


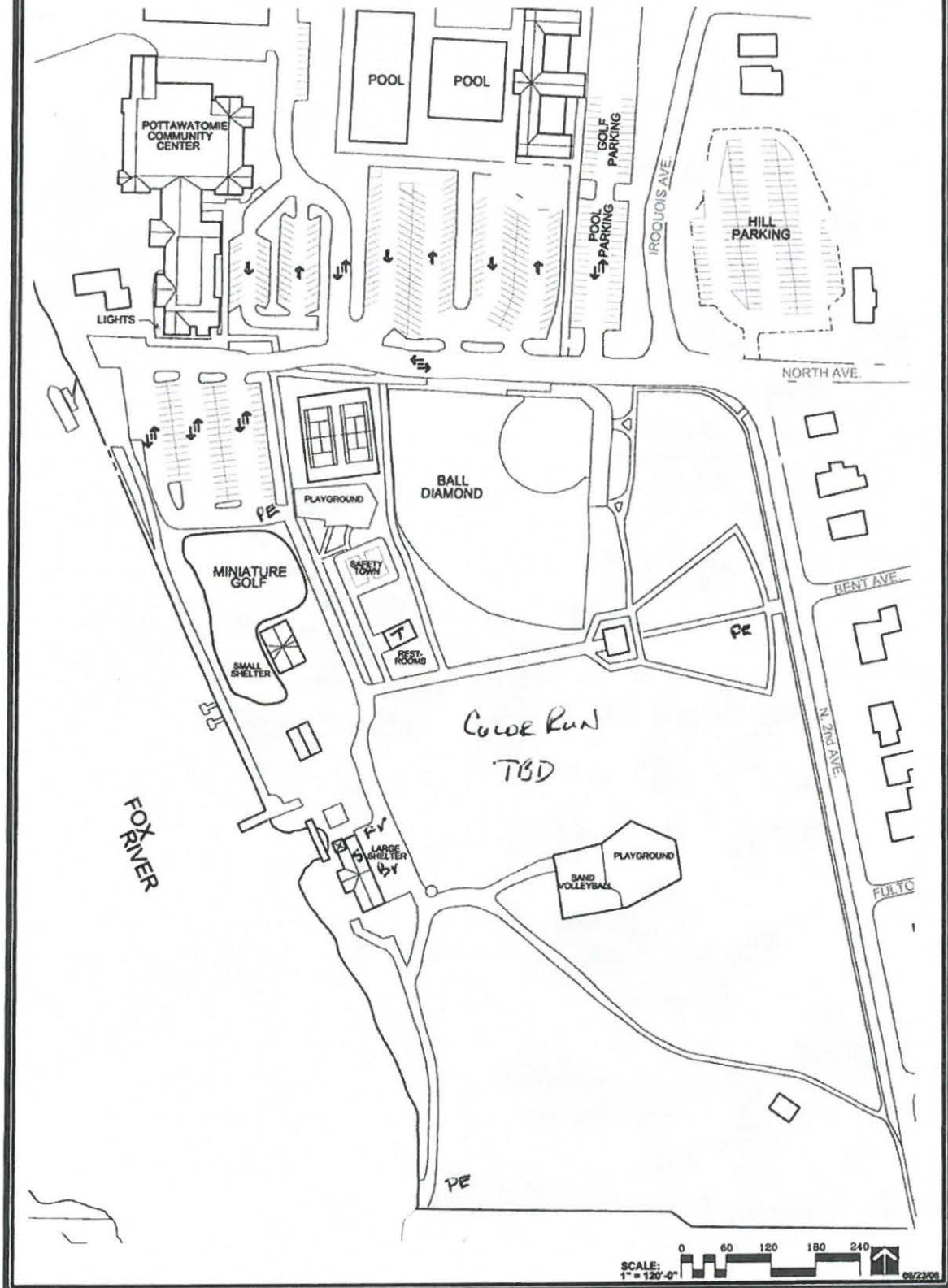
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                      |                                                                                                                       |     |                              |    |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-----|------------------------------|----|--|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>AGENDA ITEM EXECUTIVE SUMMARY</b>                                                                 |                                                                                                                       |     |                              |    |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Title:                                                                                               | Recommendation to Approve use of Amplification Equipment for the 2016 Bob Leonard 5K and 1K Family Color Fun Run/Walk |     |                              |    |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Presenter:                                                                                           | Chief Keegan and Mark Koenen                                                                                          |     |                              |    |  |
| <i>Please check appropriate box:</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                      |                                                                                                                       |     |                              |    |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Government Operations                                                                                |                                                                                                                       | X   | Government Services 04.25.16 |    |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Planning & Development                                                                               |                                                                                                                       |     | City Council                 |    |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Public Hearing                                                                                       |                                                                                                                       |     |                              |    |  |
| Estimated Cost:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | PD:\$137.50<br>PW:\$531.78<br><b>Total: \$669.28</b><br><br><b>Joint Sponsorship request \$1250.</b> | Budgeted:                                                                                                             | YES |                              | NO |  |
| If NO, please explain how item will be funded:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                      |                                                                                                                       |     |                              |    |  |
| <b>Executive Summary:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                      |                                                                                                                       |     |                              |    |  |
| <p>This special event application was received on March 15<sup>th</sup> and the special events committee met with the event organizers on March 24<sup>th</sup> to discuss the event. The 2016 Bob Leonard 5K and 1K Family Color Fun Run/Walk is proposed to take place on Sunday, July 31, 2016. The 5K commences at 7:30 a.m. and the Color Run at 9 a.m. This event did not take place in 2015; however, it did occur for eight years prior to that and is a very well-known and established event in the community. A few changes have been proposed for this year. The start and finish will both take place in Pottawatomie Park for the 5K. A police officer on bicycle patrol will follow along with the runners of this event for the duration of the route. The Color Run is a new addition this year and will take place within the park. The event sponsor will be sending out an informational letter, as in past years, to residents of the Timbers and Wild Rose subdivisions, as well as other residents and businesses affected by this route, informing them of this event. Consideration will also be given to residents in the area while amplification is in use; the equipment will be utilized for announcements and a DJ.</p> <p>As in prior years the City and Park District have shared a joint sponsorship (\$2500) for this event. The District has approved their participation (\$1250). The City (\$1250) has yet to do this.</p> |                                                                                                      |                                                                                                                       |     |                              |    |  |
| <b>Attachments:</b> <i>(please list)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                      |                                                                                                                       |     |                              |    |  |
| Diagrams (2) and Packet of information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                      |                                                                                                                       |     |                              |    |  |
| <b>Recommendation / Suggested Action</b> <i>(briefly explain):</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                      |                                                                                                                       |     |                              |    |  |
| Recommendation to approve use of amplification equipment for the 2016 Bob Leonard 5K and 1K Family Color Fun Run/Walk. Approve \$1250 for joint sponsorship with the Park District.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                      |                                                                                                                       |     |                              |    |  |
| <i>For office use only:</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                      | <i>Agenda Item Number: 6.c</i>                                                                                        |     |                              |    |  |



