

Hosting a Charity Walk/Event

at Subaru of Indiana Automotive, Inc.



Thank you for your interest in hosting your charity walk/fundraising event at Subaru of Indiana Automotive, Inc (SIA). As part of SIA's community outreach mission, it is our goal to help non-profit organization in our community to thrive. It is our pleasure to welcome a variety of local charitable organizations to our 832 acre facility site and work together to host a successful fundraising event.

In this packet, you'll find a wealth of information that will help you as you consider and plan a walk/charity event at SIA. After reading though the information, should you decide you'd like to host a charity event at SIA, we ask that you fill out the SIA Charity Walk/Event Request Form included in this packet. You can submit this form to SIA's Director of Community Relations via:

Mail:

**Richard Johnson
Subaru of Indiana Automotive, Inc.
PO Box 5689
Lafayette, IN 47903**

or Fax:

(765) 449-6888

You can also submit your request online by visiting www.subaru-sia.com and clicking on the "Community" tab on the top menu.

Again, we thank you for considering SIA for your charity walk/event. We look forward to becoming your partner in the community!

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1 About SIA

Subaru of Indiana Automotive, Inc. (SIA), a subsidiary of Fuji Heavy Industries, Ltd. (FHI), is the home of North American Subaru production. Models built at the plant include the Subaru Legacy, Outback and Tribeca. In 2007, SIA also began producing the Toyota Camry under contract with Toyota. SIA employs over 3,500 Associates, and every SIA Associate is committed to quality, safety and environmental stewardship.

Community Outreach

Our Vision of Giving

We at Subaru of Indiana Automotive, Inc. believe that by investing time and dollars in local non-profit organizations, we can build stronger relationships with the communities where our Associates work and live. Because of this teamwork, we believe we can help make a positive impact in our world.

Our Mission for Giving

As an invested and integral part of the community, SIA strives to give back to a diverse variety of charitable organizations through several corporate-giving and Associate volunteer programs. By investing in these programs, we are investing in our own future.

Common Ground

Charity Walks

Beyond traditional corporate sponsorships, SIA goes one step further by opening up its 832+ acre site to select non-profit organizations for the purpose of hosting charitable events.*

Over the years, SIA has had the pleasure of hosting charity walks for organizations like the American Cancer Society, the American Heart Association, the Cystic Fibrosis Foundation and the American Diabetes Foundation. Thousands of walkers have paved a trail through SIA's pristine grounds, raising hundreds of thousands of dollars for local non-profit agencies.

Other Fundraising Events

In addition to charity walks, SIA has invited non-profit organizations to host charity athletic events, fishing derbies and community events using SIA's baseball and football fields, tennis and basketball courts, sand volleyball court, fishing pond and pavilion/picnic shelters.

