

RESOLUTION NO.: 35 -2017
INTRODUCED BY: Cotton-Henry

A RESOLUTION AUTHORIZING THE MAYOR TO ENTER INTO AN AGREEMENT WITH “THE REAL POPFUSION” FOR ORGANIZING AND MANAGING EVENTS AT FAMILY FUN DAY DURING THE 2017CENTENNIAL CELEBRATION.

WHEREAS, the City of Richmond Heights is celebrating its 100th anniversary of its founding this year and the City is organizing many events as part of that celebration, including a Family Fun Day at Greenwood Farm which will include a 5K run/walk with pre-race and post-race events; and

WHEREAS, this Council determines that services are needed to be contracted for to organize and manage the Family Fun Day events and “The Real Popfusion” is an entity that can provide these services at a reasonable cost;

NOW, THEREFORE, Be It Resolved by the Council of the City of Richmond Heights, State of Ohio, that:

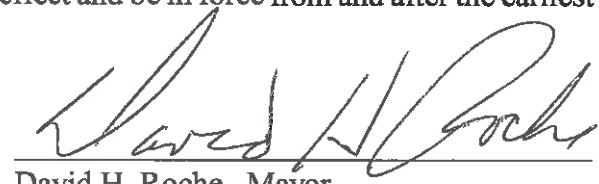
Section 1: The Mayor is authorized to enter into an agreement with The Real Popfusion for organizational and management services as set forth in the attached agreement, which is incorporated herein as “Exhibit A”, and in an amount not to exceed \$3,500.

Section 2: To the extent required, the Director of Finance is authorized and directed to appropriate to a proper account a sum sufficient to cover the cost of said agreement.

Section 3: It is found and determined that all formal actions of this Council concerning and relating to the adoption of this Resolution were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section 4: This Resolution shall take effect and be in force from and after the earliest period allowed by law.

PASSED: May 9, 2017


David H. Roche, Mayor

APPROVED: May 9, 2017

ATTEST: Betsy Traben
Betsy Traben
Clerk of Council


Eloise Cotton-Henry
President of Council

EXHIBIT A



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The Real Popfusion Cleveland



The Real Popfusion is a Greater Cleveland focused organization dedicated to providing positive news, interactive entertainment, and healthy experiences that benefit to adults, families, and children in the communities we engage.



Client Testimonials

- The Real Popfusion partnered with Alzheimer's Association Cleveland Area Chapter for *Walk to End Alzheimer's* at Lake Metroparks Farm Park.
- The Real Popfusion's Cleveland HYPE team provided high energy music and a DJ leading up to the Walk-Kickoff and then hosted the official After-Party with a one hour interactive show celebrating the completion of the walk course for all participating walkers.
- Following the event, video vignettes showcasing the amazing impact this organization has on Greater Cleveland were produced and shared via The Real Popfusion Cleveland on Facebook.

"From the pre-event site visit, to set up to execution The Real Popfusion did a fantastic job at the Walk to End Alzheimer's in Kirtland!"

"Rob and his team were complete professionals. They came out early to set up the stage and sound. Their DJ worked seamlessly with our event emcee and kept the crowd up beat between announcements."

"The after party, hosted by The Real Popfusion was a huge success! We have never had our participants hang around that long after the event. The Real Popfusion planned games, trivia, music and had wonderful prizes for all ages!"

"The feedback from our staff, volunteers and walkers has been incredible. Some have gone as far as to say this was our best Walk yet! Rob and his team played an important role in making the day so special."



Seona Daily
Donor and Events Manager
Alzheimer's Association Cleveland Area Chapter

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Client Testimonials



Client Testimonials

- The Real Popfusion partnered with Hunger Network of Greater Cleveland for *28th Annual Medical Mutual of Ohio Walk/Run for Hunger* at Great Lakes Science Center.
- The Real Popfusion's Cleveland HYPE team was onsite hosting pre-race activities with high energy music, games, and prizes. The team also assisted with event announcements and the pre-race warmup.
- Following the return of the race/walkers, The Real Popfusion hosted the official After-Party and hosted the first annual kids race with the help of SkyZone Trampoline Park.



"This year, we decided to target churches and families, and our goal audience was CHILDREN [start them while they are young to grow into caring neighbors and philanthropists]. We partnered with SkyZone to operate a "Kids Fun Run" [50-yard dash] and some other cool activities at the event. They enthusiastically agreed and set-up an appointment to introduce us to Rob Jaeger from The Real Popfusion. I'll be honest, at first, I was not open to paying for a DJ; this was something always donated in the past. But, Rob made me a believer...he was worth every penny!"

"We have never had so many people stay until the end of our "after party" and be so incredibly engaged from start to finish of the event. His entire team was so energetic and their enthusiasm was contagious. Young and old, the reviews from everyone were over-the-top for The Real Popfusion. This was the 28th year we've hosted this fundraising event...and we have participants that have been there for all 28 years (and they LOVE to tell you about it)...All that I spoke to said that it felt like an entirely new event, so fun to watch so many families enjoy themselves."

