warner Park facilities, the event will bring awareness to the Madison Parks system and their various memberships and facilities.

As veterinary professionals, we routinely see the challenges facing struggling pet owners and are rallying fellow pet advocates who want to help. We are forecasting to have roughly 200 owners and roughly 100 pets joining our event to help raise funds for the Banfield Charitable Trust along with 10-15 vendors that will provide animal friendly donations and demonstrations for owners and their pets. We currently have a committee of 10 animal lovers that are helping with the development and execution of the event.

Recruiting sponsors and encouraging donations is our current goal while finalizing an event date is our main priority at this time. We would greatly appreciate Madison Parks and Recreation allowing Bark For Your Heart to take place Saturday April 20<sup>th</sup>, 2013. We believe this date to be ideal because it lands in the middle of the 5k season and will also compliment The American Cancer Society's 5k Madison event.

Our Site Map is included in the information provided while the event Application, Safety and Security Plans, and Clean Up and Recycling Plan will be submitted in a timely fashion. We appreciate Madison Parks & Recreation's cooperation while we develop Bark For Your Heart and hope that we can work together in 2013.



## TENTS / STAGE MAP



■ - vendor tent area

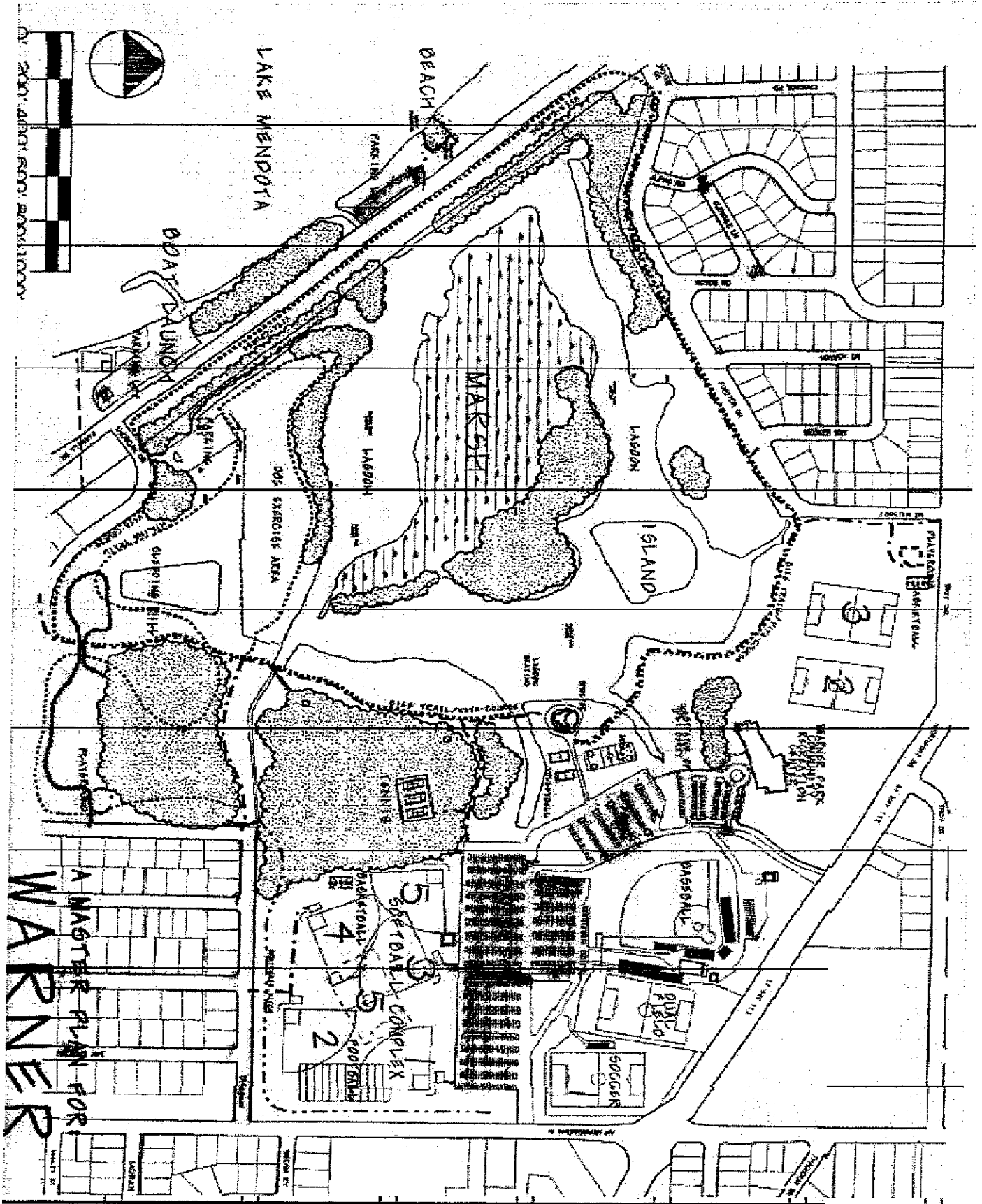
★ - entertainment stage

## ROUTE MAP - BARK FOR YOUR HEART 2013



water stations w/ recycling

PARKING PLAN - PARK FOR YOUR HEART-MADISON 2013



## Schedule of Events

Friday April 19<sup>th</sup>- pick up t-shirts/ team packets

5:00- mark 5k course with chalk/spray paint

Saturday April 20<sup>th</sup>

7:00- all volunteers arrive

- start setting up signs and water stops
  - designate trash cans, registration, start/finish
- Set up registration area
- Set up amplifying system/speakers

7:45- volunteer meeting

7:30- same day registration opens

- Start setting up start and finish areas
- Timing company starts setting up
- Vendors/businesses start setting up booths
- Course H2O stations set up

8:00- Emcee/DJ starts setting up

- Band starts setting up
- Photographer starts setting up/taking pictures
- Silent auction set up

8:30- Emcee starts Race Day festivities

- Post race snack bar set up
- Volunteers go to designated areas along course

9:00- race starts

- Band continues/ Emcee continues

10:00- preliminary results posted

10:30- race finishes

- final results posted