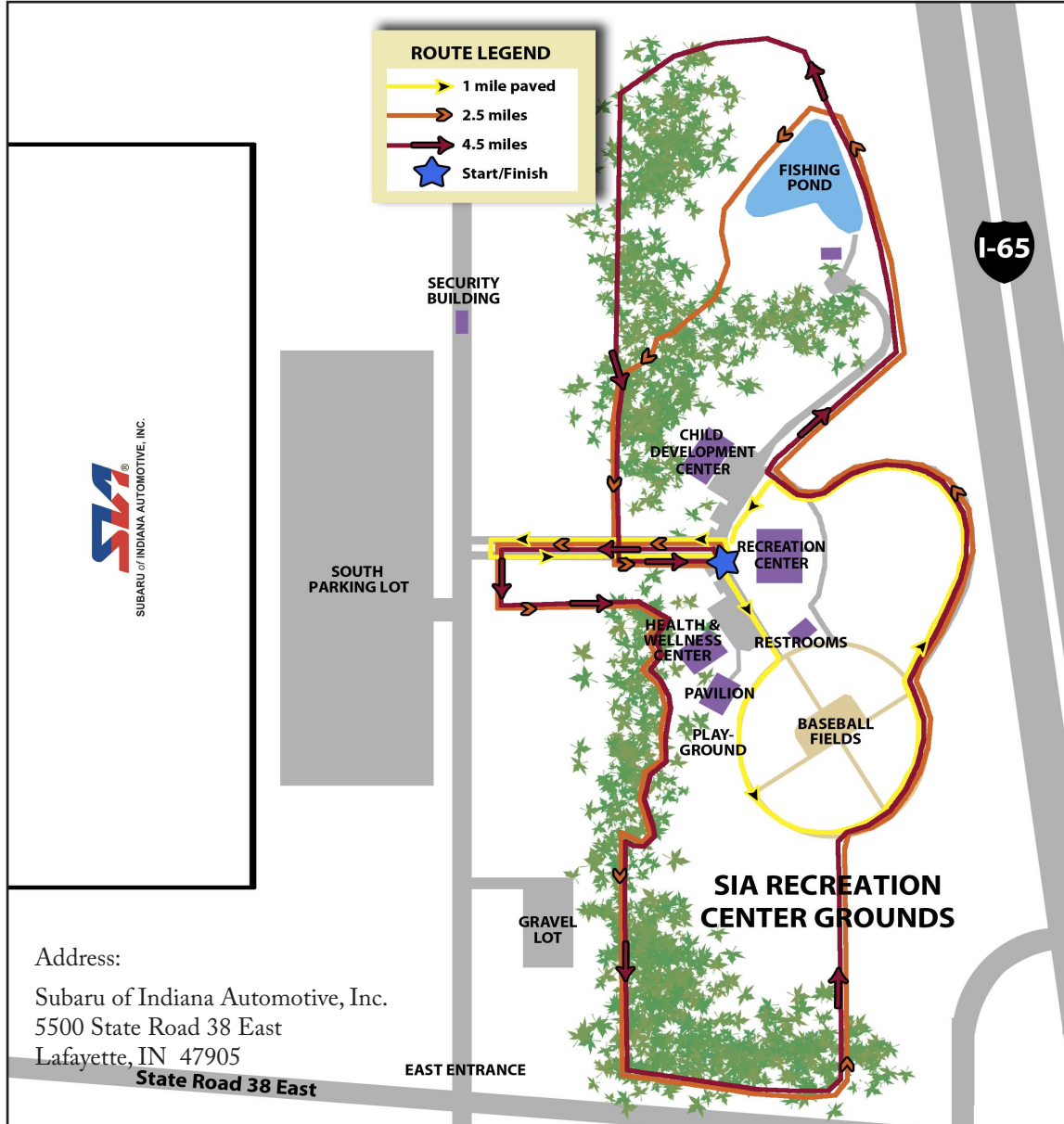
The possibilities are endless!

*Please note that SIA's facilities and grounds are not open to the general public except during authorized charitable and community events.

Location & Layout

SIA is located just south of the I65 / SR38 interchange.

There are three entrances to SIA. To access SIA's recreational facilities, including the nature trails, athletic facilities, fishing pond and pavilion/picnic shelters, visitors should enter using the EAST ENTRANCE.



Trails

Nature

SIA's 832+ acre site has been designated a Backyard Wildlife Habitat by the National Wildlife Federation. A compacted earth trail winds through a canopy of native trees and plants, through prairie grass areas and around the pond. Along the way, you may get a glimpse of some of the many native inhabitants like hawks, owls, Canada geese, rabbit and deer. The trails can be broken down into various lengths ranging from 1 mile to 5 miles.

Paved

A portion of the trail is paved as it circles the athletic fields and is a favorite for walkers who prefer flatter, more solid ground or for those with wheelchairs, strollers or wagons.

Athletic Facilities

Outdoor

SIA also offers use of its football and baseball fields as well as its outdoor tennis, basketball and sand volleyball courts. These facilities can be used to host charity tournaments or when large, open space is needed as part of your event.

Indoor

Occasionally, SIA will also allow use of its indoor gymnasium for select fundraising events. The gymnasium includes a full basketball court with wood floor and bleachers.

Pavilion/Picnic Shelters

Centrally located, SIA's main pavilion is a covered shelter with a cement floor and open sides. The facility is lighted and has ample electrical outlets. 20 large picnic tables seat approximately 200. The pavilion is a great place to host post-walk celebrations that include food and live entertainment.

