

The Jingle Dash Run

Event: A road running race for community's youth to prelude the Arroyo Grande Christmas Parade, utilizing the closed road in the village. Jingle bells given to all participants to attach to shoes, syncing with the holiday spirit of the parade.

Event Purpose: To provide safe and fun racing opportunity for elementary school age children of the South County. To build community awareness to future efforts and opportunities from newly organized Central Coast Athletics Foundation.

Background of Group: This group originally formed to organize and execute the All Comers Track & Field Summer Series at Arroyo Grande High School. It successfully netted over \$25,000 in the first two versions. The foundation is a response from both that success and the need to have a channel to distribute future funds toward community athletics efforts.

Mission: To promote, enhance and underwrite participation and performance of Central Coast young people in track & field and running events.

Time/Duration: First race at 4:00pm, last race concludes by 4:45, providing enough transition time for parade start.

Location: To be run as a "horse shoe" course along parade route from end of parade toward, looping back to finish adjacent to start. Staging to be in Bank of America parking lot. Increasing distances with each age category.

Race Categories:

- Pre-K girls race / Pre-K boys race
- Grade 1-2 girls race / Grade 1-2 boys race
- Grade 3-4 girls race / Grade 3-4 boys race
- Grade 5-6 girls race / Grade 5-6 boys race

Logistics:

Registration: To take place onsite at identified table, waiver form signed by each participant's parent. Name tag given to be worn and used in results collection.

Announcing: Race announcer to utilize available sound system on appropriate part of parade route.

Start: Age group walked to start line by official starter and volunteers. Starter whistle to be used.

Race: Competitors to be guided by official "rabbit", dressed in holiday costume (elf or reindeer). Caboose running volunteers will collect and guide and stragglers.

Turnaround: Designated and high visibility turnaround point to be moved for each race for age appropriate distances.

Finish: Funnel (with caution tape) to channel finishers to specific spot where they are met with finish line staff who will take each name tag sequentially.

Parent Reunion: Corral to be made to be holding pen for parents to reunite with their children.

Course Safety: Volunteers with orange vests to line race course for crowd control and racer navigation. Radios to be used for remote communications and integrity of effort.

Volunteer Staffing: Foundation members along with Paulding middle school and AGHS athletes.

Proposed Sponsors: Central Coast Athletics and Splash n' Dash are the proposed sponsors of the event. We propose they enjoy title sponsorship of the running event, including all promotional efforts. A popup tent with their branding will be utilized as the turnaround point in the races.

Entry Fee/Prizes: No proposed entry fee. Perhaps a canned food drive in lieu of entry fee for Foodbank or other. Prizes to top three in each category and candy canes for all participants.

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