



Western Michigan University
ScholarWorks at WMU

Honors Theses

Lee Honors College

10-13-2017

Summer Bash 2017 Fundraiser Event

Tyler Connors

Western Michigan University, tyler.connors.1@gmail.com

Follow this and additional works at: https://scholarworks.wmich.edu/honors_theses

Recommended Citation

Connors, Tyler, "Summer Bash 2017 Fundraiser Event" (2017). *Honors Theses*. 3037.
https://scholarworks.wmich.edu/honors_theses/3037

This Honors Thesis-Open Access is brought to you for free and open access by the Lee Honors College at ScholarWorks at WMU. It has been accepted for inclusion in Honors Theses by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.



Lee Honors College Thesis Professional Project



A Fundraiser Event

Created By: Tyler M. Connors

Honors Thesis Chair: Dr. Anna Popkova

Thesis Committee Member: Deb Droppers

Thesis Committee Member: Anthony Helms

Acknowledgments

This report is an in-depth analysis of PR and Event Management work developed into a professional project as my Western Michigan University Lee Honors College Thesis for practical application of teaching methods. This thesis project would not have been possible without support of the thesis committee, Dr. Anna Popkova, Anthony Helms, and Deb Droppers. Thank you so much to these three professionals for offering their expertise and guidance to make this all possible!

Table of Contents

Acknowledgments	1
Executive Summary	3
Situation Analysis	4
Research	4
Target Audiences	6
Key Messages	6
Campaign Mission	6
Objectives, Strategies, and Tactics	7
Schedule and Cost	9
Implementation	10
Evaluation	11
Appendix A	13
Appendix B	14
Appendix C	15
Appendix D	17
Appendix E	18
Appendix F	22
Appendix G	24
Appendix H	25
Appendix I	26
Appendix J	26
Appendix K	27
Appendix L	27
Sponsors	28

Executive Summary

Summer Bash 2017 was a multi-component fundraiser event that took place on June 16th, 2017, designed to help DC Strong, a local non-profit organization that brings personalized gifts and exciting experiences to children battling cancer in order to keep their spirits up and minds focused on finishing the fight. The first note on DC Strong's website is that "In our minds and in our hearts, we know that the children have to give everything they've got to get through the battle of pediatric cancer" and DC Strong's mission is to remind them why they keep fighting and why it's worth fighting for. What they do brings people together and helps create memories that could not have happened otherwise. The components included a fundraiser jump event graciously hosted by Sky Zone Kalamazoo Indoor Trampoline Park in tandem with an ancillary fundraiser car show that encouraged the community to come out.

Summer Bash took a great deal of organizing, with planning only starting early spring of 2017. Being a student with an event management minor from the Human Performance and Health Education Department, there was extensive knowledge learned about organizing an event but no classroom experience that could have given enough preparation for fully developing and implementing the event single-handedly. Fortunately, my project was overseen by a thesis chair, Dr. Anna Popkova of the School of Communication, and thesis committee members, Anthony Helms of the Carl & Winifred Lee Honors College, and Deb Droppers of the Human Performance and Health Education Department all at Western Michigan University. Along with the help of sponsors and volunteers, a successful fundraiser event was held on June 16th, 2017 from 12:00pm-5:00pm in Kalamazoo at the Sky Zone Indoor Trampoline Park.

Coordination of the event included finding a location to host the event, sponsors to help cover the cost of the event, all marketing and promotion for the event, and the organization of volunteers to help with event day activities. It was no surprise that a number of obstacles arose during the planning process. It ranged everywhere from finding a site to host the event, down to how the cars would be lined up for photography so that there would be no shadows from the position of the sun reflecting on the cars. The challenges were constantly present but the generous support that was received from family and friends greatly outweighed the troubles. The following report is an in-depth analysis of all aspects of Summer Bash 2017.

Situation Analysis & Research

DC Strong, a local nonprofit, is an organization that brings personalized gifts and exciting experiences to children battling cancer in order to keep their spirits up and minds focused on finishing the fight. What they do brings people together and helps create memories that could not have happened otherwise. DC Strong was chosen to be the sole beneficiary of the Summer Bash event, a fundraiser jump event graciously hosted by Sky Zone Kalamazoo Indoor Trampoline Park in tandem with an ancillary fundraiser car show that encouraged the community to come out and support. They were chosen to be the recipient of all the profits from the event, vendors, and sponsors because of the deserving cause of supporting pediatric cancer patients, as well as being a local nonprofit organization with impact close to our home.

