

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Festival Foods Turkey Trot Madison

Event Organizer/Sponsor: Road Runners Club of America/2017 and Its Member Clubs

Is Organizer/Sponsor a 501(c)3 non-profit agency?

xx Yes ☐ No

MANDATORY: State Sales Tax Exemption Number:

ES#: 39-1699966

OPTIONAL: Federal Tax Exempt Number: _____

Address: 2920 N Sherman Avenue

City/State/Zip: Madison, WI

Primary Contact: Liz Kern

Work Phone: 715-459-2608

Email: liz@bigtopse.com

Phone During Event: 715-459-2608

Website: www.festivalfoodsturkeytrot.com

FAX: _____

Secondary Contact: Tyler Isham

Work Phone: 262-745-5687

Email: tyler@mallardsbaseball.com

Phone During Event: 262-745-5687

Annual Event?

x Yes ☐ No

Charitable Event?

x Yes ☐ No

If Yes, Name of charity to receive donations: Boys & Girls Club of Dane County, YMCA's of Dane County

Estimated Attendance: 2,000 total (walkers and runners) (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

x Yes ☐ No

Hours: 7:00AM to 10:00AM

EVENT CATEGORY

x Run/Walk ☐ Music/Concert ☐ Festival ☐ Rally ☐ Parking (i.e., bagging meters)

☐ Other: _____

LOCATION REQUESTED

Capitol Square (note specific blocks below)

State St. Mall/800 State Street

☐ 30 on the Square (aka top of 100 block of State Street) ☐ Other (specific blocks/streets requested below)

Street Names and Block Numbers: Course maps and timeline are included in attached application.

EVENT DATE(S)/SCHEDULE

Date(s) of Event: 11/28/2019 (Thanksgiving Day)

Event Start and End Times: 8:00AM – 9:30AM

Rain Date (if any): NONE

Set-Up Start Time: 5:30AM – 8:00AM

Take-Down Start Time and End Times: 9:30-11:00AM

TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?

☐ Yes x No

If class B license is denied, will the event(s) occur?

☐ Yes x No

____ By initialing, I/we waive the 21-day decision requirement.

APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

Applicant Signature _____

Date _____

STREET EVENT AMPLIFICATION PERMIT APPLICATION

Permit fee is \$100.00.

Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of neighboring residents and businesses. 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.

Do you have public amplification planned for your event?

☒ Yes ☐ No

If Yes, please continue. If No, skip this form.

EVENT INFORMATION

Name of Event: Festival Foods Turkey Trot Madison

Contact Person: Liz Kern at 715-459-2608 and Tyler Isham at 262-745-5687

Location: Warner Park, Sherman Ave.

Date: 11/28/2019 (Thanksgiving Day)

Type of Amplified Sound:

☐ Band ☒ DJ ☒ Sound System ☒ Speeches/Announcements ☐ Karaoke

☐ Other (please specify): _____

Hours of Amplification:

Date: November 28, 2019

Time: 7:00AM to 10:00AM

STREET EVENT MARKETING INFORMATION

Conditional approval of the event is required **BEFORE** promoting, marketing or advertising the event.

Do you have marketing information?

☒ Yes ☐ No

If Yes, please continue. If No, skip this form.

How will this event be marketed, promoted, or advertised?

-On Festival Foods grocery bags
-On posters and fliers distributed throughout the city
-Via email newsletters to a database of 50,000+ participants
-On local radio and television

Will there be live media coverage during the event and where will the media vehicles be parked?

Unknown at this point

PARKS DIVISION CALENDAR OF EVENTS

If you want your event to be listed on City website calendars, please complete the Marketing Information form. Your event will only be included on the calendars if all permits and applications are approved 30 days in advance and your event is open to the public. If this form is not completed, the event will not be included on the calendars.

Official Name of Event: Festival Foods Turkey Trot

Location: Warner Park – Madison Mallards

Public Contact Phone: None

Website: www.festivalfoodsturkeytrot.com

Admission Cost: Adults \$25 early/\$30 late, \$35 night before/day of, Children: \$15

Date of Event: November 28, 2019 (Thanksgiving Day)

Beginning/End Time of Event: 8:00 – 10:00 AM

Two sentence description of event (for internet calendar):

This fun family event offers a 5-mile timed run, a 2-mile untimed walk, and even a Dog Jog. Each registrant received a long sleeved shirt and a pumpkin pie!



