



27th Annual

RED RIBBON BED RACE



PRESENTED BY



SATURDAY, APRIL 24th, 2010

Racing Down Duval Street in Key West, Florida

On April 24th, the Conch Republic Independence Celebration and Fairville Megastore will host the 27th Annual Red Ribbon Bed Race, but we need your help! This light-hearted event, while fun for participants and onlookers alike, has a serious side: It benefits AIDS Help, Inc. of Key West, which receives 100% of the entry fees. You can help this worthy cause, from entering your own unique racing bed into the competition to signing on as a name sponsor.

Jump under the sheets and roll down the streets with us and you will do more than just support a deserving cause, which should make your company look good and feel good. The slumber-mobile contest – arguably the oldest bed race in the state of Florida and the oldest event of the Conch Republic Celebration - also brings welcome publicity for Key West and extra revenue for our merchants.

We're expecting thousands of people to attend this often-televised event. Don't miss out on the chance to expose yourself to so many people without having to apologize for a wardrobe malfunction. The beds are already being built and our sponsor slots are filling up, so act quickly!

HOW CAN YOU JOIN THE BED RACE???

1. SIGN UP!

- a. The Bed Race Entry Form, Waivers of Liability and acknowledgment of Bed Race Rules and Regulations must be completed and returned to Fairvilla Megastore by **Friday, April 16th, 2010.**
- b. All teams will receive admission to the Pre-event / Captains Meeting and Post-event / Awards Ceremony.

2. PAY UP!

- a. A donation of \$100 to AIDS Help, Inc. of Key West is required for each team entry.
- b. Race entry fee includes entry into one (1) Team Division: Women's, Men's or Co-Ed and entry in the additional numerous other awards.
- c. Accepted forms of payment: CASH & CHECK (*If paying by check, please make all donations payable to AIDS Help, Inc.*)

3. SHOW UP!

RACE DAY **Saturday, April 24th**

- 2:00PM **Team Check in and inspection begins**
-All Race beds & teams will line up at Hogs Breath Saloon for inspection.
- 3:00PM **Parade of Beds**
-All entered beds will parade down Duval Street to the Start line.
- 3:30PM **Race Begins**
-Beds will race by heats within their Divisions and timed.
-Awards will also be given for "style."

Immediately Following: After-Party and Awards Ceremony at Hog's Breath Saloon

To enter a bed, please contact event coordinator:

Debra Peterson 407.644.7800

Email: debra@fairvilla.com

27th ANNUAL RED RIBBON BED RACE TEAM REGISTRATION FORM

PLEASE SELECT RACING DIVISION: **WOMEN'S** **MEN'S** **CO-ED**

Team Name

Team Leader / Contact Person

Contact Number

Email Address

RACE TEAM REGISTRATION FEE: \$100 Donation to AIDS Help, Inc.

Please select form of payment: CASH CHECK

****Please make all checks payable to AIDS Help, Inc.****

All Bed Racers MUST sign the Waiver of Liability and acknowledgment of the Bed Race Rules and Regulations before participating in the race. In no case will Bed Racers be allowed to compete without signing these forms. Team members must be at least 18 years of age or older.

RACE TEAM WAIVER OF LIABILITY & INDEMNITY AND RELEASE FOR RADIO, TELEVISION AND PRINT MEDIA

Red Ribbon Bed Race Waiver of Liability

I know that running in a Bed Race is a potentially hazardous activity. I should not enter and run unless I am medically able and properly trained. I also know that, although police protection will be provided, there may be some hazards on the racecourse. I assume the risk of running on the race/obstacle course. I also assume any and all other risks associated with running in this event and participating in all other activities scheduled including but not limited to falls, contact with other participants, spectators or equipment, the affects of the weather, including high heat and/or humidity, and the condition of the roads, all such risks being known and appreciated by me. In consideration of your permitting me to participate in the Red Ribbon Bed Race on April 25, 2009, I hereby for myself, my heirs, executors, administrators or anyone else who might claim on my behalf, covenant not to sue, and waive, release and discharge The Red Ribbon Bed Race, its members, volunteers, race officials and any sponsoring body, their successors and assigns, and the State of Florida, County of Monroe and the City of Key West, and its officials from any and all claims or cause of action I may have for all personal injuries or property damages caused by or arising out of the Red Ribbon Bed Race and its related activities. I also agree to abide within the rules and regulations issued by race officials.