The Sky Zone Kalamazoo Indoor Trampoline Park was asked to be the event host due to their guest experience standards, which are the driving force behind their operations and what they believe makes them stand out in customer service. Sky Zone is built around the foundation of healthy, fun activity that promotes being the best you that you can be. The followers of Sky Zone are jumpers that know the value of eating healthy, being active, and being kind to your body.

Both Sky Zone Indoor Trampoline Park and DC Strong have well established followings which made deciding the primary and secondary publics simple enough for crafting and framing messages. With both organizations being local, it set the stage for an event that would promote community and encourage people to come together around a great cause. The difficulty with the event was that there was little to no budget, liability issues that needed to be addressed and many volunteers were needed to put the show on the road. The most daunting part was the weather; being as unpredictable as ever, we could only hope that it would be adequate enough. Cars are a big part of American history and the real classics are hard to come by these days in great shape, so most owners wouldn't bring the cars out if the weather was anything but sunny. The challenge of being a first-time event created a fun dynamic and a learning experience that had the potential to build lasting relationships between Sky Zone Kalamazoo and DC Strong.

SWOT

<p><u>Strengths</u></p> <ul style="list-style-type: none"> - Events are Community Oriented - Knowledge of Utilizing Social Media -Well Established Followings for DC and SZ -Cars are Foundation of American History 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> -No Formal Budget -Possible Medical/Liability Issues -High volume of volunteers needed
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> -Potential to Create Lasting Relationships -Aiding DC Strong -Learning Experience 	<p><u>Threats</u></p> <ul style="list-style-type: none"> -Weather (Unpredictability) -Economic Uncertainty Post-Pres. Election -First Time Event

Target Audiences & Key Messages

Target Audiences

Primary Public: Sky Zone Kalamazoo Followers

Secondary Public: Car Enthusiasts of Kalamazoo

Key Messages

#1: Summer Bash is a fundraiser supporting DC Strong, a local non-profit organization that brings personalized gifts and exciting experiences to children battling cancer.

#2: Summer Bash proceeds will be donated to DC Strong to support cancer WARRIORS. It is important to emphasize the silent auction as part of fundraiser.

#3: Summer Bash will be taking place just as local schools let out for Summer. This is a fun and safe way for students to get together and start off their break.

#4: Jumping and cool cars are a draw for all ages. The event is designed to be a family friendly event that engages the community to come together for a day.

Campaign Goals

1. To increase event awareness for Summer Bash among target publics by June 15th, 2017.
2. To fundraise over \$400 in operating funds for DC Strong, a local nonprofit that brings gifts and experiences to families as a pediatric cancer care support system on the day of the event, June 15th, 2017.

Objectives, Strategies and Tactics

Objective 1:

By June 15th, 2017, to increase the number of Sky Zone Kalamazoo Followers aware of the Summer Bash events by reaching at least 1000 members of the target public.

Strategy 1:

Develop a campaign message that resonates with Sky Zone KZOO follower values.

Tactic 1:

Communicate with Sky Zone Kalamazoo Followers through local newspapers via the Submission of a press release to The Western Herald and Kalamazoo Gazette.

Strategy 2:

Design promotional materials that highlight the Summer Bash event.

Tactic 1:

Post flyer at local businesses related to health, fitness, and fun.

Strategy 3:

Utilize Sky Zone's Facebook account to inform Followers of the Summer Bash event.

Tactic 1:

Create two posts encouraging followers to pre-purchase Summer Bash tickets.

Objective 2:

By June 15th, 2017, to increase the number of Car Enthusiasts of Kalamazoo aware of the Summer Bash events by reaching at least 500 members of the target public.

Strategy 1:

Design promotional materials that highlight the benefits of attending the car show.

Tactic 1:

**Post flyers at local car shows to engage those not on social media.
[The Gilmore Car Museum Classic Car Show, Rotary Classic Car Show & Pancake Breakfast, Kalamazoo Corvette Club Car Show]**

Strategy 3:

Utilize Sky Zone's Facebook account to inform Kalamazoo Car Enthusiasts.