Restrooms

Convenient indoor restrooms with are located in the building next to the pavilion. The building is equipped with outdoor water fountains. Indoor restrooms are also available in the Recreation Center (during normal operating hours).

Parking

There are two parking lots directly in front of the Recreation Center that can accommodate approximately 200 vehicles. In addition, our South parking lot can accommodate approximately 1000 vehicles. Additional parking can also be accommodated in a gravel lot adjacent to the nature trail.

We often suggest blocking off half or all of the parking in front of the Recreation Center to accommodate your event. The large, open asphalt lot is an ideal area for booths, stages, walk kickoffs or just a place for large crowds to gather.

SIA will work with you to come up with the best parking plan to ensure the most convenient and safest solution for your needs.

Utilities

Outdoor lighting is available in the parking lot, pavilion and two baseball fields. Outdoor electricity is available. WiFi is available.

2 Requesting Use of SIA's Facilities

SIA Representatives will be available throughout the planning and execution of your event. They will be able to answer questions and help guide you to ensure a successful event.

Contacts

Primary Contact:

Richard Johnson
 Director of Community Relations
 Subaru of Indiana Automotive, Inc.
 PO Box 5689
 5500 SR 38 East
 Lafayette, IN 47905
 P (765) 449-6895
 F (765) 449-6888

richard.johnson@subaru-sia.com

Secondary Contact:

Jennifer McGarvey
 Corporate Communications Group Leader
 Subaru of Indiana Automotive, Inc.
 PO Box 5689
 5500 SR 38 East
 Lafayette, IN 47905
 P (765) 449-6269
 F (765) 449-6888

jennifer.mcgarvey@subaru-sia.com

Requesting Process

- The first step to planning an event at SIA is to make contact with SIA Representatives and set up an initial meeting. At this meeting, you will have the opportunity to introduce yourself and your organization, present your ideas and ask questions. We suggest that you schedule this meeting **AT LEAST** one year in advance of your planned event. This allows for ample planning and promotion of your event.
- After the initial meeting, we ask that you complete and submit an SIA Facility Use Request Form.
- SIA Representatives will then present your proposal to SIA's Management Team for final consideration.
- You will be notified with a decision within two weeks of receipt of your completed SIA Facility Use Request Form. If your request is approved, SIA Representatives will guide you to the next step in the planning process, provide an SIA Facility Use Agreement Form and outline responsibilities and expectations of both parties.
- SIA receives many requests that can not all be accommodated; so if you are notified that your request has been declined, we encourage you to submit a request again in the future.

3 Planning Your Event

Your Responsibilities

Before the event

- Form and oversee your event committee
- Plan the event details
- Solicit sponsors (both monetary and in-kind)
- Fundraise
- Ensure all required forms, documents, permits and licences are submitted within required deadlines.
- Provide SIA with copies of all promotional materials that include the SIA logo or reference to SIA prior to distribution to ensure SIA's brand standards are followed and facility information is accurate.
- Promote your event

Day of the event

- Provide volunteers and workers for your event (including set-up, during event and tear-down)
- Provide and set up and any necessary fixtures such as; a stage, tables, chairs and tents.
- Provide and set up any necessary signs such as; event and sponsor signs, parking signs, registration signs and other instructional or directional signs
- Provide any necessary security and medical personnel and ensure the safety of all event participants and volunteers. SIA Representatives will discuss any requirements depending on the

size and scope of your event

- Provide any catering and entertainment for the event
- Provide secure collection, retention and transportation of all monies collected during the event
- Communicate to attendees (via registration forms/on-site signage or other means) that photos and videos taken on SIA property can not be used for public broadcast/posting without prior written consent from Subaru of Indiana Automotive, Inc.
- Return SIA's facilities back to its original state including putting all trash and recyclables in their correct containers, removing all furniture, fixtures, tents and stages, removing all signs and notifying SIA Representatives of any damages or other issues.

After the event

- Ensure all monies collected during the event is distributed as outlined in the SIA Facility Use Request Form that you submitted
- Fulfill any legal or monetary requirements associated with any damages, injuries or any other liabilities incurred as a result of your event (please read the SIA Facility Use Agreement Form for full details)
- Ensure photos and videos taken on SIA property are not used for public broadcast/posting without prior written consent from Subaru of Indiana Automotive, Inc.