- Post race activities start
- Band continues to play
- Vendors host activities/demonstrations

11:00- post race snack bar

- Silent auction continues

12:00- silent auction closes- winners chosen

- Demonstrations ending
- Emcee/band finishes
- Photographer finishes

1:00- cleanup starts

- Route is scanned for garbage/recycling
- Water stations taken down/packed up
- Vendors start packing up
- Band commences

3:00- cleanup finishes

- Park is ready for public use

## **Safety Plan**

### **First Aid Procedure/Emergency Response Procedure**

The first aid procedure will be communicated to all event staff the morning of the race at 7:00am. Different scenarios will be re-enacted and all questions regarding emergency procedures will be addressed at this time. Before the race starts, the Emcee will point out the first aid tent to participants and also point out designated event staff if an emergency does arise.

1. Participant reports injury/accident to closest event volunteer
2. Event volunteer alerts fellow volunteers of incident, alerts first aid of incident
3. First aid either sends response team to injury site or waits for participant to report to first aid tent
4. Care is given to participant, individuals emergency contact person notified

### **Security Plan**

We plan to include one of the Madison Fire Depts in the event activities. They will be stationed near the first aid tent along with the first aid volunteer EMTs. Using large signs to designate different areas of the event, we are certain that crowd control will not be an issue. Volunteers will be guiding participants and family members to their desired locations throughout the day's activities. No alcohol will be allowed on premises. Event participants will be safe to roam the grounds; volunteers will be reporting any incidents to event director.

### **Clean up and Recycling Plan**

Trash barrels will be our main source for clean up during/after the event. Materials disposed during the event will include animals waste as well as packed foods and drinks, bibs, and paper materials. Trash barrels will be placed at every ½ mile of the race as well as the start and finish equaling 7 containers. We will also have trash barrels at the vendor tent area, registration, the snack tent, and stage areas. When the event is finished, we will have all remaining volunteers (roughly 15) walking the race path to pick up remaining garbage along the course. As vendors, the band, and all tents are taken down; any left over garbage will also be disposed of. Clean up will last 2 hours and commence at 3:00pm.