EVENTS MAP FOR:

# POTTAWATOMIE PARK

ST. CHARLES, ILLINOIS

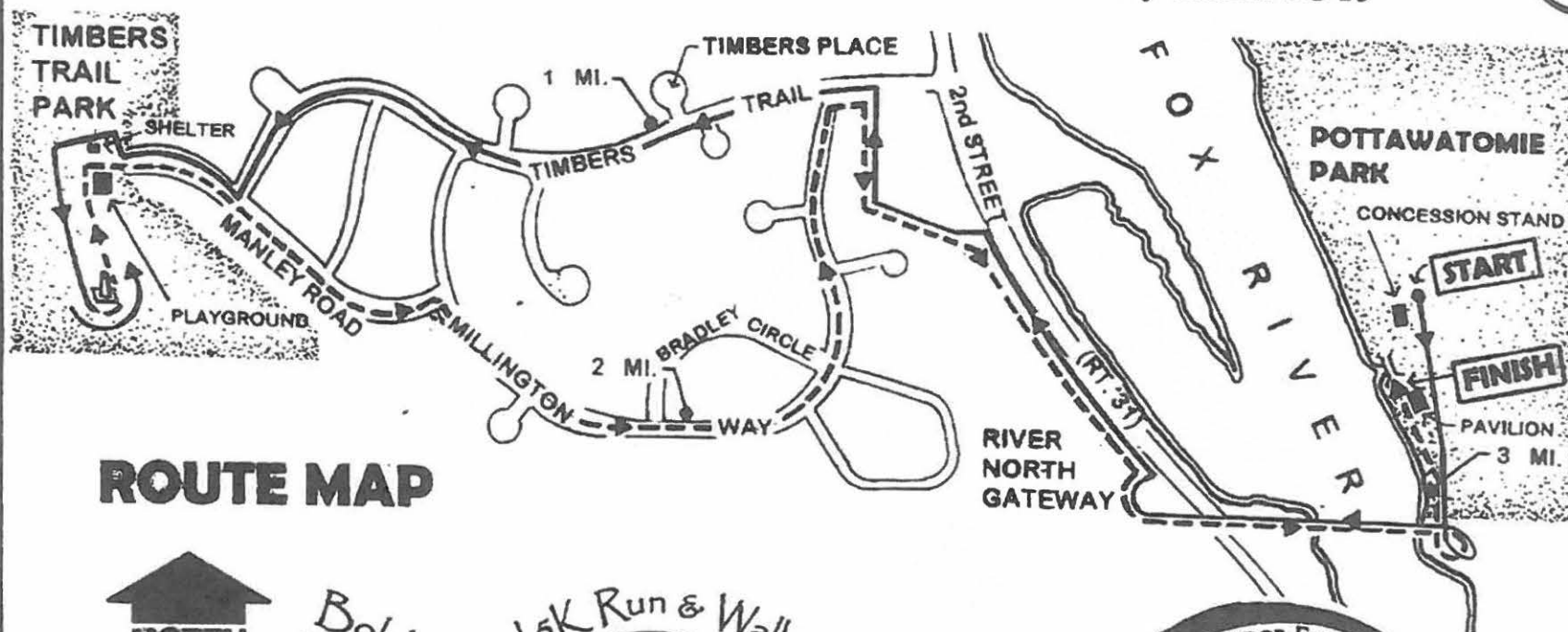


1K FAMILY COCOR RUN  
(within Pottawatomie Park)  
TBD

# BOB LEONARD

## 5K RUN

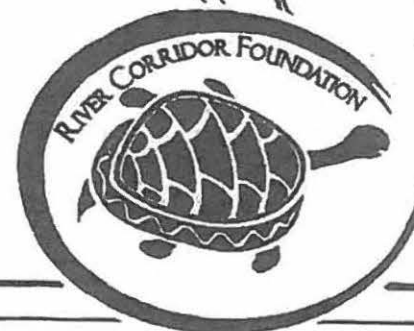
POTTAWATOMIE PARK IN ST. CHARLES, ILLINOIS



**ROUTE MAP**



*Bob Leonard 5K Run & Walk-A-Thon*  
*St. Charles, IL ≈ August 11, 2012*



*M. Dixon*



3 / 24 / 2016

Mark Koenen  
City Administrator  
St.Charles, IL. 60174

Mark,

The River Corridor Foundation and the St.Charles Noon Kiwanis Club are collaborating on the 2016 Bob Leonard 5K River Run and the 1K Family Color Run on July 31, 2016. The 5K will start and finish in Pottawatomie Park and will follow the same certified, timed route that we have used in the past - along and across the Fox River into the Timbers community and back to the park pavilion. We had over 400 participants in 2014 and expect more with the addition this year of the new 1K 'color' run.

Color runs have proven to be huge events around the country, drawing thousands of runners and attracting a younger group. This will only be a 1K untimed, run/walk aimed at a younger demographic and more families running together. The entire run will be within Pottawatomie Park, so it will be short and safe enough for the youngest participants. We believe this will be a fun event for even the non-runners who want to take part. There will be music provided from the pavilion which should enliven the experience. Area running clubs, local schools and other organizations have already shown an interest, so we anticipate a good crowd.

As you know, the R.C.F. and the Kiwanis Club use these fundraisers to dedicate proceeds toward the enhancement of the downtown river front as a destination for cultural, educational and economic opportunities, accessible to all...including the Active River Project. Along with the noon Kiwanis goal of improving the lives of children throughout the greater St.Charles community.