Indemnity and Release for Radio, Television and Print Media

For sufficient consideration and the right to appear, I agree to protect and indemnify the Red Ribbon Bed Race, its officers, members and volunteers, and advertising agency, and their respective officers and employees, and to hold it and them harmless from and against all liability, loss, damages, expenses, judgments, counsel fees, costs and other charges, against it or them or for which it or they shall become liable by virtue of or arising out of or caused by any matter or materials supplied or spoken by me in the telecast of the Red Ribbon Bed Race. I hereby give my permission for the Red Ribbon Bed Race to use my picture and/or name in any publicity deemed necessary for the promotion of this event at no compensation.

Rider Name

D-O-B

Signature

Runner (1) Name

D-O-B

Signature

Runner (2) Name

D-O-B

Signature

Runner (3) Name

D-O-B

Signature

Runner (4) Name

D-O-B

Signature

Alternate Name

D-O-B

Signature

The deadline for submitting this form is Friday, April 17, 2009.

Send this form and race team registration form to: *Fairvilla Megastore, 105 Candace Drive, Suite 109, Maitland, FL 32751*
Drop it off at Fairvilla Megastore – 520 Front Street, Key West or fax it to: 407.644.0447

QUESTIONS? Call Debra Peterson – 407.644.7800

email debra@fairvilla.com

BECOME A RED RIBBON BED RACE SPONSOR!!!

We have several sponsorship packages available. If one's too hard, another's too soft, and you want to find the one that's just right – give us a call; we'll try to find a way to make you comfy!

BED RACE SPONSOR LEVELS:

Presenting Sponsor - \$5,000

- Inclusion as Presenting Sponsor in/on:
 - 100 Radio commercials on local radio
 - *Key West Citizen* color ad
 - Event press releases
 - Event banners including: Parade banners, Pre Party, Awards Ceremony and Post Party Area
- 1 Official Judges position and 2 guest passes to the judges stand
- Permission to have a 10x10 booth at the awards ceremony
- Permission to use Red Ribbon Bed Race logo in your advertising
- Listing on the RRBR website with hyperlink to your website
- Logo included on the 2010 Red Ribbon Bed Race t-shirt
- 6 Red Ribbon Bed Race t-shirts
- Special thanks for being a presenting sponsor of on the 2010 Red Ribbon Bed Race DVD
- Logo on top of Race Team number cards
- Logo on official Race Time Certificates
- Logo inclusion on ALL printed material – including flyers & posters
- One bed entry fee included (\$100 donation to AIDS Help, Inc)

Winner's Circle Sponsor - \$2,000

- Inclusion as a sponsor in *Key West Citizen* ad
- Permission to have a 10x10 booth at the awards ceremony
- Permission to use Red Ribbon Bed Race logo in your advertising
- Listing on the Red Ribbon Bed Race website with hyperlink to your website
- Inclusion on banners (including all Parade banners, Awards Ceremony and Post Party Stage)
- Logo included on the 2010 Red Ribbon Bed Race t-shirt
- 6 Red Ribbon Bed Race t-shirts
- Special thanks on the 2010 Red Ribbon Bed Race DVD
- Logo inclusion on 1000 after party awards ceremony fliers
- One bed entry fee included (\$100 donation to AIDS Help, Inc)

Fast Lap Sponsor - \$1,000

- Inclusion on banners (including all Parade banners and Judges Stand)
- Listing on the Red Ribbon Bed Race website with hyperlink to your site
- Permission to use Red Ribbon Bed Race logo in your advertising
- Logo included on the 2010 Red Ribbon Bed Race t-shirt
- 6 Red Ribbon Bed Race t-shirts
- Special thanks on the 2010 Red Ribbon Bed Race DVD
- Logo inclusion on 1000 after party awards ceremony fliers
- One bed entry fee included (\$100 donation to AIDS Help, Inc)