SIA'S Responsibilities

Before the event

- Provide an SIA Facility Use Agreement
- Reserve the appropriate area(s) of SIA's facilities for your event
- Provide a list of all required forms and documents
- Provide at least 3 tours of SIA's facilities including an initial tour, a logistic tour and a pre-event finalizing tour. (additional tours can be requested as needed)
- Provide an SIA Representative to answer questions and provide tips on how to host a successful event at SIA

Day of the event

- Provide an SIA Representative or mobile security officer to be on-site the day of the event
- Provide a limited number of cones for use in blocking off parking, directing foot and vehicle traffic flow or other uses
- FOR WALKS: Provide and set up directional signs throughout the trails to designate walk routes
- Provide electricity and outdoor extension cords as needed

After the event

- Clean restrooms and empty trash and recycling containers

Expectations

What we expect of you

- Taking leadership of your event
- Inclusion of SIA in your event promotions as outlined in your SIA Facility Use Request Form and SIA Facility Use Agreement Form
- Preservation of SIA's facilities, grounds and wildlife habitats

What you can expect from us

- Helpful guidance in planning your event
- Internal promotion of your event as outlined in your SIA Facility Use Request Form and SIA Facility Use Agreement Form
- A beautiful, clean facility for your event

Joint Expectations

- Timely correspondences and open communication in regard to planning and execution of your event
- Following through on event plans, goals and responsibilities as outlined in your SIA Facility Use Request Form and SIA Facility Use Agreement Form
- Integrity when dealing with fundraising activities
- Preservation of SIA's and your organizations's positive image in our community

Scheduling Your Event

You should schedule your event AT LEAST one year in advance to ensure adequate time for planning and promotion. When considering an ideal date for your event, you will want to consider several factors.

Weather

- Outdoor activities that require physical activities, such as walks, runs and athletic tournaments might be better scheduled in the spring or fall. Sometimes the summer can be too hot for many people to be outdoors.
- During the winter seasons, we may permit use of our gymnasium for indoor events.
- Outdoor winter activities can be a fun option, however many people prefer to avoid the cold.

Local Events

- Check out local community calendars at: www.homeofpurdue.com, www.wlfi.com and www.lafayette-online.com to find out what other events are scheduled throughout the year.
- Avoid scheduling your event during Purdue Football home games, Feast of the Hunter's Moon, Taste of Tippecanoe, Dancin' in the Streets, Riverfront Jazz & Blues Fest, Octoberfest, Round the Fountain Art Fair and other large community-wide events.

Holidays & Significant Dates

- Avoid scheduling your event on a holiday or holiday weekend.
- Avoid scheduling your event during common graduation days
- Avoid scheduling your event during Election Day
- Avoid scheduling your event during a nationally televised sporting event such as; Indy 500, Superbowl, Football Bowl Games, World Series, etc.

SIA's Schedule

- Due to staff limitations, SIA's facilities are generally not available during summer shutdown (the two weeks following 4th of July) and winter shutdown (the 2 weeks following December 24).
- Parking may be limited during times when SIA's production is operational (M-F and some Saturdays).

Suggested Timeline and Tips for a Successful Event at SIA

Over 1 Year in Advance

- ◆ Determine a goal (monetary, awareness, elicit action).
- ◆ Select an event date, location and name.
- ◆ Develop a 'brand' for your event, including a logo and tagline if appropriate. Develop a consistent 'look', including consistent fonts, colors, photos or graphics and overall tone that you'll want to keep consistent in every piece of communication and promotion. Sticking with a consistent 'brand' will help people easily identify your event and its components, making your promotional dollar stretch further.
- ◆ Meet with SIA Representatives to present your proposal, submit your request form and obtain approval for use of SIA's facilities.

1 Year in Advance

- ◆ Elect a committee to handle each aspect of the event planning and execution
- ◆ Designate committee members to head up Sponsorships, Volunteers, Food & Entertainment, Logistics, Legal, Fundraising,

Marketing/Promotion, etc.

