

MEETING DATE: 09/09/2013

**AGENDA ITEM: JOINT CITY COUNCIL AND SUCCESSOR AGENCY
BOARD AGENDA ITEM: Consideration to Sponsor the
“Crush Cancer” Charitable Fundraising Event Produced
by DogTown CrossFit in Partnership with Stand Up To
Cancer.**

ATTACHMENTS

<u>No.</u>	<u>Item</u>	<u>Pages</u>
1	August 7, 2013 SU2C Letter Requesting Sponsorship	1-2
2	SU2C PowerPoint Slide Presentation	3-12



August 7, 2013

Dear Honorable Mayor and Members of the Culver City Council:

We are writing to you today to request sponsorship from the City of Culver City for our upcoming event, Crush Cancer. Crush Cancer is one of the fastest-growing fundraising events and health expos in Southern California, where fundraising will benefit Stand Up To Cancer's (SU2C) collaborative cancer research. SU2C is the initiative that raises funds to hasten the pace of groundbreaking translational research that can get new therapies to cancer patients quickly and save lives.

This is the third year that Crush Cancer will take place, with nearly \$165,000 having been raised in the previous two years. DogTown CrossFit, a local Culver City gym, puts on the event to benefit SU2C, and last year, over 100 members from the gym participated.

This year, the event takes place in downtown Culver City at Parcel B on Saturday, October 12, and will include a workout called "Crush Cancer" with three divisions: advanced, intermediate and novice. We currently have 28 teams, including 26 gyms, signed up to participate from across Southern California and throughout the country. The other 25 gyms do not need to have their clients participate on Parcel B; rather, their Crush Cancer workouts may occur on their own premises. Each participant in Crush Cancer must raise a minimum of \$150 for SU2C and we anticipate raising \$500,000 at this year's event. In addition to the workout, there will be a health expo that will feature local shops, restaurants and businesses to create a fun, family-friendly atmosphere.

As part of our requested sponsorship, we are asking to waive the following fees:

- Rent for Parcel B for the day: \$ 500
- Sanitation/Trash Pick-Up: \$ 300
- Electricity hookup: \$ 200
- Special Event Permit: \$ 75

o Total: \$1,075

In addition to the above, we would also like to request the permission to install three city banners, which we will fund the cost for, to be strung across the following streets:

- Washington Boulevard at Walgrove Avenue

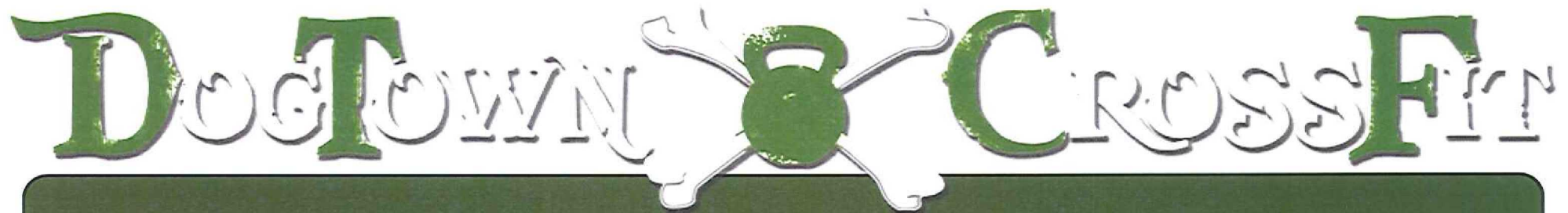
- Overland Avenue in front of the Veteran's Memorial Building
- Sepulveda Boulevard near Berryman Avenue

If the City sponsorship is approved, the City's logo will be placed on the banners and the City will be listed as one of the sponsors of the event in e-mails, on the website, in press releases and on printed materials. The enclosed PowerPoint presentation includes additional, detailed information about the upcoming Crush Cancer event. Please feel free to let us know if you have any questions about the event. We very much look forward to hearing from you and thank you in advance for your time.

