

PUBLIC EVENT PERMIT APPLICATION
City of Somerville, Commonwealth of Massachusetts
Application #: PEL15-000005
File #: 15-000455

Organization name: Charles River Alleycats

Description: This will be the second year we are requesting permission for the Meow Mile 5k Road Rally. Last year we had 100 participants enter to walk or run in support of Charles River Alleycats and Gifford Cat Shelter.

Date(s): October 11, 2015

Setup starts at (time): 6am

Cleanup after the event ends at (time): 12pm

Attendees:

Max attendance at one time: 150

Maximum attendees accommodated: 200

Attendee fees or suggested donations: Early Bird Registration is \$27; Day of Race is \$35

Social or cultural benefits:

This will be our second year in Somerville. Charles River Alleycats is a non profit ground that services the Greater Boston Area in trap-neuter-return free roaming cat management plan. We are looking to have the event again in Somerville as a great deal of our calls come through Somerville and we want to make the residents aware of what we can do for them and to keep the free roaming cat population at a controlled level.

City Contact:

Organization mailing address:

58B Hammond Street, Cambridge, MA 02138

Event name: Meow Mile 5k Road Rally

Location: The Meow Mile 5k Road Rally will take place on the following route: Starting point at the bike path, up Highland Ave, left on Willow Ave, left on Summer Street, left on Walnut Street, left back onto Highland Ave and finish at the starting point.

Rain date(s): none

Event starts at (time): 10am race begins

Event ends at (time): 11:30am

Total people attending: 150

Total Somerville residents attending: 50

What is your budget for this event: \$4,000

Financial benefits:

We look for sponsors first in the Somerville area that might want to come out and support our road rally.

Contact person:

Jessica Lachey

Telephone: 7816060867

Email: volunteer@charlesriveralleycats.org

Event Information

Food served?

Yes/No

No

Alcohol served?

No

Grill/open-flame device used?

No

Streets blocked?

No

Sidewalks blocked?

No

Arrangements:

Auxiliary Police?

Yes

If yes, Describe

Last year we had an auxiliary police officer lead the way of the participants and we had one follow the last participant.

Police Detail:

No

Parking (for Attendees)?

Yes

Participants can park on the street where the community bike path is. We encourage most to take the T.

Restrooms?

Yes

We will need one porta john at the beginning of the race.

Liability Insurance?

No

Will any public parks be used?

Yes

Beginning of community bike path

Has the event occurred in the last two years?

Yes

October 12, 2014

Alcohol License?

No

Approval Conditions:

Reviewer: John J. Long, City Clerk, Complete

Reviewer: CS Mayor, Mayor's Office, Approved with Conditions

Reviewer: CS Police, Police, Approved

Reviewer: CS Auxiliary Police, Auxiliary Police, Approved

Reviewer: CS Traffic and Parking, Traffic and Parking, Approved

Reviewer: Christine Morin, Public Works, Approved

Reviewer: CS Fire, Fire, Approved

Reviewer: John J. Long, City Clerk, Complete

January 2015

Dear Friend of Charles River Alleycats and Gifford Cat Shelter,

Come run, walk, and pounce your way to the finish line at the inaugural Meow Mile 5K Road Rally that benefits the work of Charles River Alleycats and the Gifford Cat Shelter! We have partnered together to fight the uphill

battle of feline overpopulation in the Greater Boston Area. While Charles River Alleycats works with feral cats, humanely trapping them, getting them altered and vaccinated and returning them to their colonies, Gifford Cat Shelter is a no-kill shelter providing care for adoptable cats and kittens while they await their fur-ever homes and serves as a safe haven for cats with special needs.

The race will take place at 10am on Sunday, October 11, 2015 in Somerville, MA.

Beyond your individual participation in running the race, sponsorships are available for individual businesses and organizations wanting to contribute at a higher level. Attached please find details regarding available event sponsor levels and individual and team fundraising opportunities.

Included in the packet is an event overview of the activities surrounding the Meow Mile 5k Road Rally which should answer any questions you may have about our exciting day! However, please feel free to contact us directly for more information or if we may be of any assistance.

Please note, deadline for business sponsors and booth participants (individual or corporate) is August 15, 2015. Individual and team fundraising will continue through October 10, 2015. For your tax records, Charles River Alleycats and Gifford Cat Shelter are tax exempt under International Revenue Code Section 501(c)(3), and your contribution is tax deductible, as provided by law. The Federal Tax Identification Numbers are 20-0352197 and 04-2239741 respectively.