Tactic 1:

Create two posts encouraging early registration for the car show.

Objective 3:

To raise operating funds for DC Strong at the Summer Bash events with a goal of over \$400.

Strategy 1:

Inform our target audiences with what DC Strong does and how their dollars spent will help them to fulfill their mission of aiding pediatric cancer patients with their

Tactic 1:

Include at the end of every social media post the website and information about DC Strong as well as state that donations and proceeds from the Summer Bash event will go to DC Strong for pediatric cancer care patients.

Strategy 2:

Engage event attendees to participate in games that will raise funds for DC Strong.

Tactic 1:

Set up silent auction table with donated items from the event sponsors with tables so that proceeds can be donated to DC Strong.

Schedule & Cost

Date	Tactic	Appendix	Reach	Cost
05/11/2017	Press Release to The Western Herald and Kalamazoo Gazette	C	58,000 Circulation	\$0
05/20/2017	Post flyers at local car shows: The Gilmore Car Museum Classic Car Show	B	50+ Car Enthusiasts	\$0
05/23/2017	Post flyers at local businesses	A	39 Businesses	\$0
06/03/2017	Post flyers at local car shows: The Kalamazoo Corvette Club Car Show	B	75+ Car Enthusiasts	\$0
06/05/2017	Create two facebook posts encouraging followers to pre-purchase Summer Bash tickets (1 of 2)	I	6,297 Impressions	\$35
06/08/2017	Create two facebook posts encouraging early registration for the car show	J	2,283 Impressions	\$10.69
06/12/2017	Create two facebook posts encouraging followers to pre-purchase Summer Bash tickets (2 of 2)	K	849 Impressions	\$5
06/13/2017	Post flyers at local car shows: The Rotary Classic Car Show & Pancake Breakfast	B	50+ Car Enthusiasts	\$0
06/15/2017	Create two facebook posts encouraging early registration for the car show	L	1,092 Impressions	\$5
	Total		68,735 People	\$55.69

Implementation

Creating a site map was something that I viewed as a checklist (appendix G). Accommodations had to be made for our sponsors if they needed electrical or water hook-up, which meant ensuring that licenses were obtained and that health inspectors provided approval. Electrical hook-up required cable protectors and cord floor covers along with the planning of accessible ingress and egress to meet ADA compliance. If needs were met, the to-do list item was crossed off.

At the hub of all the action was the registration table. Designed as an interactive DJ booth, guests would come up to the table, adorned with prizes and raffle/auction items, an information station, and check-in for both the car show and fundraiser. Included is the certificate that was placed on the windshield of each car at the car show noting the host of the event and the beneficiary, surrounded by sponsors (appendix H).

To ensure that the same message was given across all fronts of communication I deemed it appropriate to create an event fact sheet (appendix D). The fact sheet allowed others to make informed decisions and communicate the goals and objectives of the Summer Bash events on my behalf accurately and efficiently to potential attendees and sponsors. If sponsors wanted to take part in the event with a table and be a vendor for the day, a simple vendor agreement (appendix E) was written up to outline the rights of both the event host and the vendor to address liabilities. The day of event entertainment included a live DJ with full multi-part sound system. To address liabilities related to live music, a entertainment agreement (appendix F) was developed to again protect the rights of the entertainer and the event host. No cost was incurred for the live DJ who donated his time and equipment to the event.

Evaluation

Objective 1: EXCEEDED

Our initial objective was to increase the number of Sky Zone Kalamazoo Followers aware of the Summer Bash events by June 15th, 2017, by reaching at least 1000 members of the target public. Through the development of a campaign message that resonated with Sky Zone KZOO follower values, we were able to reach just over 3000 members on social media and through the dissemination of traditional print media, we were able to reach 39 businesses. This media included various prints from 6.5x6.5 inch to 8.5x11 inch informational posters, followed by a press release which included a media package to the Kalamazoo Gazette.

Objective 2: EXCEEDED

Our second objective was to increase the awareness among Car Enthusiasts of Kalamazoo of the Summer Bash events, by June 15th, 2017, by reaching at least 500 members of the target public. With the development of promotional materials that highlighted the benefits of attending the car show, we posted materials at local car shows [The Gilmore Car Museum Classic Car Show, Rotary Classic Car Show & Pancake Breakfast, Kalamazoo Corvette Club Car Show] to directly engage approximately 200 attendees with the rationale that they may not be on social media. We then utilized social media creating posts specified directly toward the car enthusiasts that were followers of Sky Zone Kalamazoo which reached just over 3300 people.