Best,

A handwritten signature in cursive script that reads "Alexa Levy".A handwritten signature in cursive script that appears to read "Josh Gallegos".

Alexa Levy (Stand Up To Cancer) and Josh Gallegos (DogTown CrossFit)



NOS OPEROR ADEPTO VOMICA NOS ADEPTO REVERENDUS. WE DONT GET SORE, WE GET AWESOME.



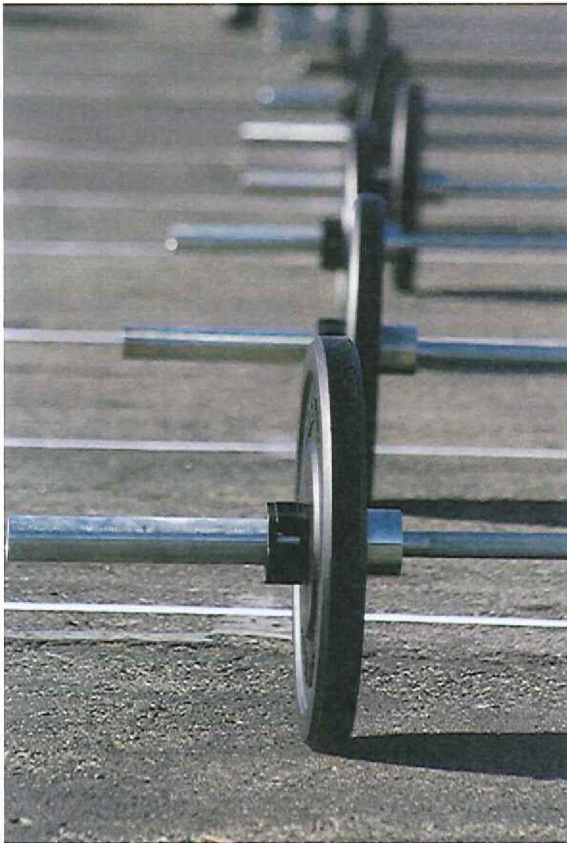
Crush Cancer 2013 Proposal DogTown CrossFit & Stand Up To Cancer

