



September 20, 2024

Dr. Leslie (Les) Young President
Signal Hill Rotary Club

Dear Les,

It was good to meet with you and the team earlier this month. Thank you for inviting me back as the Mutt Run Race Director.

Same as last year, Rock It Racing will provide the following services. Please note the new option for start/finish management and award winner timing.

EVENT PLANNING & ESSENTIALS

- Consult with SHR on event goals and budget, considering fixed and variable expenses
- Shirt design and order
- Medal design and order
- Top three male & female finisher awards
- Race bibs
- Consult with SHR on additional fundraising options such as raffles for products donated by local businesses
- Course map and race information on RunSignUp
- Race day schedule and volunteer plan

EVENT MARKETING & PROMOTION

- Promote the Mutt Run to the Rock It Racing database of 8,000 highly engaged runners
- Promote through RaceShed.com via leveraged promotional spend from Rock It Racing's events
- Promote the event through local running clubs and shops: A Snail's Pace, Road Runner Sports. This will require 6 comp entries in exchange for promotion
- Social media posts on Rock It Racing's highly engaged channels
- Email and creative design, using client-provided creative assets

RACE DAY

- Start/finish line set up, clock, and award winner times provided through ITZ About Time
- Race day registration (three SHR volunteers required)
- Start/finish line set up
- Race clock
- Results for top three male and female participants



- Race day schedule
- Course set up with signs and clear markings for the 1K and 5K turnaround
- Set up aid station and supplies: water, cups, dog bowls
- Volunteer coordination with 15 volunteers provided by SHR: assign and explain responsibilities in advance, provide clear instructions for race check-in volunteers, course monitors, aid stations, start/finish assistants

EXCLUSIONS

- Tables, tents, chairs except for start/finish, timing, and aid station unless mutually agreed upon to use Rock It Racing's tables and tent.
- PA system
- Stage
- Music
- Photography
- Responsibility for expo area and sponsor or vendor tents
- Branded banner for start line arch

FEES & TERMS OF AGREEMENT

- Event (Race) Director fee: \$3500
- Start/finish, clock, award set up (ITZ About Time): \$1000

This agreement shall take effect upon the receipt of a signed copy by both parties and the payment of a \$2,500 deposit from SHR to The Event Director and will continue through event completion. The Event Director shall be responsible for duties associated with this agreement only so long as payment has been made. Balance of \$2000 plus timing fees are due on February 1, 2025. Any other monies due for reimbursement (supplies or other items purchased on behalf of SHR for event use or benefit) are also to be paid on or by February 1, 2025. Deposit amount is non-refundable.

FINANCIAL PROVISIONS

Under the terms of the agreement, SHR is financially responsible for Insurance that names The Event Director, as additional insured. SHR is also responsible for paying for any additional race items such as shirts, medals, awards, photography, MCs, print shops, or vendors that are contracted through separate agreements. Rock It Racing LLC will be named as a waived party on the race entry waiver and/or website.

DISPUTES

All disputes by either party shall be submitted to the other party in writing within five (5) days. If a solution cannot be reached within thirty (30) days after the event, both parties agree to inform the other in writing of further action.



DEFAULT

All balances are payable upon completion of the event on February 1, 2025, without further notice. In the event of the default or a delinquency in payment of any amount due to The Event Director, SHR agrees to pay or reimburse The Event Director all collection costs including but not limited to attorney fees, travel and court costs.

CONFIDENTIALITY

All data supplied to The Event Director by SHR is considered confidential and should be treated accordingly, not shared without written consent.

I look forward to receiving your questions and feedback on this proposal. It would be a great pleasure to take on, and complete, this engagement for The Bob Long Memorial Mutt Run on February 1, 2025.

All the best,

Jeri
Race Director & Owner

AGREEMENT

On behalf of the Signal Hill Rotary Club

Accepted by: _____

Title: _____

Date: _____

On behalf of Rock It Racing

Accepted by: _____

Title: _____

Date: _____