Objective 3: EXCEEDED

Our last objective was to raise operating funds for DC Strong at the Summer Bash events with a goal of over \$400. With the setup of a silent auction table and the donation of proceeds from the jump tickets of the day, we doubled our goal donating \$800 at the end of the day to DC Strong. The booth provided the opportunity for people to learn more about both Sky Zone and DC Strong, while being utilized as a silent auction table and DJ table.

Overall, media efforts online proved to be more effective in bringing awareness of the event than the traditional print media. Our event host and beneficiary both had well developed followings and support group systems in place for hosting events like this. This was instrumental in making outreach and awareness much easier than anticipated. Posts were also made within specific groups with intent to have them engage in discussion and share with others. Reaching out to build a following and level of hype proved to be difficult. Using Facebook, followers were able to get updates on location, time, and activities.

Closing Reflections: The Lessons Learned

The Summer Bash 2017 offered learning experiences that simply could not be found in the classroom. In the events world, it's a fact of life that things can change unexpectedly, much like Michigan's weather. What I have learned best is that it is how you react to challenges that will define your success. Turning around and making a hiccup an opportunity is what will keep the agenda rocking out in any field and life.

I am particularly proud of the fact that we doubled our fundraising goal for DC Strong. Meeting these kids and seeing how happy they are to know that there are people in the world that care for them helps to put a new perspective on life. They showed tremendous courage and enthusiasm for the fight and knew that what was happening now was more important than any one thing that could have put a damper on the day. It was a real miracle that the weather completely shifted from what was predicted; we ended up with blue, sunny sky. In the future I would pick one component (jump or car show) and make that the only piece, to focus more on one target public instead of two, and be able to dedicate more time to the crafting and framing of the messages that went out to that target public. Having more personalized materials that could have made the event have a level of exclusivity would have raised more hype about the event. Also finding a warehouse to do the show in where cars could line up under a covered roof would have been nice so that there was no worry about people leaving early had the weather turned sour halfway through the event.

I hope to in the future be able to pull upon the skills I have gained and improved through this experience. The events world is ever-changing with new technologies, bigger sets, more extreme venues, and the highest of stakes to do it right the first time. I am more excited than ever to step into this world and I owe thanks to friends, family, and my committee for helping guide me and offer endless support while I battled to make my dreams a reality.

Appendix A

SKY ZONE SUMMER BASH

SCHOOL'S OUT! Celebrate at Sky Zone!
FRIDAY, JUNE 16TH 12PM-5PM
Face Painting, Raffles, and Prizes!

A portion of the Summer Bash proceeds will be donated to DC Strong to support pediatric cancer WARRIORS! Bring this flyer or mention the DC Strong when you check in.

Special thanks to our sponsors!



Specials
\$1 Pizza Slices
\$1 Soft Drinks
\$2 Slushies

First Time Jumper Special
30 minute jump \$4.99

5103 Portage Rd. Kalamazoo, MI 49002
269.459.9243 | skyzone.com/kalamazoo



Appendix B



SKY ZONE[®]
TRAMPOLINE PARK

KALAMAZOO SUMMER BASH 2017

CAR SHOW

SUPPORTING DC STRONG

5103 Portage Rd, Portage, MI 49002

FRIDAY, JUNE 16
12PM-5PM

Sky Zone Kalamazoo is hosting Summer Bash on June 16th from 12PM-5PM where we will be fundraising with DC Strong, a local non-profit who supports pediatric cancer patients. We would love to have you in attendance to the event as we will be hosting a car show for the event. Every individual that brings a car to Summer Bash will receive a **FREE 60 MIN JUMP PASS** (\$14 value) and custom made certificate signifying participation in the car show and Summer Bash event. We will also have Cold Stone available and other concession items in our park.

*****CAR SHOW REGISTRATION IS FREE AND EVENT IS OPEN TO PUBLIC*****

REGISTER VIA PAPER OR ONLINE HERE: <http://bit.ly/SZCarShow>

OWNER NAME: _____

YEAR: _____ MAKE: _____ MODEL: _____



*****Please return paper registration to Sky Zone Kalamazoo located at 5103 Portage Rd, Portage, MI 49002. For questions regarding the car show please call 269-459-9243 ext. 201.