Event date: Oct 12, 2013

Latest Revision, Jan 23, 2013



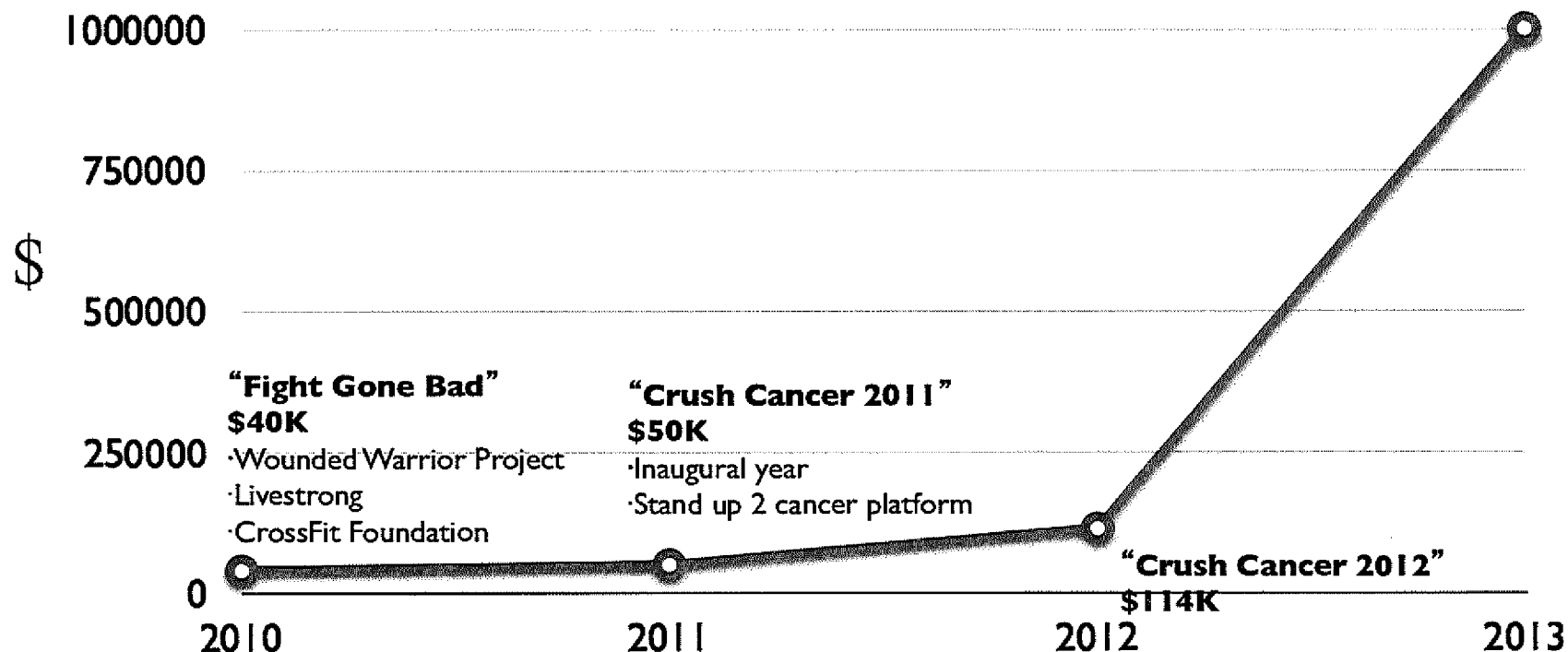
Crush Cancer 2013 Strategy



- ◆ History of Crush Cancer
- ◆ Strategic Objectives
- ◆ Event Summary
- ◆ Outline of Workout
- ◆ Financials
- ◆ SU2C Deliverables



History



- 2010, "Fight Gone Bad", CrossFit workout similar to Crush Cancer. DogTown did not host the event, but we raised over \$40,000. The fundraiser supported several charities including: Wounded Warrior Project, Livestrong, and the CrossFit Foundation.
- 2011, DogTown started it's own fundraising event because the cancer component of Fight Gone Bad was dropped. Instead, we came up with the idea of Crush Cancer, identified Stand Up 2 Cancer as our platform, and ended up raising over \$50,000.
- We chose Cancer Research as our fundraising platform because it is a cause that has directly affected the owners of DogTown CrossFit, and several of our gym members. We have over 300 members at DogTown. Many who are cancer survivors, have lost loved ones, or know someone personally affected by the disease.
- We chose SU2C because the majority of the funds make it directly to fund cancer research and it is a local organization we can stand behind.
- 2012 pushed the envelope and doubled our efforts raising over \$114,000. We even had a DogTown member raise \$10,000 and over 100 people participate in the workout.
- We have the best community at DogTown, and the CrossFit community, as a whole will get together for this cause to help us raise as much money as possible. Additionally, with the help of Stand Up To Cancer. We plan to take this event to gyms all over and really make a difference.



2013 Strategic Objectives

Objective #1

Raise as much money as possible for Stand Up To Cancer to fund cancer research.

Objective #2

Raise awareness within the community and get more people involved and educated on the cause.

Objective #3

Create exposure for DogTown, other outlying CrossFit gyms, Stand Up To Cancer and local Culver City businesses.





Event Summary

Crush Cancer 2013 will be a fundraising event and health expo presented by DogTown CrossFit, along with gyms throughout the region, to benefit Stand Up To Cancer.

Goal:

- Engage gyms regionally and the Culver City/Los Angeles communities to raise as much money as possible, with all proceeds going directly to Stand Up To Cancer.
- Elevate awareness of translational cancer research that SU2C is funding.

