



## EXHIBITOR PACKAGE

We are very excited that you will be an exhibitor at the 9<sup>th</sup> Annual Shoney's<sup>®</sup> 5K Family Fun Run & Walk with 100% of the proceeds benefiting the Metropolitan Police Support Fund of The Community Foundation of Middle Tennessee. To date, we have raised over \$175,000. Participants will include Shoney's Chairman and CEO, David Davoudpour, Police Chief Steve Anderson, Emcee Hope Hines, along with other local dignitaries and running enthusiasts. New police officer cadet trainees will also be running in formation.

The Family Fun Run will take place at LP Field – Lot T, adjacent to the Shelby Street Bridge. Nashville, TN. Registration will begin at 7:00 a.m. and the 5K will start at 8:00 a.m. There will be a Kids' Fun Run will begin at 9:00 a.m. Prizes for the 5K top finishers in the male and female categories are \$500 cash each. Male and female 1st place winners in each age category will receive a \$25 Shoney's gift card & 2nd place winners will receive a \$10 Shoney's gift card. Plenty of free parking is available.

Participants will be provided complimentary beverages and fruit at the finish line. The festival will begin immediately after the run and will feature Shoney's legendary breakfast buffet, live entertainment and prize drawings. The Kids' Zone will include free activities such as face painting, giant inflatables, an appearance by Shoney Bear<sup>®</sup>, and tours of a police cruiser, police helicopter and police boat and more. Balloon artists, the Nashville Police S.W.A.T. Team, the Nashville Police Bomb Team and its bomb robot will take part in the festivities.

Included for your consideration are:

- Concept and details about the Shoney's<sup>®</sup> 5K Family Fun Run
- Description of event elements and promotional efforts
- Sponsor packet

**Concept:**

**The Shoney's® 5K Family Fun Run & Festival** is a fun, family-friendly outdoor summer event featuring a 5K run, kids' fun run, family-friendly food and beverages, and a FREE Kids' Zone play area. The estimated attendance is approximately 1,500.

**Race Event Registration Prices:****Adults:**

\$20 until February 29

\$25 March 1<sup>st</sup> until March 31

\$30 April 1 until May 12

\$35 on event day, May 13

**Kids:**

10 & Under - FREE

11-18 - \$5

**Police Cadets** - \$25

**Shoney's Employees** - \$10

**Teams (3 or more)** -\$20 per person

**Date:**

Saturday, May 13, 2017

Registration begins at 7:00 a.m.

Festival goes until 11:00 a.m.

**Location:**

Downtown Nashville, LP Field Lot T, adjacent to the Shelby Street Bridge. Nashville, TN.

**Food:**

Complimentary breakfast will be provided to runners and guests after the run.

Refreshments will be available during the festival with all proceeds benefiting the Nashville Police Support Fund.

**Fun:**

Come for the run and stay for the fun! The Fun Festival includes a Kids Zone where kids can meet Shoney Bear®, enjoy giant inflatables, face painting, balloon artists a variety of exhibitors, live entertainment, give-aways and much more!

**Promotion:**

Press releases and calendar listings will be distributed to local and regional media. Run information will be displayed throughout all Nashville Shoney's® locations and on the shoneys.com website. Radio and print advertising will also promote race registration and event festivities.

**Exhibitor Opportunities and Benefits**

- Exposure to a captive audience of 1,500+ race participants, families, friends, sponsors and exhibitors
- Minimum of 2 public announcements by Emcee throughout the event activities
- 10 x 10 booth space to display and/or advertise products or services
- Opportunity to promote, sample and/or advertise products and/or services to run/walk participants and their friends' and family, sponsors and post event attendees.

**Cost: \$100.00**

Proceeds from the Shoney's® 5K Family Fun Run will benefit the Nashville Police Support Fund.

**The 9th Annual Shoney's® 5K Family Fun Run & Festival**  
Sponsor Registration Form & Contract

To: **"Shoney's Family Fun Run"** (Hereinafter referred to as **"Event Host"**)  
Please Reserve Exhibit Space at the Shoney's® 5K Family Fun Run & Festival on Saturday,  
May 13, 2017, for the following:

**EXHIBITOR:** \_\_\_\_\_

(individual name; responsible party)

**COMPANY NAME:** \_\_\_\_\_

**EMAIL ADDRESS:**

\_\_\_\_\_

**PRODUCT(S) to be displayed:**

\_\_\_\_\_

\_\_\_\_\_

**SPECIAL NEEDS:**

\_\_\_\_\_

\_\_\_\_\_

**SET-UP LOCATION:** Lot T at LP Field, adjacent to the Shelby Street Bridge. Nashville, TN.  
Nashville, TN 37206.

**SET-UP & TIMES:**

**Exhibitor Set-Up:**

Saturday, May 13, 2017 5:00 a.m.-6:30 a.m.