Appendix C

PRESS RELEASE

Tyler Connors

05/11/2017

734.780.6685

FOR IMMEDIATE RELEASE

tyler.connors.1@gmail.com

SKY ZONE KALAMAZOO TO HOST SUMMER BASH FUNDRAISING EVENT TO SUPPORT PEDIATRIC CANCER CARE VIA DC STRONG

Sky Zone Kalamazoo Indoor Trampoline Park to host first annual fundraiser jump event with car show raising funds for local non-profit supporting pediatric cancer care.

KALAMAZOO, (MI) – Sky Zone Indoor Trampoline Park, Kalamazoo’s first indoor trampoline park designed for all ages will host their first annual fundraiser jump event and car show, Summer Bash 2017. Sky Zone is the original and premier indoor trampoline park where guests can enjoy trampoline dodgeball and dunking, the foam pit, birthday parties and more. The Summer Bash 2017 fundraiser jump event will take place on Friday, June 16th 2017 from 12:00p.m.-5:00p.m., and the car show check-in will begin at 11:45a.m. with the show running during the fundraiser.

Will DeLange, the GM of the Kalamazoo Sky Zone Indoor Trampoline Park, noted “[that] it’s rewarding to know that what you do is giving back to the community and supporting those who need it most.”

Sky Zone Kalamazoo’s promise of “Wow” ties the organization to the mission of giving back and creating memorable experiences. When CEO Jeff Platt opened the doors of a park, he aimed to have it be a memorable experience hoping guests will want to come back for more. “Wow” is what Sky Zone has

committed to deliver to anyone who walks in the door, and “wow” is what they want customers to say when they leave.

The Summer Bash 2017 Jump and Car Show events are a fundraiser supporting DC Strong, a local non-profit organization that brings personalized gifts and exciting experiences to children battling cancer in order to keep their spirits up and minds focused on finishing the fight. It is noted on the homepage of DC Strong’s website that “In our minds and in our hearts, we know that the children have to give everything they've got to get through this battle” and DC Strong’s mission to remind them why they keep fighting and why it's worth fighting for. What they do brings people together and helps create memories that could not have happened otherwise.

About

Since 2004, Sky Zone, LLC has created and built the world’s first all-walled trampoline playing court – a concept so unique it was awarded United States Patent No. 5,624,122. Sky Zone, LLC currently has over 120 franchises open across the United States, Canada, Mexico, Australia, and Saudi Arabia. Sky Zone Trampoline Parks feature a wide array of fun, fit and low-impact activities ranging from Open Jump, Ultimate Dodgeball and SkyFitness classes to birthday parties, corporate events and other group outings. The franchise has been awarded various accolades, including being ranked 308 on Entrepreneur’s 2016 Franchise 500 list, 273 on the 2015 Inc.’s 500/5000 list, 152 on the 2014 Inc.’s 500/5000 list, 55 on the Forbes America’s Most Promising Companies list, “Best Gym Alternative” by Vegas Seven Magazine, “2012 Locals Choice for Kid’s Birthday Party” by Southbay Magazine and one of Entrepreneur’s 2013 “Fresh Concepts Livening Up Franchising.” For more information, visit www.skyzone.com/kalamazoo.

###

Appendix D



SKY ZONE[®] **TRAMPOLINE PARK**

SUMMER BASH 2017 FACT SHEET

About the Event

Sky Zone Kalamazoo is hosting Summer Bash as a kick-off event to celebrate summer where we will be fundraising for DC Strong, a local non-profit who supports pediatric cancer patients. Summer Bash is a multi-component public event where we will be hosting a fundraising jump and car show. Every individual that brings a show car to Summer Bash will receive a free 60 minute jump pass for Sky Zone Kalamazoo Indoor Trampoline Park (\$14 value) and a custom made certificate signifying participation in the car show and Summer Bash and we will also have available a wide variety of foods and activities.

Date, Time and Location

Friday, June 16th
12:00PM - 5:00PM

Sky Zone Kalamazoo Indoor Trampoline Park
5103 Portage Rd, Portage, MI 49002
(269) 459-9243

Target Attendees

Employees and their families, community organizations, supporters of DC Strong, animal lovers, health educators, grade school students, university students and members of the community.