(Sponsorship Levels continued on next page)

BED RACE SPONSOR LEVELS CONTINUED:

Finish Line Sponsor - \$500

- Logo inclusion on banners (Including Pole Position Pre Party, Awards Ceremony and After Party)
- Exclusive banner over the event's finish line
- Permission to use the Red Ribbon Bed Race logo in your advertising
- Logo included on the 2010 Red Ribbon Bed Race t-shirt
- 2 Red Ribbon Bed Race t-shirts
- Special thanks on the 2010 Red Ribbon Bed Race DVD

Trophy Sponsor - \$250

- Permission to use Red Ribbon Bed Race logo in your advertising
- Logo included on the 2010 Red Ribbon Bed Race t-shirt
- Name engraved on Event trophy. (You select the category you want to sponsor, based on availability.)
- 2 Red Ribbon Bed Race t-shirts
- Special thanks on the 2010 Red Ribbon Bed Race DVD

Please select your level(s) of sponsorship from above:

- _____ - **Presenting Sponsor - \$5,000**
- _____ - **Winner's Circle Sponsor - \$2,000**
- _____ - **Fast Lap Sponsor - \$1,000**
- _____ - **Finish Line Sponsor - \$500**
- _____ - **Trophy Sponsor - \$250**

Sponsor Name		Contact Person	
Street Address		City/State	ZIP
Contact Number	Fax	Email Address	
Signature			

Sponsorship checks should be made payable to: B.S. Advertising & Promotions, Inc.

Send this form and race team registration form to: *Fairvilla Megastore, 105 Candace Drive, Suite 109, Maitland, FL 32751*
Drop it off at Fairvilla Megastore – 520 Front Street, Key West or fax it to: 407.644.0447
QUESTIONS? Call **Debra Peterson – 407.644.7800**
email debra@fairvilla.com

2010 BED RACE RULES & REGULATIONS

1. Bed Design

- a. Beds should measure at least 3 feet by 6 feet but no more than 6 feet by 8 feet, handles included.
- b. Beds should include a “mattress”.
- c. Beds should be designed with no more than four functional wheels making contact with the road surface at all times.

2. The Racing Teams

- a. Racing Teams shall consist of one rider, four runners/pushers and one alternate.
- b. Yes, you really must be an adult to participate. All team members must be at least 18 years old.
- c. Teams will be divided into three divisions: Women's, Men's and Co-Ed. Co-ed teams must include at least one female pusher who crosses the finish line on foot. Note: Men's teams may have a female rider and women's teams may have a male rider. All teams, to be considered for time related prizes, must have all four pushers and at least one rider, cross the finish line.

3. Safety

- a. All Bed Racers **MUST** sign the Waiver of Liability and acknowledgement of the Bed Race Rules and Regulations before participating in the race.
- b. Racers are responsible for their own insurance.
- c. All teams should be properly attired.
- d. All runners/pushers should wear athletic shoes suitable for street running.
- e. Bed riders must be appropriately outfitted with safety gear.

4. During the Race

- a. Bed riders must sit or lay flat on the bed.
- b. All runners/pushers must be in control of the bed until it comes to a complete stop.
- c. Teams shouldn't interfere or impede the progress of an opposing team.

5. The Course



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All teams are encouraged to stay for the Awards Ceremony & After-Party at Hogs Breath Saloon
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6. Awards

- a. Awards will be given to the teams with the fastest time in each racing division: Women, Men & Co-ed.
- b. All team times will be combined and an award will be given to overall fastest team.
- c. Additional awards will also be given for the following:
 - i. Golden Spring Award – Best Bed Design, impressive and imaginative!
 - ii. Most Outrageous Bed – It might not be pretty, but definitely memorable!
 - iii. Broken Spring Award – This is the “What were they thinking?” award.
 - iv. Peoples Choice Award – As determined by the public on the day of the race.