Thank you for your sponsorship,



Jessica Lachey
Development Coordinator
781.606.0867
development@charlesriveralleycats.org



Stacey Price
Development Manager
857.303.0280
sprice@giffordcatshelter.org



Event Specifics: October 11, 2015

Meow Mile 5k

- Registration
 - Includes: t-shirt, water bottle for first 100 entries, pre/post-race booth access, one 50/50 raffle ticket
 - **Early bird registration deadline – September 12th for \$27**
 - Registration after September 12th for \$30
 - Registration day of \$35
- Bring your leashed pet for an extra \$5
- Somerville, Massachusetts

Kitty/Kitty Raffle

- Tickets sold for \$5 each
- 5 tickets for \$20 dollars
- Ticket sales will continue throughout the race for by-standers
- Winner drawn at the After Purr-ty at Johnny D's (does not have to be in attendance to win)

Booth Sales

- Booth sales available for \$200 dollars or deduct \$50 with the donation of an auction item for Charles River Alleycat's "Cat Got Your Tongue Silent Auction", auction to be held in November/December 2015 or Gifford Cat Shelter's "Feline Affair Auction," auction held in February 2015. Minimum value of \$75 each auction item.
- Any business is welcome to come and give out marketing items
- Animal rescues are welcome but no adoptions are to be conducted onsite

Event Contributing Sponsorship Packages

First Class Feline Contributing Sponsorship: \$750

- Company logo placement on ALL printed material (must sign up by August 15th)
- Company logo prominently displayed on Meow Mile participant T-shirts (must sign up by September 1st)
- Banner placement on day of race (sponsor banner delivered to Gifford Cat Shelter by October 10th)
- Any marketing material provided added to entry welcome bags
- Complimentary booth for pre/post-race reception
- Complimentary entry for 4 participants

Second Class Stray Contributing Sponsorship: \$500

- Company logo placement on ALL printed material (must sign up by August 15th)
- Company name listed on Meow Mile participant T-shirts (must sign up by September 1st)
- Banner placement on day of race (sponsor banner delivered to Gifford Cat Shelter by October 10th)
- Any marketing material provided added to entry welcome bags
- Complimentary entry for 2 participants

Third Class Tabby Contributing Sponsorship: \$300

- Company logo placement on ALL printed material (must sign up by August 15th)
- Any marketing material provided added to entry welcome bags
- Complimentary entry for 2 participants

Booth Rental

- \$200 dollars per booth
 - includes tent, six foot table with plastic cloth, and two folding chairs
- Deduct \$50 dollars with donation to "Cat Got Your Tongue"/"Feline Affair" Auction basket

Individual Donations

Runners can collect donations that will go towards our organization to help with *Charles River Alleycats* and *Gifford Cat Shelter* operating costs throughout the year

\$10	Builds one outdoor winter shelter for a feral colony
\$25	Provides a week of food for 10 cats at the shelter
\$50	Buys a humane feral cat trap
\$75	Provides care for a special needs cat
\$100	Helps to spay/neuter two cats
\$250	Provides a cat with dental work

Sponsorship Package Form

Contact Person: _____ Phone: _____

Business Name: _____ E-mail: _____

Sponsorship Package Choice:

_____ **First Class Feline Contributing Sponsorship \$750**

- Company logo placement on ALL printed material
- Company logo prominently displayed on Meow Mile participant T-shirts
- Banner placement on day of race
- Any marketing material provided added to entry welcome bags
- Complimentary booth for pre/post-race reception
- Complimentary entry for 4 participants

_____ **Second Class Stray Contributing Sponsorship \$500**

- Company logo placement on ALL printed material
- Company name listed on Meow Mile participant T-shirts
- Banner placement on day of race
- Any marketing material provided added to entry welcome bags
- Complimentary entry for 2 participants

_____ **Third Class Tabby Contributing Sponsorship: \$300**

- Company logo placement on ALL printed material
- Any marketing material provided added to entry welcome bags
- Complimentary entry for 2 participants

_____ **Booth Rental**

- \$200 dollars per booth; \$160 for "early bird" special
- Deduct \$50 dollars with donation to "Cat Got Your Tongue"/"Feline Affair" Auction basket

Individual Donations

Donation Amount: \$ _____

Name in which the donation is made under _____

**Please send this form and LOGO by August 15, 2015 with a check made out to Charles River Alleycats; Meow Mile 5k or Gifford Cat Shelter; Meow Mile 5K. Each organization will receive equal funding for proceeds unless otherwise specified by donor.*

Charles River Alleycats

Jessica Lachey Development and Outreach
90 West Highland Ave.
Melrose, Massachusetts 02176

Gifford Cat Shelter

Stacey Price Development Manager
30 Undine Rd.
Brighton, MA 02135



October 12, 2014 • Somerville, MA

MEOW MILE 5K

RUN • WALK • POUNCE

Presented by Charles River Alleycats & Gifford Cat Shelter

START
FINISH



KITTY KEY



Start and Finish Line:
Willow Ave and Highland Ave



Somerville Hospital:
230 Highland Ave



The After Party at Johnny D's:
17 Holland St.