

## To the Committee Members of London Ontario

I am writing on behalf of my company Runners Feed to request a municipal resolution in order to apply for a Special Occasion Permit to host a Beer Garden following the Rock the Road 10K in London Ontario on Sunday August 19<sup>th</sup>, 2012 in the Masonville Mall parking lot. More specifically, we are looking to have our event fall under the Municipally Significant Event category.

My name is Brandon Laan and I am an *Internet entrepreneur, coach, and elite runner. I have a genuine interest in bettering the London Community by bridging the gap between the sport industry and commerce. I spent my undergraduate days at Western University where I captained the Cross Country Team before attending graduate school at Hawaii Pacific University. I am deeply immersed in the Canadian running community as President of [RaceRoster.com](http://RaceRoster.com), and as an elite runner (2011 Canadian Marathon Championships-Silver Medalist).*

Our team has a vision of reestablishing London as a running destination. Our ultimate goal is to create a high caliber event that would become a staple race for Londoners as well as a huge tourism attraction for runners abroad. The first year was hugely successful, involving local bands playing along the course, Mayor Fontana starting the event, two sets of London's cheerleading teams showing off their talents, refreshments and medals for all of the participants, \$3000 purse to elite athletes, all while raising money for a local charity. The feedback was amazing!

As we approach the second year of the event, we are working hard to make the event bigger and better than last year. Having created such a positive reputation last year, we are excited to announce Labatt as our title sponsor and as with most large road races in Canada, we are looking to offer a beer garden for 2 hours following the race. Labatt has offered to donate 1 Michelob Ultra (4% 95 calorie) beer per person who is 19 years or older. Every person who is over the age of 19 and registers for the event will be given a voucher with their race packet that will be picked on August 17<sup>th</sup> or 18<sup>th</sup> at the Health and Fitness Expo that is being held in Masonville Mall.

The beer garden will be held from 11:00am-1:00pm in a fenced off area of the Masonville Mall parking lot (see attached diagram). All of the servers will be SMART Serve certified and we will have a security guard checking ID's at the entrance.

The beer garden will allow participants the chance to have a cold one to celebrate their efforts as well as provide exposure for the newest beer that will be carried by Labatt, Michelob Ultra.

Our promotional material for this year's event will read as follows:

The Michelob Ultra Rock The Road 10K is **London's Biggest Party Race** that raises money for The MS Society. With live bands, cheerleaders, and celebrity

appearances, The Michelob Ultra Rock The Road 10K is quickly becoming the premiere running event in Canada. The race was built to entertain the weekend warrior while catering to elite athletes.

To ensure that all Londoners' needs are met we have established a race committee comprised of London leaders in the corporate, education, and health/fitness fields.

Please see attached business plan, specifically the appendix, which houses our **race committee, letter of endorsement from Mayor Fontana, and testimonials from stakeholders including Tourism London.**

Thank you for your time,

Brandon Laan  
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