

EVENT PLAN



Tour de Fat 2004

Tour de Fat will take place on September 13, 2004 at New Belgium Brewery, 500 Linden St. Fort Collins, Co. The event will begin at 9 a.m. and end at 3 p.m.

This is a fundraiser that will help support Diamond Peaks Mountain Bike Patrol and Bicycle Colorado. The intended impact objective will be to raise money and support for the bicycling groups mentioned above. It will also let bicycling fans in the community such as Colorado State University students get to know New Belgium Brewing Company better.

The key message conveyed with Tour de Fat will be that New Belgium Brewing Company supports local cycling non-profits and promotes the benefits of cycling.

Site Preparation

New Belgium Brewing Company will be the venue for the Tour de Fat 2004. The race will begin and end at the brewery. The field area will be where the refreshments and bike give-away take place. A Special Events permit will be required from the City of Fort Collins. This will allow for street closures for the race, emergency medical assistance, and proper waste disposal items such as Port-O-Potties and dumpsters.

1 Banner with New Belgium Logo supplied by the New Belgium Brewing Co. to be displayed on north entrance to the field.

20 Variations of the New Belgium Fat Tire cruiser to be displayed around the facility.

1 100 x 100 tent for contingency plan in case of rain or snow.

9 30" x 96" banquet tables set up as 3 tables on one side of the field and 3 tables on the opposite side. 3 tables will be set up in front of the New Belgium Brewing Co. for registration.

6 Tablecloths to cover banquet tables

30 Park benches

3,000 Dixie paper plates

3,000 Dixie 12 oz. plastic cups

1,500 Apples

1,500 Oranges

3,000 Bananas

9,000 Fig Newtons

9,000 Oatmeal cookies

3,000 Dasani bottled waters

20 New Belgium Brewing Co. kegs

20 Bins for kegs

1000 Pounds of ice to keep kegs cold

20 Taps to get the beer out of the kegs

3,000 Fat Tire t-shirts to be given to each participating guest at registration tables.

12 Oval plastic horse troughs for extra food and plate storage behind tables

1 Wenger 4ft. x 8ft. stage on east end of field centered between the two table rows.

1 Microphone for the stage

1 Extension Cord to give power to the microphone

2 New Belgium cruiser bikes to be given away displayed on stage.

20 Port-O-Potties lined on the south side of the field

8 Disposable waste bins positioned around the field.

2 Dumpsters in the parking lot where waste bins will be emptied.

1 Special event permit from city of Fort Collins

5 Multi packs of Bic pens

3000 Registration cards

Target Audience

The target audience for the Tour de Fat 2004 will be residents of Fort Collins who love bicycling. This will apply to Colorado State University students along with the young adults and adults. Registration cards can be mailed to the brewery. Guests will also be able to arrive at the brewery and sign up on the day of the race. It will be open to whoever wishes to race. I have based my estimates on last year's turnout, which was almost 3,000 people.

The audience will become aware of Tour de Fat 2004 by means of print and poster advertisements. The Rocky Mountain Collegian along with The Fort Collins Coloradoan, will feature ads on Tour de Fat 2004. Posters for Tour de Fat 2004 will be featured in bicycle stores throughout Fort Collins as well as across the entire CSU campus. Because the audience for this event loves bicycling, there should be no problem in getting the word out by print and posters on campus and in bicycle stores.

Agenda

September 13, 2004 – The Race!!!

6 – 8:30 a.m. Registration for Tour de Fat begins at New Belgium Brewing Co.

9 a.m. Race begins.

9 – 11 a.m. New Belgium Brewing Co. employees will prep tables with refreshments.

Kegs will be tapped and iced.

Noon Race should be ending.

Noon – 3 p.m. Refreshments served.

2:30 p.m. Two Fat Tire cruiser bikes given away to two lucky winners.

3 p.m. Begin wrapping the event up.

3 – 6 p.m. Cleaning and waste disposal to be done by New Belgium employees.