We thank the St.Charles Park District for joining our effort and sponsoring at the \$1250. level and respectfully request the City of St.Charles, as you have over the years, to match and also sponsor at the same \$1250. level. As a supporting sponsor, the city logo will be proudly displayed on all event literature, banners, running shirts and marketing / publicity pieces.

Thank you in advance for your consideration and sponsorship.

Sincerely,

A handwritten signature in black ink that reads "Rick Brems".

Rick Brems - R.C.F. and Event Chairman  
2016 Bob Leonard 5K Race / 1K Color Run

# Bob Leonard 5K River Run

## NEW! 1K Family Color Run/Walk FUN!

Sunday • July 31

RACE TIMES: 7:30am (5K) • 9am (COLOR RUN)

Everything starts & ends at the  
*Historic Grand Pavilion in Pottawatomie Park*  
Join the fun & experience the color run!  
DJ Entertainment & Refreshments



Hosted by: River Corridor Foundation & St. Charles Kiwanis  
stcrivercorridor.org



kiwanisofstcharles.org

For registration & information visit [www.signmeup.com/113228](http://www.signmeup.com/113228)



## Fun is Good.

The River Corridor Foundation of St. Charles and the St. Charles Noon Kiwanis are collaborating this summer on the annual 'Bob Leonard 5K and 1K Family Color Run'. The runs will begin and end at the historic Grand Pavilion in Pottawatomie Park. The 5K course is a digitally timed and certified 5K race along and over the Fox River.

A new Color Fun Run addition this year will feature a hugely popular family 1K Color Run, attracting runners and walkers of all ages who just want to have some fun. The entire untimed run will be within Pottawatomie Park, so it encourages all ages. Come and experience the fun!

With the Fox River as its focus, the River Corridor Foundation's mission is to support and advocate for projects that will enhance the downtown riverfront environment as a destination, including the new Active River Project.

The Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time. A major emphasis for the St. Charles Club is "Young Children: Priority One." This initiative places continuing focus on the needs of the children in the Fox Valley communities.

These volunteer fundraising programs are critical to both organizations and allow them to impact the community and address our stated goals.

## Thank You for your Support!

# Bob Leonard 5K River Run

## NEW! 1K Family Color Run/Walk FUN!



## 2016 Sponsorship Opportunities



### \$5,000 – PRESENTING

#### \* 5K Run and / or 1K Color Run.

- Company logo on all event advertising including email/direct mail/online/print and social media.
- Company logo on 6x3 foot banner event identifying your company as the Presenting Sponsor.
- Company staffed booth at event. You will be provided one (1) 6 foot skirted table/chairs to distribute premiums at event.
- \$5.00 registration discount for your company employees.
- Company logo on t-shirt with priority placement.
- Company logo on signage; banners, signs, posters and all marketing collateral
- Company logo/link on yourwebsite.org website.
- Company mention on all event public relations/releases.
- Industry exclusivity; your company will be the only one featured in your specific industry

### \$2,500 – PREMIER

- Company staffed booth at event. You will be provided one (1) 6 foot skirted table/chairs to distribute premiums at event.
- \$3.00 registration discount for your company employees.
- Company logo on all event advertising including signage; banners, signs, and posters.
- Company logo on 6x3 foot banner event identifying your company as the Premier Sponsor.
- Company logo on t-shirt with premier placement.
- Company mention on all event public relations/releases.

### **\$1,000 – PATRON**

- Company staffed booth at event. You will be provided one (1) 6 foot skirted table/chairs to distribute premiums at event.
- \$1.00 registration discount for your company employees.
- Company logo on event posters.
- Company logo on t-shirt.
- Company mention on all event public relations/releases.

### **\$500.00 – T-SHIRT SPONSOR**

- Company staffed booth at event. You will be provided one (1) 6 foot skirted table/chairs to distribute premiums at event.
- Company logo on t-shirt.
- Company logo on race registration forms.

### **\$500 – CANDY BAR SPONSOR**

The Candy Bar is one of the most popular items for sponsors. Young and old alike are delighted by the display and plentiful goodies to fill their bags. The Sponsor needs to just show up and the Candy Bar is set up and ready to go! A beautiful display of glass jars filled with “fun sized” candy with coordinating table covers in the sponsors corporate colors. The booth includes all candy and displays, one (1) six foot self-skirted table, two (2) chairs, and a 10x10 white tent. Runners will enjoy visiting your booth while the awards are announced.

- Opportunity to interact with runners
- Company Logo on t-shirt
- Signage recognizing your company as the sponsor

### **\$500 – SUNGLASSES SPONSOR**

The sun glasses sponsor will have the opportunity to interact with the participants of the Family Color Run. Each runner will visit your booth to receive a pair of sunglasses to participate in the Family Color Run. Your sponsorship will include a booth includes sunglasses to distribute, one (1) six foot self-skirted table, and two (2) chairs.

- Opportunity to interact with runners
- Company Logo on t-shirt
- Signage recognizing your company as the sponsor

### **\$500 – BREAKFAST SPONSOR**

After our runners have finished they will be treated to one of the best breakfasts served at a race. The buffet will include fresh fruit, a variety of yogurt, walking pancake, assorted muffins and pastries, and energy bars. Runners will enjoy eating while the awards are announced.

- Opportunity to be in the Breakfast Booth to interact with runners
- Company Logo on t-shirt
- Signage recognizing your company as the sponsor

### **\$300 – BANANA BAR SPONSOR**

Runners will have the opportunity to visit the Banana Bar during registration and the morning program. Fresh bananas and ice cold water are available to all runners before the start. Set out in an inviting display, this has been one of our most popular features for runners.

- Signage recognizing your company as the sponsor

### **\$100 – COFFEE SPONSOR**

Coffee service will be available to all runners, volunteers and guests before and after the race. It will include regular and decaf coffee, half and half, sugar, and sweeteners.

- Signage recognizing your company as the sponsor

### **\$100 – WATER/GATORADE SPONSORS**

Ice cold 16.9 ounce bottled water and a variety of 12 ounce Gatorade flavors will be available to our runners after each participant crosses the finish line.

- Signage recognizing your company as the sponsor

### **\$100 – ICE SPONSORS**

We use hundreds of pounds of ice for our run and this is a perfect way to help contribute to the success of our run.

- Signage recognizing your company as the sponsor

### **\$35 – RAINBOW RUNNER**

Are you a small business, or a supporter that would like to help, but you're not a runner? Here's the perfect way for you to be a part of our run. Become a Rainbow Runner! How? Simply register on line at [www.signmeup.com/113228](http://www.signmeup.com/113228) and that's all you have to do! You're now a Rainbow Runner!