

Letter of Intent

Ragnar Events, LLC
Jonathan Embler – Race Director
12 S 400 W, 2nd Floor,
Salt Lake City, Utah 84101

To,
City of Racine
C/O: Jaimie Kirkwood
800 Center St.,
Racine, Wisconsin 53403

Subject: Letter of Intent for Event

Dear Jaimie,

We intend to have staff at Pershing Park starting Sunday May 10th and staging for the event until Thursday May 14th. We plan on setting up the venue on Thursday May 14th with a packet pickup for runners in the afternoon to evening and the actual event to take place on Friday May 17th. This year has some additional items we hope to implement to create an enhanced runner experience and connect with the community. Here are the activations we hope to implement on race day:

1. Food Vendors
 - a. We would like to contact local food trucks to have multiple food options at the venue.
 - b. I am in the process of trying to find a vendor that does kettle corn/cotton candy/shaved ice type items.
 - c. We will not be serving or selling any alcohol at this location. We would like to have non-alcoholic drinks available for purchase.
2. We will have an amplified sound on sight to play music for the participants that will not be played before any time that is designated in a city ordinance or specified by you.
3. We also are looking into an inflatable arch to be at this location as well as possible inflatable bounce house type structures.
4. We also will have multiple 10'x10' tents, 2 20'x20' tents and 1 40'x40' tent. The 40'x40' tent and both 20'x20' tents will contain our companies merchandise that is for sale.
5. We would also like to use drones to get Aerial footage of the event.
6. We would like to have a photo booth at this location.

Thank you for your time and consideration,

Jonathan Embler | Race Director
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