- ◆ Develop a detailed strategy including timelines & deadlines, goals & objectives and roles & responsibilities. Provide hard copies of your strategy to each committee member to ensure everyone understands expectations and responsibilities up front.
- ◆ Develop a sponsorship proposal packet as a tool for soliciting corporate and in-kind sponsors. Offer different levels of sponsorships that appeal to various budget levels and provide various appealing levels of promotion and incentives. Be sure to set sponsorship deadlines and ensure that you have received appropriately formatted logos and artwork from sponsors for use on T-shirts, programs, posters, brochures, etc.
- ◆ Develop a marketing/promotion plan. Be sure to include traditional media (television, radio, newspaper, direct mail, flyers, billboards) as well as non-traditional (online community calendars, social media, your own website, e-mail blasts, e-mail signatures, etc.)
- ◆ Develop a dedicated web page linked to your organizations home page. The website should contain all of the event details including date, time,

location, map, sponsorship information, contact information, goals, purpose of the event, photos (if available), links to your corporate or national website, and if possible, online registration and donation opportunities. You should have this website ready to go as soon as possible because you'll want to include the web address on all of your promotions and have a convenient place to refer people to when talking to the media, potential sponsors and the general public. If you don't have a website or would like an easy way to develop a website dedicated to your fundraising event, check out www.MyEvent.com for an easy and inexpensive online solution! Before posting the website/web page, please allow SIA to review any portion that includes the SIA logo or reference to SIA to ensure brand and location accuracy.

- ◆ Begin soliciting corporate and in-kind sponsors. It is never too early to start this step as you will have to navigate various corporate sponsorship policies, procedures and application processes as well as different annual budget deadlines.
- ◆ Although it is very time consuming, presenting

Suggested Timeline and Tips for a Successful Event at SIA

your sponsorship proposal in-person yields a much higher approval rate. Simply mailing, e-mailing or leaving a voice mail and waiting for a response will not solidify sponsorships. Do your research. Know a little about the company, the managers and their history of community involvement. Personalize your proposal by including the company's logo. Show them that you've done your research, are specifically interested in their sponsorship and tell them why their company, in particular would benefit from becoming a corporate sponsor. Treat your sponsors as VIP's and always make them feel appreciated and you just may retain them for a lifetime.

9 Months in Advance

- ◆ Design all of your print materials, including postcards, signs, flyers, print ads, brochures, programs, etc. and talk with local printers about prices, specifications, formats and deadlines. Before finalizing any print materials, please allow SIA to review any portion that includes the SIA logo or reference to SIA to ensure brand and location accuracy.
- ◆ If you are creating event

T-shirts or merchandise, prepare your design and speak with local printers/promotional companies about types of merchandise, prices, specifications and deadlines. Even though your deadline for artwork may be much closer to the event date, you'll want to be prepared in advance.

- ◆ Start recruiting volunteers. You may want some volunteers to help during the planning stage. These volunteers can help with web design, graphic design, posting signs and flyers, participating in social media promotions and e-mail marketing, recruiting sponsors, helping with logistics, etc. For groups of volunteers the day of the event, you can contact various college and high school student groups (dance teams, athletic teams, fraternity and sororities, service groups, boy and girl scouts, etc. who often have volunteer requirements they need to fulfill). You can also contact the county correctional department for help with set up and tear down activities.
- ◆ Solicit in-kind sponsors for your various needs. Local restaurants, grocery stores and water distributors often donate food and beverages for charity events. Free food is always a big draw at charity events. Feeding your volunteers also helps ensure happy workers who will return next year. Local businesses might donate gift cards or door prizes. Local factories might offer prizes for silent auctions or samples of their products. Local entertainers (musical groups, clowns, balloon artists, other performers) often donate their time and talent in order to help promote themselves while helping the charity.
- ◆ Be sure to factor the value of the in-kind donation when determining sponsorship levels.
- ◆ Solicit in-kind media sponsorships. Local newspapers, television and cable stations and radio stations often donate space or airtime in exchange for being included in your event marketing and promotional activities. Purchasing advertising can be quite costly, so offering an enticing promotional package and relaying the local importance of your charity.