**Run Times:**

Saturday, May 13, 2017: 7:00 a.m.-11:00 a.m.

**NOTE:** This is an outdoor event that will be held rain or shine.

**Payment:**

Checks payable to: Shoney's 5K Family Fun Run  
Checks mailed to: Shoney's North America Corp.  
C/O: Marketing  
1717 Elm Hill Pike, Suite B-1  
Nashville, TN 37210

### **Sponsor Terms and Conditions**

All exhibitors' space must be unconditionally **PAID IN FULL by May 1, 2017**. In submitting this contract, exhibitor agrees that **the Event Host may reassign any space not paid in full by the above date**. Exhibitor further agrees to abide by the terms and conditions as set forth below, which forms a part of this agreement between the Exhibitor and the Event Host. Individual Party named will be responsible for payment in full for all area(s) requested in this contract. All exhibitor applications will be accepted based on the products displayed and may be rejected by Event Host at any time during the application process.

#### **1. Terms and Conditions; Release and Waiver**

The Event Host reserves the right to alter the floor plan and/or reassign exhibit location without notice, regardless of the space of the area assigned. The Event Host has provided a public venue for a large number of persons to attend. The Event Host does not make any guarantee as to the number of visitors who will attend the event nor the exposure that the Exhibitor will achieve. The Exhibitor, on behalf of itself, its employees, agents, and representatives, waives, releases and holds harmless the Event Host, its affiliates, and their employees, representatives, contractors or agents, from and against any and all claims, losses or damages arising from or relating to the Event, including without limitation, any claims, losses or damages arising from low visitor turnout and/or lack of Exhibitor exposure, loss, theft, damage, or destruction of any personal property, bodily injury or wrongful death. Exhibitor agrees to hold harmless the Event Host, its affiliates, and their employees, representatives, contractors or agents, from and against any and all claims of any person arising out of acts, omissions, or negligence of Event Host, its employees, representatives, contractors and agents.

#### **2. Eligible Products or Services**

Exhibitor agrees to advertise and/or display only products or services consistent with the family-friendly theme of the Event. The Event Host reserves the right to determine the eligibility of any company, product or service to exhibit at the Event. Literature and handouts will be permitted. **No sales of any products or services are permitted during the Event.**

### **3. Insurance**

Exhibitors who desire insurance for their exhibits while in transit and at the Event must purchase this insurance at their own expense. Exhibitor bears all risk of loss and damage to or theft of its property.

### **4. Installation of Exhibits**

Set-up times must be adhered to as stipulated on page 1 of this contract. Your area must be ready by 6:30 a.m. on May 13, 2017. Failure to show or have your area attended and ready will require Event Host to reassign your table or area, or to eliminate it altogether.

### **5. Dismantling by Exhibitor**

**All Exhibitors must keep their area attended, and their area must remain intact until 11:00 a.m. and may not be packed or moved until such time.** All Exhibitors must exit the premises with product completely removed by 12:00 pm on May 13, 2017.

### **6. Failure to Occupy Space; Payment in Advance**

Space assigned to Exhibitor must be paid for, in full, by May 1, 2017 or the Event Host may terminate this Contract and reassign the space to another Exhibitor. If Exhibitor does not claim or occupy assigned space during the festival, Event Host may, at its option, terminate this agreement and reassign the space. In neither case shall the defaulting Exhibitor be entitled to the refund of any sums paid in advance to the Event Host.

### **7. Exhibitor's Cancellation Rights**

Exhibitor may cancel this contract at any time upon written notice to Event Host. If written cancellation notice is received by Event Host 30 days prior to the Event, then the Exhibitor shall be entitled to a full refund of all monies paid. If received by Event Host after that date, then the Exhibitor will only be entitled to a 50% refund of the monies paid. Cancellations that are not in writing will not be honored. Cancellations that occur one week or less before Event will not be honored with Exhibitor forfeiting 100% of all monies paid to Event Host.

**8. Rules and Regulations.** Exhibitor must comply with the Rules and Regulations provided by Event Host and LP Field. Exhibitor's failure to comply with the

applicable Rules and Regulations shall result in termination of this Contract without refund and removal of Exhibitor from the Event.

**Contract Accepted By:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Signature of Authorized Agent of Sponsor

**Contract Accepted By:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Signature of Authorized Agent of Shoney's® 5K Family Fun Run & Walk

**1. For our Records:**

Your full address:

\_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Description of product or service that will be on display and/or advertised:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Any variance from materials and product (other displays) must be approved in advance.

We appreciate your participation in this wonderful event. Please let us know if there is anything that we can assist you with. If you have any questions, concerns or comments, please do not hesitate to contact Terri Harof at 404-786-7410 or [terri.harof@shoneys.com](mailto:terri.harof@shoneys.com).