Event Goals

- Bring West Michigan together with an event experience as unique as the cause and the location.
- Fundraise \$400+ for DC Strong to help in providing unique experiences for pediatric cancer patients.

Event Components

- Fundraiser Jump Event for DC Strong, a local non-profit who supports pediatric cancer patients.
- Summer Bash 2017 Car Show bringing Kalamazoo community and Southwest Michigan together.
- Meet & Greet with City of Portage Police and Fire Departments for kids to see department vehicles.

Appendix E



Summer Bash 2017 Vendor Booth Agreement

This agreement made and entered between Sky Zone Kalamazoo (hereinafter referred to as "Sky Zone"), a division of the Sky Zone Franchise Group LLC and:

An independent contractor (herinafter referred to as "Operator")
whose mailing address and telephone number are:

The purpose of this agreement is to set forth the terms and conditions whereby the Operator is authorized by Sky Zone to operate a Business Booth for the purpose of promoting and/or selling represented products under the following terms and conditions.

TERMS AND CONDITIONS:

1. **HOURS** – The business booths will be open for business:
Friday, June 16 12:00 pm to 5:00 pm
2. **REPRESENTED PRODUCTS** – Only the product (s) specified below will be allowed to be represented and/or sold at your booth during Sky Zone's Summer Bash Car Show Public Event. No changes may be made without prior consent of a Sky Zone representative.
3. **TERMINATION RIGHTS** – Sky Zone reserves the right to terminate the operation of the Operator at any time during the festival for any of the following reasons:
 - A. A professional manner is not maintained by the Operator and its employees.
 - B. Operator or its employees behave in a manner that could be construed as racist.
 - C. Operator or its employees commit any act detrimental to the purpose of the event.
 - D. Operator or its employees violate any provision of the Health Department.
 - E. Operator or its employees fail to cooperate with event management staff.
 - F. If Operator or its employees breach any of the agreements listed herein.

4. **COST** – In exchange for the right to promote and/or sell stated product (s) during the Summer Bash event the vendor must adhere to the following;
- A. **A Portion of the Proceeds must be donated to the DC Strong Foundation.** The said amount must be determined by the Operator of the booth and informed on this document to a Sky Zone representative.
 - B. **Donation/Drawing Item.** Vendor will qualify for a booth or marketing material to be displayed at the event with the donation of a material item or service to be given to the DC Strong Foundation.
 - C. **Car Show Donation/Drawing.** Vendors will qualify for a booth or marketing material to be displayed at the event with a donation of a material item or service that will be used as a prize drawing in the Summer Bash Car Show.
5. **PREMISES** – Operator warrants that the premises shall be left in original condition as upon arrival; this includes picking up trash at and around Operator’s premises.
6. **SET-UP AND DEPARTURE** – Operator shall set up its Business Booth in accordance with the rules set by a Sky Zone representative. Set up may begin at 11:00 am, Friday, June 16, 2017. Booth shall be ready to begin operation by 12:00 pm, Friday, June 16, 2017. Spaces will be 10 x 10 or 10 x 20 unless otherwise stated requesting additional space.

Vendors will be allowed to drop off merchandise and park in the designated area. Breakdown for booths may begin anytime after 5:00 pm June 16.

DESIGNATED AREAS/ELECTRICAL NEEDS – Sky Zone will have a limited power/water supply and will be on a first come, first serve basis. Operators will have access to Standard 110 outlet for use.

Location of Booth will be in block specified; exact location decision is made at the discretion of Sky Zone representative and will depend on specific electrical/water needs.
 Operator must supply own extension cords.
 Operator agrees to operate all electrical equipment, including but not limited to lights and attachments, including all wiring in a safe, intelligent, ADA compliant manner.
 Sky Zone cannot be held responsible for accidents caused by Operator not accurately utilizing this system.
 Operator agrees to use only designated receptacles in their pre-approved location.
 Operator is allowed a maximum of 20 amps. If more power is needed, the vendor will be responsible.