Suggested Timeline and Tips for a Successful Event at SIA

- ◆ might sway the media to donate their services. Typically, you will want to avoid soliciting media sponsors that are in direct competition (e.g. two competing radio stations).
- ◆ As you obtain sponsors, be sure to include your sponsors on your event website. As an added sponsor incentive, you can opt to include logos and/or text with hyperlinks to your sponsors' websites.
- ◆ As you obtain sponsors, be sure to provide a 'thank you' letter or e-mail along with confirmation about the promotion they will receive and an invitation to the event. (If you are allowing sponsors to host booths during the event let them know that you will send them a Sponsor Booth Packet prior to the event).
- ◆ Begin submitting your event to local community calendars like; homeofpurdue.com, wfl.com, lafayette-online.com, momslikeus.com, craigslist.com, etc.
- ◆ Begin posting your event via social media sites such as Facebook, Twitter and MySpace.
- ◆ Contact your local politicians to let them know about your event and invite them to attend.
- ◆ If your event includes a ceremony, be sure to begin inviting any speakers (local politicians, major sponsors, representatives from your organization, celebrities, spokespersons, those affected by your charity, etc.) as well as an emcee. Especially for walks or athletic events, you might consider a singer for the national anthem and perhaps someone to lead some basic stretches or warm-ups.
- ◆ Be sure to schedule a meeting with your SIA Representative to discuss the status of your event planning. This is particularly helpful as we can help answer questions, gauge your needs and keep track of event details.
- ◆ as he/she is familiar with the facilities, utilities, capabilities and best layout for your needs.
- ◆ You may want to create a map that will help volunteers, sponsors and event participants locate key event areas, restrooms, first aid, etc.

4 Months in Advance

- ◆ The deadline for major sponsors artwork should be about 4 months in advance.
- ◆ Finalize all of your print promotional items that include all major sponsor logos. This might include signs/flyers and other print materials that you will be using to promote the event in advance. Send these items to the printer and begin posting. Before sending these items to print, please allow SIA to review any portion that includes the SIA logo or reference to SIA to ensure brand and location accuracy.
- ◆ By this time all food and entertainment should be finalized. If necessary, provide agreements or contracts with your food and entertainment vendors to ensure you have agreed on a date, time, duration and details of their services. Ensure that all food vendors have catering licenses that allows them to serve food

6 Months in Advance

- ◆ Begin the layout and logistical planning of the event. SIA can provide a map of the facility and help you plan the best layout for your needs. At this time, you'll also want to consider needs such as a stage, tents, tables, chairs and electricity. SIA will provide trash and recycling containers, electricity and extension cords. It is important that you include your SIA Representative in the initial layout and logistic meeting

Suggested Timeline and Tips for a Successful Event at SIA

off-premise.

- ◆ Provide SIA with a Certificate of Insurance and any other required legal documents as defined on page 14 and as discussed with your SIA Representative.

2 Months in Advance

- ◆ The deadline for all remaining sponsor artwork should be about two months in advance. This will allow for time to ensure all logos are formatted correctly and time to retrieve alternate files if necessary.
- ◆ Finalize all remaining print materials, including event programs, event and sponsor signage, T-shirts, merchandise, etc. Place your orders for remaining print materials and merchandise. Be sure to double check latest expected delivery date. Before sending these items to print, please allow SIA to review any portion that includes the SIA logo or reference to SIA to ensure brand and location accuracy.
- ◆ Create and distribute a Sponsor Booth Packet. This packet should include a map including direction on how to reach the event location as well as a layout of the event. You should include information about setup &

tear down (including date, time, location & loading site), parking, contact information, 'in case of emergency' information and your booth guidelines (size, manning, if you allow selling and what other activities you'll allow).

- ◆ If you are planning on purchasing advertising, contact sales reps to discuss rates, air or print dates, formats and deadlines.

1 Month in Advance

- ◆ Upon SIA's request, ensure that you have a Release Form prepared (SIA can provide one for you) for use the day of the event. Depending on the nature of your event's activities, SIA may require that all participants sign a Release Form, releasing SIA from liability arising from any injuries or accidents. You are responsible for making the appropriate number of copies as needed for your event.
- ◆ Create and distribute a volunteer confirmation packet. This packet should thank your volunteers for helping and provide information about date, time, duration, location and parking for the event as well as a description of their specific volunteer duties. It should also contain contact information and 'in-case-

of-emergency' information. You're volunteers should know in advance, when and where to meet and who they need to check in with at the event. They also need to know where to park and how long they are expected to work.