Refreshments

Refreshments for Tour de Fat 2004 will include fruit, cookies, water, and of course New Belgium Beer. Anytime you have a race, participants will want water and something simple to eat that will not induce vomiting. Fruits such as apples, oranges, and bananas are an excellent after-race treat. Cookies are good for this purpose also. After people have had to time to catch their breath and get some snacks in them, New Belgium Brewing Co. will begin tapping kegs of the various beers, that they brew. Every participant in the race who is of age, will be given a single 12 oz. beer of their choice. Purchases can also be made for beer and merchandise.

Media Coverage

Expected media guests will include reporters for local news stations such as channels 9, 7 and 4. Reporters from The Rocky Mountain News, The Denver Post, The Fort Collins Coloradoan and The Rocky Mountain Collegian will be invited as well.

To insure that these guests make it to the Tour de Fat, news releases along with backgrounders will be mailed to each of the news agencies mentioned above. A week before the race begins; a New Belgium Public Relations employee will contact each of these by phone for a formal invitation and to make sure they received the news release and backgrounder.

Schedule of Tasks

October 1, 2003 – Apply for Special Events permit from City of Fort Collins.

October 15, 2003 – Turn in application for Special Events permit.

July 1, 2004 – Have New Belgium team get signatures from local businesses that will have the streets blocked due to the race for permission.

September 1, 2004 – Follow up with invited media.

September 11, 2004 – Purchase food products for the race

5 a.m. Begin setting up registration tables.

6 – 8:30 a.m. Registration begins for participants.

9 - 11 a.m. New Belgium Brewing Co. employees will prep tables with refreshments.

Kegs will be tapped and iced.

Noon Race should be coming to an end.

Noon – 3 p.m. Refreshments served.

2:30 p.m. Two Fat Tire cruiser bikes given away to two lucky winners.

3 p.m. Begin wrapping the event up.

3 – 6 p.m. Cleaning and waste disposal to be done by New Belgium employees.

Budget

<u>Item</u>	<u>Cost Per Item</u>	<u>Quantity</u>	<u>Total Cost Per Item</u>
Banner	\$300.00	1	\$300.00
Fat Tire cruiser bikes	\$900.00	2	\$1,800.00
Tent	\$8,000.00	1	\$8,000.00
Banquet Tables	\$8.00	9	\$72.00
Table cloths	\$3.00	6	\$18.00
Park Benches	\$20.00	30	\$600.00
Dixie Paper Plates	\$4.00 for 100	3,000	\$120.00
Dixie Plastic Cups	\$2.00 for 50	3,000	\$120.00
Apples	\$1.69 per lb	1,500	\$1,267.50
Oranges	\$1.99 per lb	1,500	\$1,492.50
Bananas	\$.49 per lb	3,000	\$735.00
Fig Newtons	\$3.69 for 30	9,000	\$1,107.00
Oatmeal Cookies	\$3.19 for 60	9,000	\$478.50
Dasani Bottled Water	\$4.00 for 12 16.9 oz bottles	3,000	\$1,000.00
New Belgium Kegs	\$80.00	20	\$1,600.00
Keg Bins	\$3.00	20	\$60.00

Item	<u>Cost Per Item</u>	<u>Quantity</u>	<u>Total Cost Per Item</u>
Ice	\$.50 per lb	1,000 pounds	\$500.00
Taps	1.00 rental fee per tap	20	\$20.00
Fat Tire t-shirts	\$5.00 per shirt	3,000	\$15,000.00
Plastic horse troughs	\$4.00	12	\$48.00
Stage	\$55.00	1	\$55.00
Microphone	\$10.00	1	\$10.00
Extension Cord	\$10.00	1	\$10.00
Special Events Permit	\$25.00	2	\$50.00
Bic Pens	\$3.00 for 10 pack	5	\$15.00
Registration Cards	\$2.00	3,000	\$6,000.00

Total Estimated Cost

\$40, 478.50

Contingency Plan

- 1) In case of extreme weather conditions such as rain or snow, a second Special Events permit will be purchased from the city for one week following the intended event.
- 2) In case of mild weather such as rain, a tent will be on site ready to be pitched up over the stage and table area.
- 3) If street access for part of the race becomes inaccessible due to unpredictable events, the second Special Events permit will be used one week later.