"We lucked out with wonderful weather, but Rob & his team made our event stand out among aaaaalll of the walk/runs in CLE. Cannot recommend them high enough!"



Angela M. Dudek
Director of Public Relations & Fundraising
Hunger Network of Greater Cleveland

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Client Testimonials



The Real Popfusion Cleveland

- The Real Popfusion and Richmond Heights Recreation Board partner to deliver the exciting 5K Walk/Run Family Fun Day as part of the official Richmond Heights Bicentennial Celebration.
- To enhance the celebration, The Real Popfusion's CLE-HYPE-TEAM is onsite adding energy and enthusiasm for all attending families with an ON-MIC Talent, DJ, and two additional TRP cast members.
- The appearance includes a full sound system, The Real Popfusion tent, creative Cleveland-Centric and Health & Wellness themed games, high energy popular music, and tons of prizes to amp up the attending audience.
- Throughout the event the ON-MIC talent brings participating sponsors to the show area to conduct mini interviews to further highlight their respective organizations.



Event Plan

- **7:00am TEAM ARRIVES FOR SETUP**
- **8:00am REGISTRATION BEGINS:**
 - The Real Popfusion begins playing high energy family friendly music and welcoming guests to the event.
 - The ON-MIC talent assists with pre RACE/WALK announcements and begins thanking sponsors and informing guests of the day's activities.
 - The team hosts intermittent games and challenges to HYPE-UP event guests and assists with the ZUMBA warmup and introduction of the Cheerleading squad and RACE/WALK START at 9am.
- **9:00-10:00am RACE/WALK START:**
 - High energy music continues and the ON-MIC talent assists with general event announcements and sponsor thank you messaging and mentions.



Event Plan

- **11:00am Official RACE/WALK AFTER PARTY.** The Real Popfusion hosts a continuous highly interactive show for 2 hours.

- The show is packed with high energy Cleveland themed challenges and contests including activities like *Where In the CLE?* (a Cleveland Landmark visual challenge) and *Cleveland Rockstar* (players battle to be the ultimate Cleveland rocker in celebration of the Rock'n'Roll Hall of Fame and Museum).
- The show also includes Health and Wellness themed games and challenges to further promote the day's Health and Wellness thematic wrap.
- The Real Popfusion creates fun games and challenges customized to top donating event sponsors which can include client sponsored prizes and promotional giveaways.
- The show also includes dancing and live dance activities designed to get participants active and moving together as a family.



Event Plan

- **1:00pm Post Show Celebration**

- Following the official RACE/WALK AFTER PARTY The Real Popfusion continues playing high energy music and encourages guests to visit all attending sponsors.
- The team hosts intermittent games and keeps the energy high.
- The ON-MIC talent delivers sponsor thank you messaging and mentions and continues to congratulate RACE/WALK participants.

- **3:00pm EVENT CONCLUSION**



5K RACE/WALK Family Fun Day

- **Richmond Heights Recreation Board provides:**

- Event, Richmond Heights, and Bicentennial high res logo for use by The Real Popfusion to promote event on The Real Popfusion social media platforms.
- The Real Popfusion logo inclusion on 5K RACE/WALK Family Fun Day event signage, brochures, t-shirts, website, and social media postings whenever possible.
- Assistance and coordination of pre-event walk through minimally one month prior to event date.
- Event talking points and sponsor list 1 week prior to event.
- Sponsor info for game creation and activity creation approximately 1 month prior to event.



Investment Option 1

- The Real Popfusion provides:
 - 1 (7 hour) 8am-3pm The Real Popfusion CLE-HYPE-TEAM appearance
 - 4 TRP CLE-HYPE-TEAM members including ON-MIC talent, DJ, two additional cast members
 - 8AM RACE PRE-SHOW, Sponsor recognition, assistance with ZUMBA warmup, general RACE/WALK announcements, and high energy music.
 - 10:00-12:00pm Official 5K RACE/WALK After Party hosted by The Real Popfusion
 - 12-3pm High Energy Music, intermittent games and challenges, general RACE/WALK announcements
 - Full sound system, TRP tent, props, games, challenges, dancing activities, tons of prizes.
 - Sponsor and event partners game creation
 - Photo recap following event

Total Investment:

\$4500 with 50% deposit

Richmond Hts Recreation Board Date

The Real Popfusion

Date

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Investment Option 2

- The Real Popfusion provides:
 - 1 (4 hour) 8am-12pm The Real Popfusion CLE-HYPE-TEAM appearance
 - 4 TRP CLE-HYPE-TEAM members including ON-MIC talent, DJ, two additional cast members
 - 8AM RACE PRE-SHOW, Sponsor recognition, assistance with ZUMBA warmup, general RACE/WALK announcements, and high energy music.
 - 10:00-12:00pm Official 5K RACE/WALK After Party hosted by The Real Popfusion
 - Full sound system, TRP tent, props, games, challenges, dancing activities, tons of prizes.
 - Including 2 hour AFTER RACE/WALK Show and sponsor game creation
 - Photo recap following the event.

Total Investment:

\$3500 with 50% deposit

Richmond Hts Recreation Board Date

The Real Popfusion

Date