2019 STREET USE APPLICATION FOR CITY OF MADISON

OVERVIEW

Since 2008, Festival Foods has conducted Turkey Trots in eight communities throughout Wisconsin. The events benefit the Boys & Girls Clubs and YMCA's in the communities where they take place. Both of those organizations provide volunteers in return for monetary proceeds.

In every community where it takes place, the Festival Foods Turkey Trot offers two events – a five-mile timed run and a two-mile untimed walk. Participants who bring pets are allowed to participate in the “Dog Jog” which is a final wave in the two-mile walk only. “Trotters” enjoy the upbeat music, high quality long-sleeved t-shirts and free Festival Foods pumpkin pies at the finish line. The fun atmosphere and the ability to satisfy different ability levels has enabled the Turkey Trots to quickly become a family tradition in the communities where they take place. The event routinely garners a “will recommend” rating of more than 95% from participants each year.

Legally, the Festival Foods Turkey Trot partners with the Greater Green Bay Community Foundation which distributes the proceeds from the events evenly across all of the Boys & Girls Clubs and YMCA's that assist with the event. In its first nine years, the event has donated approximately \$1.3 million to its charity partners throughout Wisconsin.

The event successfully launched in Madison in 2016. Organizers plan to employ earlier and more aggressive promotion to grow the event into a cherished family tradition for the citizens of Madison with a positive outcome for local charities.

EVENT / STREET SCHEDULE

WEDNESDAY, NOVEMBER 27th

9:00 AM – NOON	Staff and volunteers set up registration, packet pick up and t-shirt pick up in Great Dane Duck Blind at Warner Park.
NOON – 6:00 PM	Public is able to enter Great Dane Duck Blind at Warner Park to register, pick up packets and pick up t-shirts.