Date:

Saturday, October 12, 2013

Location:

- 9300 Culver Blvd. (Parcel B across From Trader Joes), approximately 50,000 square feet. It is an empty parking lot, with an asphalt finish.
- We can also use Media Park located at 9070 Venice Blvd as an alternative, or for more vendor space.

Event Details

- The main event will include a workout called "Crush Cancer" with three divisions: Advanced, Intermediate, and Novice.

Participants in the workout will be required to raise a minimum of \$150



Workouts

3 Round AMRAP “As many rounds as possible”

Advanced

1 min Power Cleans (95/65)
 1 min Kettlebell Swings (24/16)
 1 min Burpees
 1 min Shoulder to Overhead (95/65)
 1 min Double Unders
 Rest 1 min Between Rounds

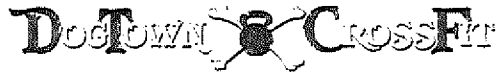
Intermediate

Same as above with scaled (lower) weight

Novice

1 min Air Squats
 1 min Sit-Ups
 1 min Burpees
 1 min Lunges
 1 min Jumping Jacks
 Rest 1 min Between Rounds

NOTE: A screening process will take place within our online registration to determine which division is appropriate for the participant and will also include a liability waiver protecting both parties.



Financials

◆ Crowdrise Platform

- DogTown & SU2C will work together with Crowdrise to create an improved website that includes an easy to use fundraising tool, and event registration page that will include all participating gyms. The page will be linked directly to by SU2C and DogTown CrossFit and will be promoted by social media tools of both entities.

◆ Fundraising

- Participants in the workout are required to raise a minimum of \$150.
- Awards will be given to top fundraisers as incentive to raise more money. The event is about fundraising, not who wins the workout.
- Aside from the costs to run the event, all proceeds will go directly to Stand Up To Cancer. It is our goal to raise money that goes to cancer research. That is why we chose Stand Up To Cancer when we started this event two years ago.

◆ Vendors

- DogTown will work with the City of Culver City and the Chamber of Commerce, with the support of SU2C, to include local businesses and those in the surrounding areas for sponsorship donations and participation in the health expo.
- Proceeds from vendor booth fees will go directly to SU2C and vendors will have the option to also donate a portion of their proceeds.
- DogTown CrossFit will contact vendors that are unique to the industry.
- Vendor Booths will be sold for \$500 and will include placement at the event, an item in the Vendor Bag, exposure on promotional material, website, etc.
- We will also work with the City of Culver City and Vendors to get as much as possible donated to the event. For example, the City waives the rental/permit fees, water donated, etc.



SU2C Deliverables

- ◆ DogTown will drive the event, while SU2C will lend its support in each area as needed
- ◆ SU2C will deliver:
 - Use of logo
 - Support with local business and gym outreach
 - PR and social media support for fundraising and event



Day of...

Supplies Needed

Barbells
 Bumper Plates
 Kettlebells
 Jump Ropes
 Matting (for burpees)
 Trash Cans
 Trash Bags
 Trash pick-up
 Toilets
 Bleachers/seating
 T-Shirts
 Banners
 Promotional Material-flyers, event tickets, etc.
 Water
 Duct tape to mark off pits
 Vendor Bags
 Clip Boards
 Pens/Pencils
 Pit Numbers
 Generator for DJ/Music/Microphone
 Event Layout
 A layout of the event will be sketched beforehand including:
 Registration/Check-In
 Approximately 9 Pit Areas for the workout
 Vendor Booth Layout
 DJ/Band area
 Toilets
 Bleachers

Event Set-up	7:00am
Check-In Begins	9:00am
Opening Ceremony	9:30am
Heat 1	10:00am
Heat 2	10:30am
Heat 3	11:00am
Heat 4	11:30am
Heat 5	12:00pm
Heat 6	12:30pm
Heat 7	1:00pm
Closing Ceremony	1:30pm

*This is a rough outline. We can add more heats based on the amount of participants in the workout, etc.

Example of Render

