



May ARC Board Meeting

Minutes

Tuesday, 05/10/2022

Agenda

Last Meeting Follow-up

- Race website updated, Race Registration ready for 7/1 launch
- Earth Day clean up successful, contact with PCC - need to pick a date
- Ryan C. has a flexibility specialist that would like to do a demo and run with us - need to pick a date - 6:30 on a 7PM run night probably
- Monday night runs going well so far - Altoona is up next
- Tax for for non-profit must be submitted by 5/15 - Ryan

New Business

- Race stuff
 - Count existing medals - Matt
 - Larry - will check on minimums for order - we may need 75 or so and cost for ribbons only
 - Shirt design - Matt will throw together a few designs with Yoycol.com and post in the chat for discussion. We can order a sample if we want to.
 - Kids medal design - pumpkin - will reach out to Rick that did our awards for Groundhog Grind. Will probably need to do more than the 50 that we did for the kids race last year.
 - Swag
 - Shirts, towel from Swain, pizza cutter, koozie
 - Sponsorship levels
 - What are they sponsoring?
 - \$1500 - Presenting Sponsor
 - \$1250 - After Party Sponsor
 - \$???? - Band/DJ Sponsor
 - \$500? Stein Holding Contest Sponsor
 - \$??? Mile Marker Sponsor
 - \$??? Water Station Sponsor

\$??? Popcorn Sponsor
\$??? Finish Line Sponsor
\$??? Packet Pickup Sponsor
\$125 T-Shirt Sponsor

- How do we give them value for their sponsorship?
- Vendor booth - Give priority to previous vendors - 6 max
- Previous ideas - face painting, spin art, temp tattoos, food truck, popcorn, ice cream, tea bombs/protein shakes, live music (reached out to Jim Dunn - Get Off My Lawn)
- Work on spreadsheet for sponsors like we did last year
- Food - look for food truck that could maybe do something more Oktoberfest related - bratwurst, pretzels - Comfort Food (Huxley), Fireside?
 - Jeff E. Pop - Ryan R. going to talk to them
- Bibs - kids bibs and adult bibs - same company that did Groundhog Grind bibs
- Decorations for outside - Ryan C will be looking into upping our decor game
- Stein holding contest mugs - maybe have 2 sponsors instead of 1 on the mug to cover extra cost of having more than 24/24 64?
- Promotion items
 - Postcards - Matt
 - Altoona Living story
 - Yard signs
 - Banners
- Charities - need to decide this soon before promoting
 - High School/Jr. High track donation for shoes
 - Track Guy Foundation
 - Girls on the Run
 - Caring Hands Food Pantry
 - American Legion
 - Dollars for Schollars
- Custom Thank You Cards - Matt - will order with postcards