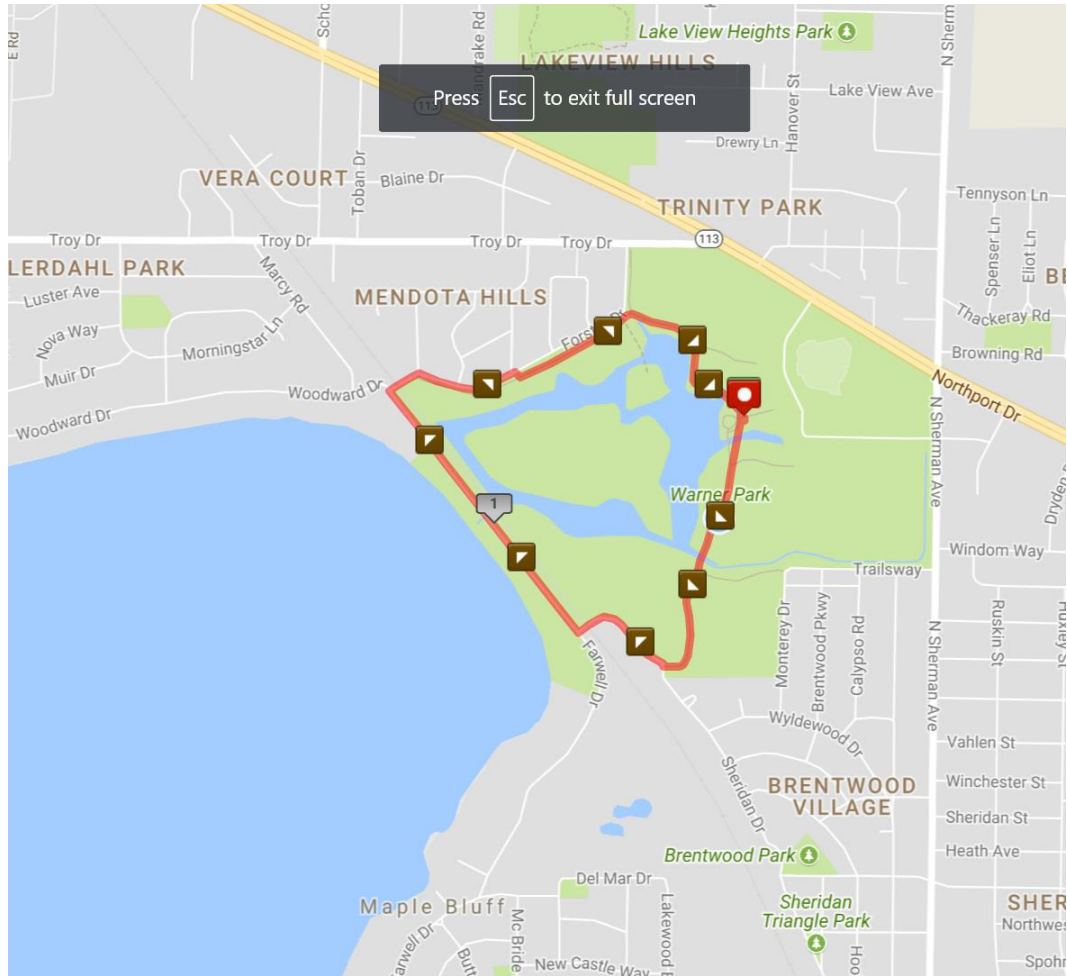
THURSDAY, NOVEMBER 28th

5:30 AM	Staff and volunteers arrive
6:30 AM – 8:00 AM	Public is able to enter Great Dane Duck Blind at Warner Park to register, pick up packets, pick up t-shirts, seek warm weather shelter and use the porta-potties inside the stadium.
8:00 AM	Start horn fires for both events. 5 mile runners start south west of Great Dane Duck Blind and head toward Sherman Ave. 2 mile walkers start south east of Great Dane Duck Blind near Warner Park walking path.
9:00 AM	All 2 mile participants are expected to be finished by this time.
10:00 AM	All 5 mile participants are expected to be finished by this time. Police and volunteers are released by this time.

A map of Madison, Wisconsin, showing a red route with numbered markers 1 through 5. The route starts in Sherman Terrace, goes north on Sherman Ave, loops through Warner Park and Mendota Hills, and ends near Lake Monona. Landmarks include Lake Monona, Warner Park, and various neighborhoods like Sherman Terrace, Maple Woods, and Brentwood Village.

PAGE

STREET MAP – 2 MILE ROUTE



START TIME: 8:00 AM
FINISH TIME: 9:00AM

Turn-by-turn directions

2 mile walk

1. Start in 2 mile chute located in the Warner Park Community Recreation Center parking lot
2. Right onto the Warner Park trail
3. Left and cross the pedestrian bridge
4. Right on Sheridan, under the bridge
5. Right on Woodward Drive
6. Right on Forster Drive
7. Right back onto the Warner Park Trail System
8. Left to Finish Line (Same as start line)

Turn-by-turn directions

5 mile run

1. Start in the Warner Park Community Recreation Center's Parking lot, exit right
2. Right on North Sherman Ave
3. Right on Lakewood Blvd
4. Left on Cambridge Road
5. Left on Lakewood Blvd
6. Left on Farwell Drive
7. Right on Sheridan, under the bridge
8. Left onto the Warner Park walking trail
9. Straight over walking bridge
10. Left on trail to Finish Line (same as start line)

EMERGENCY ACTION PLAN (EAP)

I. GENERAL

The Festival Foods Turkey Trot Madison will be held on November 28, 2019 at Warner Park. Festival Foods Turkey Trot will use the baseball park at Warner Park as well as the parking lots of Warner Park.

II. PURPOSE

- A. This emergency action plan predetermines actions to take before and during the Festival Foods Turkey Trot Madison (hereinafter referred to as the “event”) in response to an emergency or otherwise hazardous condition. These actions will be taken by organizers, management, personnel, and attendees. These actions represent those required prior to the event in preparation for and those required during an emergency.
- B. Flexibility must be exercised when implementing this plan because of the wide variety of potential hazards that exist for this event. These hazards include, but are not limited to, Fire, Medical Emergencies, Severe Weather, or situations where Law Enforcement is required.

III. ASSUMPTIONS

The possibility of an occurrence of an emergency is present at this event. The types of emergencies possible are various and could require the response of Fire & Rescue, Emergency Medical Services, and Police.

