



MARS PLANET FOUNDATION

July 9th 2024 Special Meeting Minutes

Board Members	Present	Ambassadors	Present
Beth Ziegler - President	X	Lee Ann Riner	
Doug Wolf – Vice President		Robin Parsons	
Kim Vandall - Treasurer	X	Helianna Galvis-Orr	
Tricia Holland - Secretary	X		
Maura DiGioia	X		
Kevin Hagen			
Carol Knox			
Liz Porco	X	MASD Admin	
Amy Riggio	X	Dr. Elizabeth McMahon	
Aaron Rose			
Vickie Zaccari	X		

The meeting was called to order at 6:34pm.

Color Run

- ❖ Official date – June 14th 2025
- ❖ Tentatively plan for 9:30am start, set-up to start at 7:30am
- ❖ After Blast Party – hire a DJ, have a business sponsor it. Need to have an open area because color is used
- ❖ Sponsors:
 - All sponsors receive: logo on (1) MPF website, (2) Event website from Color-a-Thon, (3) Student donation websites from Color-a-Thon; recognition on banner at event; social media recognition; and invitation to set up a table at the After Party to provide swag, promotional material, etc.
 - 1 After Blast Party Sponsor – Event sponsor - \$5,000 (includes all of the above plus banner at After Blast Party and multiple “call-outs” by DJ at After Blast Party)
 - 4 Color Station Sponsors – \$2,500 (includes all of the above plus banner/sign at color station and ability to attend and staff color station if desired)
 - 1 Water Station Sponsor – Cost TBD – Tentative: \$1,000 plus the supplies (Paper cups, water jugs, Gatorade, etc.) or \$1,500 and MPF will handle supplies
 - Website Sponsor – \$500 Rotating banner ad and link on the websites identified above
 - For an additional \$500, 3’x5’ banner at MAC for 2025-2026 school year (\$350 discount)
 - Unknown how many sponsors can be accommodated on Color-a-Thon websites – B. Ziegler to find out
 - Photo Sponsor - Provide photo booth at event
 - Sign Sponsors - \$100, corrugated sign along the race path
- ❖ Kick off Assembly – Recommendation is 5 weeks out (May 10th). Sets the momentum for the fundraiser.
 - All School Assembly - PC, MAE, and Centennial
 - For High School and Middle School, play a video
- ❖ Timeline:
 - End of July: Send e-mail to administration and principals as to what we are doing and what we will need from them
 - Month of September – Meeting for sponsor discussion
 - October 1st – Sponsor solicitation begins

- Participant Registration/Donation Fundraising:
 - Stage 1: Kick off day through Envelope turn in day (sales period) - up to two weeks
 - Stage 2: Kick off day through Event Pull (May 31st)
 - Stage 3: Event Pull (May 31st) through Event Day (June 14th)
 - Will receive shipment of prizes and color 8 days prior to event (June 6th)
- ❖ Roles:
 - Route Coordinator – Beth Ziegler/Liz Porco
 - Water Coordinator – Vickie Zaccari
 - Student Material Coordinators – Distribute packets to students, plan kick off assembly, pick up packets, etc. – Vickie Zaccari/Maura DiGioia/Beth Ziegler
 - Clean up coordinator – (Aaron Rose?)
 - After Blast Party coordinator – Amy Riggio
 - Color Station Coordinator – (Kevin Hagen?)
 - Social Media Coordinator – Maura DiGioia
 - Donations/Business Donations Coordinator – Beth Ziegler/Kim Vandall
 - Signs/Banners Production – Liz Porco
 - First Aid Coordinator – (Doug Wolf? (Previous offer from Quality EMS?))
 - Photography Coordinator – Maura DiGioia
 - Volunteer Coordinator – Tricia Holland
 - DJ Coordinator – Vickie Zaccari
- ❖ Discussed potential for 50/50 raffle, Kona Ice Truck for After Party
- ❖ ACTION ITEMS:
 - Vickie Zaccari – Contact DJ
 - Beth Ziegler – Contact Mrs. Hinrichsen regarding t-shirts, notify the principals/administration
 - Maura DiGioia – Contact photographer regarding photobooth
 - Kim Vandall – Speak with Carol Knox regarding insurance and getting coverage for the event
 - Liz Porco – Begin assembly of Sponsor Solicitation letter/packets, begin mapping route at Park
 - Amy Riggio – contact Kona Ice

Respectfully submitted by,

Tricia Holland