7. **TAXES** – Operator shall be responsible for the collection and payment of any tax upon the gross receipts as required by Michigan Law.
 MICHIGAN SALES TAX – Operator must pay all sales tax to the state of Michigan in compliance with state and local sales tax laws.
8. **TERMS** – Registration deadline is June 10th, 2017; Upon signing this contract, Operator agrees to abide by the Terms and Conditions set forth herein.

SUMMER BASH 2017
June 16, 2017
VENDOR APPLICATION

VENDOR HOURS: Friday, June 16, 2017 – 12:00 pm – 5:00 pm
Set up begin 11:00 am – Complete by 12:00 pm

TERMS & CONDITIONS:

1. Exhibits shall not display, sell, or dispense any items offensive, profane, or against Sky Zone's fundraiser. The display, sale, or dispensing of these or any other items which in the opinion of Sky Zone are inconsistent with the mission of the Sky Zone will result in the removal of Operator's booth.
2. Operator must check in with the Sky Zone representative on duty before setting up.
3. Security will be the responsibility of the Operator. Sky Zone will not be responsible for damage to booth for any reason.
4. Operator will be responsible for any trash in his/her area. Trash cans will be placed throughout the area and may be used by the Operators.
5. Operator shall not transfer or sublet the space or any part thereof or permit the same to be used by any other person without the written consent of Sky Zone representative.
6. Sky Zone shall have the right to terminate the contract granted hereunder at any time without liability, upon the refund of the fee paid herewith. Refunds will be made if event is cancelled due to weather.
7. Sky Zone, its officers, agents, or members shall not be held responsible for any loss nor damage due to theft, fire, accident, or other cause but will use reasonable care to protect the Operator from such loss.

BOOTH RULES: Booth assignments are made by Sky Zone representative based on operational and space requirements of the event. Therefore, Sky Zone reserves the right to refuse any application. Vendors must be checked in and materials placed in the assigned booth space during the designated set up time. Failure to set up during designated times, or changing booth locations will be cause for removal of vendor. All merchandise should be clearly marked. Sky Zone does not provide table, chairs, tents or electrical cords. Booth spaces are for individual vendors and may not be shared.

Sky Zone reserves the right to remove any vendor not abiding to program rules or failure to follow the instructions of Sky Zone representatives.

Business Name: _____

Operator Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Describe Products Sold: _____

Donation/Drawing Item Description:

Booth Size needed:

10 x 10 – _____ 10 x 20 _____

Electrical/Water Requirements 110 (If available) _____

Entered into this _____ day of _____, 2017.

Sky Zone Representative Signature

Operator Signature

Please return this signed contract, along with your donation if applicable to Sky Zone Kalamazoo. 5103 Portage Rd, Portage, MI 49002. Please keep in mind, spaces are limited and are assigned in order they are received! If your business is not selected to participate at Sky Zone, all items will be returned.

Appendix F



SKY ZONE[®] TRAMPOLINE PARK

ENTERTAINMENT AGREEMENT

*Sky Zone Kalamazoo Indoor Trampoline Park
5103 Portage Rd | Kalamazoo, MI 49002*

IT IS HEREBY AGREED on this date of _____, by and between Sky Zone Kalamazoo Indoor Trampoline Park, (hereinafter referred to as “Sky Zone”) and _____, (hereinafter referred to as “Entertainer”), for and in consideration of the mutual covenants contained herein that:

1. The Entertainer shall perform for Sky Zone under the following agreement:

Date: June 16th, 2017

Time/sets: 12:00PM-5:00PM

Location: Sky Zone Kalamazoo Indoor Trampoline Park, 5103 Portage Rd, Portage, MI 49002

Purpose: Performing and providing appropriate live entertainment to guests of Summer Bash

Sound Reinforcement : The entertainer shall provide all sound equipment including but not limited to, microphones, speakers, amplifiers, and soundboards.

2. Sky Zone shall pay to the Entertainer the sum of \$0 for said performance(s) described in Paragraph 1 hereof, which shall be the Entertainers sole compensation.

3. The Entertainer shall provide equipment, props, and other paraphernalia necessary for said performance(s) at Entertainer’s sole expense and all such items shall be removed from the premises immediately after said performance(s) is/are complete. Sky Zone shall have no responsibility for damage to such items unless caused by their own negligence.