IV. BASIC PLAN

A. Emergency Action Plan (EAP) Event Representative

The EAP event representative will be the primary point of contact for all communications regarding the event. This person is identified as

LIZ KERN
liz@bigtopse.com
(715) 459-2608

EMERGENCY ACTION PLAN (EAP), continued

B. Emergency Notification

1. In the event of an emergency, notification of the emergency will be through the use of 911. The caller will have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.
2. We will have on-site EMS, contracted through **Madison Fire Department**.
3. We will have on-site Police. Contact is

Captain Brian Ackeret
City of Madison Police Department
North District
2033 Londonderry Dr.
Madison, WI 53704
608.243.5258 - Office
backeret@cityofmadison.com

C. Severe Weather

1. ADVANCE NOTIFICATION OF INCLEMENT WEATHER PLANS

All volunteers, staff members, participants and public safety personnel should be aware that **rain, snow, extreme cold or other non-life threatening weather situations WILL NOT result in the cancellation or even the delay of the race.** Only lightning, tornadoes or freezing rain could result in a DELAY of the race. If threatening weather conditions exist on race morning, volunteers, participants, staff, and public safety personnel will be directed to tune in to the local FM radio station partner.

2. IN THE EVENT OF INCLEMENT WEATHER

- a) Volunteers, staff and public safety personnel must report inclement weather conditions to the race director before reacting to the situation.
- b) The local race director should contact the local office of the National Weather Service (NWS) for advice on current conditions in their area.
- c) After receiving a reliable report on current conditions, the race director should contact Executive Director Sean Ryan to decide on the immediate response.
- d) The race director will provide the announcement of a delay or cancellation to the person making the announcements over the host venue's public address system. Participants and volunteers should be instructed over the PA system and local radio to "Please remain in or return to your vehicle. If you do not have a vehicle close by, you may seek shelter inside the Great Dane Duck Blind."
- e) Executive Director Ryan will notify Public Relations Director Brian Stenzel of the delay or cancellation. Stenzel will then contact the appropriate personnel for communication through the radio stations.

EMERGENCY ACTION PLAN (EAP), continued

3. MAXIMUM DELAYS AND CANCELLATIONS

For public safety and road closure reasons, the maximum delay time shall be 30 minutes. If, after 30 minutes, the delay-causing weather system does not subside, it shall be announced that the race is cancelled. In the event of the race being cancelled, the following announcement should go out over the public-address system: **"The race is cancelled. Participants may pick up their t-shirts and pies. More information will be emailed out after Thanksgiving Day."** In the event of a cancellation, only Festival Foods Public Relations Director Brian Stenzel should respond to questions from the media.

D. Fire

1. If a specific hazard has been identified as an increased risk of fire at this event, event manager will work with the Fire Department to determine how to address the hazard.
2. All event staff will be instructed on the safe use of Portable Fire Extinguishers.
3. There will be no cooking at this event.
4. Fire Inspectors will be scheduled to perform an inspection of the Great Dane Duck Blind used for this event.
5. Should an incident occur that requires the Fire Department, 911 will be utilized to request this resource. The caller will have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

E. Medical Emergencies

1. As with any outdoor event, there is potential for injury to the participants. The types of injuries are various and include those that are heat related as well as traumatic injuries.
2. Event manager shall contact the Fire Department to schedule on-site Emergency Medical Services at this event. This shall consist of one ambulance and two paramedics positioned at approximately the halfway (2.5 mile) point of the 5 mile run and two paramedics at the finish area.
3. Should an incident occur that requires Emergency Medical Services to be called to the event, 911 will be utilized to request this resource. The caller will have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

F. Law Enforcement

1. The need for constant Law Enforcement presence at this event HAS been identified.
2. Should an incident occur that requires police to be called to the event, 911 will be utilized to request this resource. The caller will have the following information available to the 911 operator: nature of emergency, location, and contact person with callback number.

EMERGENCY ACTION PLAN (EAP), continued

G. Emergency Vehicle Access

1. Access for Emergency Vehicles will be maintained at all times.
2. 20' Fire Lanes will be kept open.
3. A 14' minimum height clearance for anything that goes over the street will be met.
4. Participants and spectators will be directed to park in approved areas and not to obstruct protective features, sidewalks or public thoroughways.
5. Crowd control will be managed by: Madison Mallards LLC
6. Parking for vendor and staff vehicles will be in the Warner Park parking lot.
7. Parking for attendee vehicles will include permitted street parking and the Warner Park parking lot. Clear communication of the parking options will be email to all participants prior to event day.