- ◆ Plan your registration booth. Create a registration form. Gather clipboards and pencils. Make a registration booth sign and purchase any balloons, flags or other decorations to draw attention to your registration booth. Plan out your registration booth staffing needs and write up an info sheet with detailed instructions and contact info for the registration volunteers. Create a donation 'jar' for donations that you receive the day of the event. It's always nice to have information, photos, pamphlets or a display available near the registration table that educations event-goers about your organization and how the donations will be used.
- ◆ If you are selling any merchandise, ensure that you have a secure 'bank', cash and coins for change and a way to keep track of your sales. Think about ways to display your merchandise to attract more sales. Plan out your staffing needs and

Suggested Timeline and Tips for a Successful Event at SIA

- write up an info sheet with detailed instructions for the merchandise volunteers. Create signs for the merchandise booth, including a list of what you are selling, prices and payment details.
- ◆ If you do sell merchandise, you might consider placing the registration and donation booth at the front of the event and the merchandise at the other end of the event, that way people don't mistake the purchase of a souvenir for a donation.
 - ◆ Finalize your volunteer needs. We highly recommend designating at least two people as the dedicated volunteer coordinators. One person should be stationed at the volunteer booth at all times. Upon arrival, volunteers should check in at the volunteer booth and be given written instructions. The instructions should include the times that they are expected to work, the location of their work, a list of their duties, contact information, 'in case of emergency' information and instructions to check out before leaving. The other coordinator can direct volunteers to their stations and provide any further hands-on instructions. Volunteers should not feel lost, bored or overwhelmed at any time. Providing clear instructions and having dedicated volunteer coordinators helps ensure your event runs smoothly. Pre-plan and finalize these details now.
 - ◆ Begin any traditional media advertising (newspaper, television, cable and radio).
 - ◆ Reserve any tables, chairs, tents, stages, A/V equipment, balloon arches, flags, ribbons, ceremonial scissors, tablecloths, napkins and skirting, stage skirting, etc. from a local event supply/ rental store.
 - ◆ If you are planning on doing any setup the day before the event, please contact your SIA Representative now.
 - ◆ Contact all of your food and entertainment vendors for a final count and to provide any specific details about times, location, unloading, parking, etc.
 - ◆ Submit your event to J&C's TGIF Calendar.
 - ◆ Contact all of your sponsors, inviting them to attend the event and once again thanking them for their generosity. Confirm all booth sponsorships and ensure they have any questions answered.
 - ◆ Contact all speakers, singers and other ceremony participants for a final confirmation.

1 Week in Advance

- ◆ Upon SIA's request, ensure that you have a Release Form prepared (SIA can provide one for you) for use the day of the event. Depending on the nature of your event's activities, SIA may require that all participants sign a Release Form, releasing SIA from liability arising from any injuries or accidents. You are responsible for making the appropriate number of copies as needed for your event.

2 Weeks in Advance

- ◆ Prepare a press release and media alert for the event. If you would like to include information about SIA, including any quotes from our senior officers or SIA's boilerplate, please contact your SIA Representative as soon as possible.
- ◆ Contact your food and entertainment vendors for final confirmation and to ensure they have all the details they need.
- ◆ Distribute your press release and media alert.
- ◆ Contact your SIA Representative to inform

Suggested Timeline and Tips for a Successful Event at SIA

them of any media that will be on-site.

- ◆ SIA will ensure the grounds are manicured and clean.

Day Before

- ◆ You may begin setting up on-site with prior approval.
- ◆ We recommend set up of any tents, stages, tables and chairs the day before the event.
- ◆ SIA will set out trash and recycling containers.
- ◆ FOR WALKS: SIA will set out directional signs along the walk routes.