4. The Entertainer is responsible for communicating sound production requirements to Sky Zone. Since each event requires different sound production arrangements, these arrangements are as follows, unless clarified below. The entertainer shall provide sound production services including but not limited to microphones, speakers, amplifiers, and soundboards. It is noted that the Entertainer will be performing outside by the main entrance, where guests will be passing. This means that all equipment and wires must be in the locations designated by Sky Zone onsite.



SKY ZONE[®] TRAMPOLINE PARK

5. The Entertainer agrees to defend, save and hold harmless Sky Zone and any of its agents and officials from any and all liability, claims, damages or injuries of any nature whatsoever caused in whole or in part by the Entertainer pursuant to this agreement.

6. In the event of a Force Majeure as outlined below, Sky Zone agrees to pay the Entertainer in full. Force Majeure includes: act of God, emergency situations surrounding the safety of the attendees, strikes, acts/threats of terrorism, loss of power, artist sickness (deathly illness), or fire.

7. The foregoing provisions, terms and conditions constitute the entire agreement between the parties hereto, and such terms and conditions may be modified only by a written agreement between the parties hereto:

Sky Zone Kalamazoo Indoor Trampoline Park ENTERTAINER

Date: _____

Date: _____

Signed: _____

Signed: _____

(Print): _____

(Print): _____

Make Check Payable To: _____

Federal ID Number or Social Security Number: ____ - ____ - ____

Address: _____

City, State Zip: _____, _____ _____

Phone: _____

Please return original signed copy to Sky Zone Kalamazoo Indoor Trampoline Park.

Questions may be directed to Nate Triemstra or Will DeLange.

Fax Number: N/A

Phone Number: 269-459-9243 ext. 201

E-mail: nate.triemstra@skyzone.com / will.delange@skyzone.com

Appendix G



Appendix H



SKY ZONE
TRAMPOLINE PARK

SUMMER BASH 2017

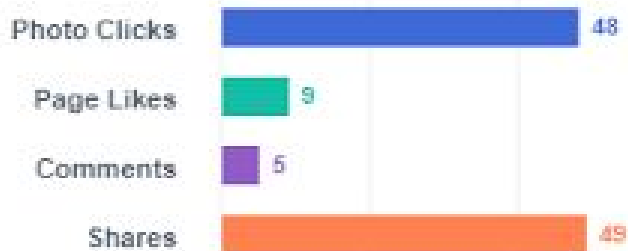
CAR SHOW

YEAR	MAKE	MODEL
		
 <p>DC STRONG DOMINATE CANCER</p> <p>Leaders RPM Recreation Powersports Marine</p>		
		

Appendix I 06/05/2017 **6,297** People Reached **185** Pre-Purchased Jump Tickets

6,297 People Reached [?]
 185 Engagements
 \$35.00 Total Spend [?]

Actions | People | Countries



Appendix J 06/08/2017 **2,283** People Reached **12** Pre-Registered Cars

2,283 People Reached [?]
 12 Engagements
 \$10.69 Total Spend [?]

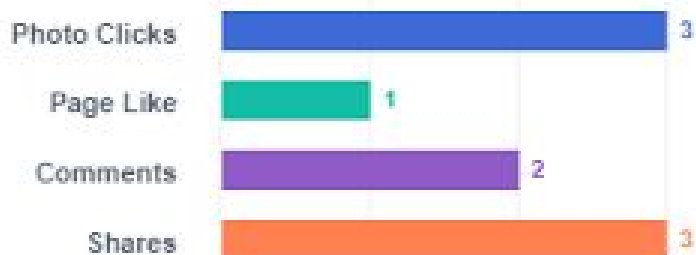
Actions | People | Countries



Appendix K 06/12/2017 **849** People Reached **23** Pre-Purchased Jump Tickets

849 People Reached [?]
 23 Engagements
 \$5.00 Total Spend [?]

[Actions](#) | [People](#) | [Countries](#)



Appendix L 06/15/2017 **1,092** People Reached **7** Pre-Registered Cars

1,092 People Reached [?]
 7 Engagements
 \$5.00 Total Spend [?]

[Actions](#) | [People](#) | [Countries](#)



Sponsors

The Kalamazoo Growlers



Portage Police & Fire



Staples



Izzy's Lemonade



Texas Roadhouse - Portage



Leader's Marine & RPM



Latitude 42 Brewing Company



Cold Stone Creamery