V. CONTACT INFORMATION

Primary Contact	Liz Kern	(715) 459-2608
Secondary Contact	Tyler Isham	(262) 745-5687
Local Event Manager	Liz Kern	(715) 459-2608
Emergency	Dane County 911 Center	911
Non-Emergency	Madison Fire Department	(608) 266-4420
Non-Emergency	Madison Police Department	(608) 255-2345

Cleanup and recycling plan

Madison Mallards LLC, the manager of the Madison Mallards, will manage the execution of this event. To ensure that all trash and recycling is collected at the event site and along the course route, organizers will take the following steps:

START / FINISH VENUE (Warner Park)

- Madison Mallards will provide 15-20 trash receptacles in and around the registration/packet pick up tent and the two start/finish areas before the race. Approximately 3-4 staff members from Madison Mallards will empty these receptacles before, during and after the race.
- A start/finish line team of 6-8 individuals will use trash bags and gloves to clean up the sidewalk and road areas in and around the 5 mile start/finish in Warner Park and 2 mile start/finish in Warner Park (3-4 individuals at each location).
- Cardboard boxes used to transport t-shirts, pumpkin pies, and other materials will be collected by race staff and Madison Mallards employees and placed in a recycling dumpster.
- All course trash will be placed in an Advanced Disposal Services (ADS) dumpster at Madison Mallards ballpark following the event.

COURSE ROUTES:

- A charity team will be recruited to hand out water along the route, the halfway point of the course. We will provide this team with rakes, shovels and cardboard trash receptacles to remove all of the cups in the vicinity of the water station after the participants pass through.
- Organizers will drive along both courses following the event and will pick up any cups or other trash left by participants or volunteers along the course route.
- All course trash will be placed in an Advanced Disposal Services (ADS) dumpster at Madison Mallards following the event.

Notification plan

ALDERPERSON NOTIFICATION

Based on the proposed course routes, the following alderpersons will be notified of the event:

District 12 (Warner Park + portions of course)	Alder Syed Abbas Madison, WI 53704 district12@cityofmadison.com
District 18 (portions of course)	Alder Rebecca Kemble Madison, WI 53704 district18@cityofmadison.com
District 2 (south of Breese Stevens Field)	Alder Patrick Heck Madison , WI 53703 district2@cityofmadison.com

NEIGHBORHOOD ASSOCIATION NOTIFICATION

The Trinity Park Neighborhood Association covers the start/finish location at Warner Park. A representative from the event will attend the groups October and/or November meeting to provide information and answer any questions they may have.

NEIGHBOR NOTIFICATION

As a professional courtesy, Festival Foods also mail postcards to every residential and commercial address in proximity the course routes one week prior to the event. A sample of a neighbor notification postcard appears on the next page.

Neighbor notification postcard (sample)



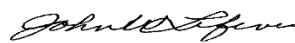
HEY NEIGHBOR!

The Turkey Trot route is in your neighborhood. You will experience blocked roadways for 15-60 minutes between 8 and 9:30am on Thanksgiving Day. Please plan accordingly.

-Thank you from the Boys & Girls Club & YMCA who receive 100% of the proceeds from this event.

insurance

The Festival Foods Turkey Trot is insured through the **Road Runners Club of America**. Certificates of Additional Insured are provided to all affected government agencies, venues and sponsors. The City of Madison will receive an insurance certificate with the following coverage limits and specifications:

ACORD®		CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY) 9/6/2016		
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.						
IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).						
PRODUCER STAR Insurance - Fort Wayne Office 2130 East Dupont Road Fort Wayne IN 46825			CONTACT NAME: Margaret M. Mayers PHONE (A/C, No. Ext): (260) 467-5689 FAX (A/C, No.): (260) 467-5691 E-MAIL: margaret.mayers@starfinancial.com ADDRESS: INSURER(S) AFFORDING COVERAGE NAIC #			
INSURED Road Runners Club of America/2015 and Its Member Clubs 1501 Lee Highway, Suite 140 Arlington VA 22209			INSURER A National Casualty Company 11991 INSURER B Nationwide Life Insurance Co. 66869 INSURER C: INSURER D: INSURER E: INSURER F:			
COVERAGES		CERTIFICATE NUMBER: 2015 \$2M A.I.		REVISION NUMBER:		
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Legal Liability to Participant \$2,000,000 GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		KR00000004913300	12/31/2015 12:01 AM	12/31/2016 12:01 AM	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ Unlimited PRODUCTS - COMP/OP AGG \$ 2,000,000 Abuse and Molestation \$ 500,000 Abuse & Molestation Aggregate \$5,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		KR00000004913300	12/31/2015 12:01 AM	12/31/2016 12:01 AM	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB EXCESS LIAB DED \$ RETENTION \$	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE				EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N / A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
B	Excess Medical & Accident (\$250 Deductible/Claim)		SPX0000026656100	12/31/2015 12:01 AM	12/31/2016 12:01 AM	Excess Medical \$10,000 AD & Specific Loss \$2,500
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)						
CERTIFICATE HOLDER IS NAMED AS AN ADDITIONAL INSURED AS RESPECTS THEIR INTEREST IN THE OPERATIONS OF THE NAMED INSURED. DATE OF EVENT(S): 11/24/16 2016 Festival Foods Turkey Trot at Madison INSURED RRCA CLUB/EVENT MEMBER: SRSE, LLC, Att'n: John Mory, 211 N. Broadway, Suite 104, Green Bay, WI 54303						
CERTIFICATE HOLDER			CANCELLATION			
11/24/16 City of Madison 210 Martin Luther King Jr. Blvd Madison, WI 53703			SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE John Lefever/MMA 			
ACORD 25 (2014/01) The ACORD name and logo are registered marks of ACORD INS025 (2014/01) © 1988-2014 ACORD CORPORATION. All rights reserved.						

BICYCLE PARKING

Warner Park and the Madison Mallards have ample bicycle racks at the entrance to the ballpark, both the front gate and back gate, for people who choose to bike to the event and lock their bike there.

MARKETING PLAN

The Festival Foods Public Relations Department works hard to ensure substantial turnout at the event. Some of the methods employed include:

- The event is advertised on Festival Foods paper grocery bags from mid-October through the event date. Collectively, this amounts to over a million grocery bags throughout 26 store locations in the state of Wisconsin.
- Posters and fliers placed in local Boys & Girls Clubs, YMCA's, private health clubs, coffee shops, book stores, restaurants and sporting goods stores.
- Email newsletters are distributed via an email database of more than 50,000 past participants.
- Charity partners (Boys & Girls Clubs and YMCA's) use their email lists, facilities and local distribution channels to promote the event.
- We would like to have the event listed on the City website calendars. A completed Marketing Information form is attached as required.
- We would like to display the event's posters on the poster kiosks on the Capitol Square and State Street. Our event director will deliver 12 posters in early October to the Parks Division, 210 Martin Luther King, Jr. Blvd., Suite 104.

AMPLIFICATION / public address SYSTEM

The Festival Foods Turkey Trot will utilize a public address system that provides limited audio coverage in the following areas:

- In the 2 mile start/finish chute in Warner Park near the Great Dane Duck Blind and Recreation Center.
- In the 5 mile start/finish chute in Warner Park near the Great Dane Duck Blind and Recreation Center.
- Inside of Warner Park, in the Great Dane Duck Blind area.

Informational announcements, sponsor acknowledgements, and family-friendly background music will be broadcast from 7:00 am until 10:00 am on race day. The completed Madison Street Event Amplification Permit Application is attached.

VENDORS

There will be no vendors at the event. The only sales which take place at the Festival Foods Turkey Trot include:

- Registration (adults \$30, children \$25)
- Turkey Trot hats
- Turkey Trot dog scarves
- Turkey Trot merchandise

BEER & WINE SALES

There will be no beer or wine sales or giveaway's at the event.

OTHER FOOD & BEVERAGE

There is no on site prepared or heated food or beverage at the Festival Foods Turkey Trot. The food and beverage menu at the finish line of the event is very basic and includes:

- Cups of water
- Bananas
- Donut holes
- Pumpkin pies (one per finisher, controlled through redemption of a ticket on each bib)

There are no food or beverage sales at the event.