Event Day

- ◆ Set up your volunteer booth first, so they are able to direct volunteers as soon as they arrive.
- ◆ Finish setting up stages, including A/V equipment.
- ◆ Set up your registration and merchandise booths
- ◆ Set up signs and decorations.
- ◆ We recommend having two-way radios or at least an organized cell-phone network so key organizers can contact each other without having to run around looking for each other.
- ◆ If you are the event organizer,

be sure you delegate all work to the volunteers and leave yourself available to greet each sponsor, speaker, VIP, politician and media reporter. You want to give them your undivided attention and make them feel very welcome and appreciated. You also want to ensure you have time to provide well-thought out responses to questions that politicians and reporters might ask. This is your opportunity to communicate important information about your organization, get your message out to the public and build helpful relationships.

- ◆ Be sure to take the time to thank your VIP's as well as your sponsors and vendors before they depart.
- ◆ In addition, try to meet and greet as many participants as you can. This is your chance to thank the community.

After the Event

- ◆ Be sure to follow up on all of your fundraising objectives and communicate your results with the public.
- ◆ Consider ways in which you can thank your volunteers

and participants. A letter to the editor or a newspaper ad can reach the masses. If you have e-mail contacts, send out a mass 'thank you' e-mail.

- ◆ Thank your sponsors and plant the seed for sponsorship of your next event by delivering a plaque, certificate or award along with a thank you letter including a list and examples of all the ways your sponsor was recognized before, during and after the event.
- ◆ Thank your VIP's by sending them a letter, e-mail or giving them a call.
- ◆ Take a day or two to rest and celebrate.
- ◆ Don't forget to have a wrap-up meeting and include your SIA Representative. You'll want to discuss the strengths and successes to build on as well as the weaknesses and failures you need to overcome. Solicit opinions from event participants, volunteers and committee members. This is also the first meeting you'll have to start planning next year's event!

4 Documents & Forms

The documents listed below may be required prior to consideration and/or planning of your event. Additional forms and/or documents not listed below may also be required. Your SIA contact will inform you which forms and documents are required for your request and/or event.

List of Forms

- **SIA Facility Use Request Form**

Required form for anyone or any organization requesting use of SIA's grounds and/or facilities.

- **Certificate of Insurance (COI)**

SIA requires that your organization provide a COI prior to the event. The certificate should name *Subaru of Indiana Automotive, Inc.* as the covered party and have at least \$1,000,000 liability waiver for each incident. If your company/organization requires Workers' Compensation Insurance for your employees, this certificate should contain a statement disclosing this information.

- **Release and Waiver of Liability Agreement**

SIA may require that anyone attending your event sign this agreement releasing SIA from liability due to injuries and/or other potential risks. This agreement also grants SIA permission to photograph the event and its attendees for promotional purposes.

SIA FACILITY USE REQUEST FORM

If you are viewing this packet electronically:

- Fill out the attached SIA Facility Use Request Form using your computer.
- After filling in each field, press the "PRINT" button of the top or bottom of the form.
- Sign and date the form.
- Fax, mail or scan and e-mail the signed form to your SIA contact OR to:

Richard Johnson
Subaru of Indiana Automotive, Inc.
PO Box 5689
Lafayette, IN 47903
FAX: (765) 449-6888
E-mail: richard.johnson@subaru-sia.com

If you are reading a print version of this packet:

- Fill out the attached SIA Facility Use Request Form (please print).
- Complete, sign and date the form.
- Fax, mail or scan and e-mail the form to your SIA contact or the contact listed above.

Subaru of Indiana Automotive, Inc., 5500 State Road 38 East. | Lafayette, IN 47905 | P 765 449•1111 | F 765 449•6888 | www.subaru-sia.com

The logo features the word "COMMUNITY" in a bold, black, sans-serif font. Below it, the word "DRIVEN" is written in a larger, bold, black, sans-serif font. A blue five-pointed star is positioned to the left of "DRIVEN", with a red swoosh that starts under the star and curves around the bottom of the word "DRIVEN".

**COMMUNITY
DRIVEN**

The logo consists of the letters "SIA" in a stylized, bold font. The "S" is blue, the "I" is red, and the "A" is blue. A registered trademark symbol (®) is located to the right of the "A".

SIA[®]
SUBARU of INDIANA AUTOMOTIVE, INC.