

Letter of Intent

Ragnar Events, LLC
Troy Wheeler – 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,

My name is Troy Wheeler and I am the senior race director at Ragnar Events. Our event will be bigger than in previous years as we are trying to highlight Racine along our 200-mile course this year. We intend to have staff at Pershing Park starting Sunday May 12th and staging for the event until Thursday May 16th. We plan on setting up the venue on Thursday May 16th 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. I have reached out to O&H Bakery already and am waiting on their response to have a presence at the event.
 - b. We would like to contact local food trucks to have multiple food options at the venue.
 - c. I am in the process of trying to find a vendor that does kettle corn/cotton candy/shaved ice type items.
 - d. 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. There is a possibility for a live band to be present during the peak of runners arriving to the location on Friday.
3. I am currently searching for another experience item for the runners and a petting zoo is something I've done in the past that worked really well. If we are able to find a vendor, we will follow all City and Health Department regulations.
 - a. We also are looking for a rock-climbing wall as well, this might go into the inflatable section.
4. We also are looking into an inflatable arch to be at this location as well as possible inflatable bounce house type structures.
5. 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.
6. We would also like to use drones to get Arial footage of the event.
7. We would like to have a photo booth at this location.

Thank you for your time and consideration,

Troy Wheeler | Senior Race Director
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