



Yoga For a Cure

**Susan G.  
Komen.**



# Saturday, April 2, 2016

## **Group Number 1:**

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## **Executive Summary:**

About 1 page – do later tonight.....

## **Organization Overview:**

The Susan G. Komen Foundation was started on behalf of a woman named Susan G. Komen. After Susan battled breast cancer for three years she unfortunately died in 1980. In 1982, Nancy Brinker, Susan's sister, started the Susan G. Komen Breast Cancer Foundation. Since then, the foundation has thrived and has become a nationally known foundation. The foundation established the pink ribbon as a

nation symbol starting in 1991. From there they have grown to accommodate 1.3 million participants in over 100 races and events. They have started events in two foreign countries and plan to establish races in 8 more additional countries. They are constantly being innovative while trying to end the terrible diseases of breast cancer.

### **Yoga and Cancer:**

Yoga, which started over 5,000 years ago, is now a worldwide phenomenon. Originally the practice was started in India incorporating, stretching, breathing, posture practice, and meditation. Yoga was created to relax the body past a state of mind of taking a deep breath. Yoga has been known to calm the mind and give individuals clarity in life and obstacles at hand. According to Cancer Research in the UK, "There is no scientific evidence to prove that yoga can cure or prevent any type of cancer. But there are some studies to suggest that it might help people with cancer to sleep better and cope with anxiety" (..... ). In addition to helping patients cope with anxiety, there was a study done in 2010 which did directly relate yoga to helping with depression, fatigue, spiritual well being, mood and sleep. Although Yoga is not a cure, there are a handful of benefits to doing yoga rather you have cancer or not. Yoga is beneficial to everyone and could improve everyone's quality of life.

### **Mission:**

To save lives and end breast cancer forever by empowering others, ensuring quality care for all and investing in science to find the cures.

**Table 1. SWOT Analysis**

Strengths	<ul style="list-style-type: none"><li>● Large and strong customer base</li><li>● Affects a large amount of people</li><li>● Conduct research</li><li>● Provides treatment &amp; screening</li><li>● Reaches individuals around the world</li><li>● Educates people on the subject</li><li>● Have effected more than 3 million people</li></ul>
Weaknesses	<ul style="list-style-type: none"><li>● Not all proceeds go to research, treatment, screening and education</li><li>● Some women are untreatable</li><li>● Money is spent on women that cant be saved</li></ul>
Threats	<ul style="list-style-type: none"><li>● Outside events are doing similar</li><li>● Less participation over the years</li><li>● Decrease in revenue</li></ul>
Opportunities	<ul style="list-style-type: none"><li>● To expand the brand into other countries</li><li>● Come up with new events to attract individuals with other interest than running</li></ul>

**Table 2. STEEPLE Analysis**

Social	<ul style="list-style-type: none"><li>● Income distribution</li><li>● Education</li><li>● Life styles</li><li>● Work and career attitudes</li><li>● Living conditions</li></ul>
Technology	<ul style="list-style-type: none"><li>● New inventions and development</li><li>● Energy cost and usage</li><li>● Rate of technology</li><li>● Speed of technology</li></ul>
Economic	<ul style="list-style-type: none"><li>● Taxation</li><li>● Business cycle</li><li>● Economic growth</li><li>● Unemployment</li><li>● Consumer confidence</li></ul>
Environment	<ul style="list-style-type: none"><li>● Natural resources</li><li>● Carbon footprint</li><li>● Energy</li></ul>

	<ul style="list-style-type: none"> <li>● Threats from natural causes</li> </ul>
Political	<ul style="list-style-type: none"> <li>● Regulations</li> <li>● Competitions regulations</li> <li>● Safety guidelines</li> <li>● International policies</li> <li>● Stability</li> </ul>
Legal	<ul style="list-style-type: none"> <li>● Environmental regulations</li> <li>● Employment laws</li> <li>● Volunteer laws</li> <li>● Corporate governance</li> <li>● Environmental regulations</li> </ul>
Ethical	<ul style="list-style-type: none"> <li>● Invasion of personal space</li> <li>● Reputation</li> <li>● Business ethics</li> <li>● Client Confidentially</li> </ul>

### Event Strategy:

\*\*\*\*Write about it\*\*\*\*

**Table 3. Objective Levels**

Level of Measurement		Event Objective	How to Evaluate
0	Meeting Statistics	Budgets How many people attend How much money is raised	
1	Reaction, Satisfaction and Planned Action	On-Site Survey Follow up Survey Observation	
2	Learning	Educations about breast cancer Education about health and wellness	
3	Application		
4	Business Impact		
5	ROI		

### Site Selection:

Based on our needs of the event, we feel that the Hy-Vee Center In Des Moines, Iowa would be the best location for our in-doors Yoga event. The venue provides a space large enough for at least 75 yoga mats or more for a given session. The venue also has addition space for breakfast / brunch to be set up without interrupting or disturbing the calm, peaceful, yoga classes. Below is a rating scale of the venue in addition to pictures of our site walk through.

**Table 4. Event Check list**

Category's	Rating Scale: 0-10 & Information
Size	Level 1: 14,400 sq. ft. Level 2: 150,000 sq. ft.
Cleanliness	8
Lighting	7
Maintenance	8
Hallway:	
Lighting	8
Cleanliness	8
Noise	8
Elevators: 2	
Cleanliness	8
Speed	8
Visibility of Room Names	8
Freeway Accessibility	8
On-Property Parking	5
Parking Fees	Yes
Equipment	Available upon Request
Proximity to breakout and function areas	All on level 1 & 2
Total square footage	164,400 sq. ft.
Restrooms	On level 1 & 2
Lobby	
Square Footage	Level 1: 7,300 Level 2: 16,400
Decor	9
Seating	7
Location	7
Cleanliness	9
Public Restrooms	

Cleanliness	9
Amount	Level 1: 2 Women's & 2 Men's Level 2: 2 Women's & 2 Men's

### **Site Walk Through:**

Based on our needs of the event, we feel that the Hy-Vee Center In Des Moines, Iowa would be the best location for our in-doors Yoga event. Hy-Vee Hall is part of the Iowa Events Center and is conveniently located in downtown Des Moines which is right next to the I-235 exit. The venue provides a space large enough for at least 75 yoga mats or more for a given session with multiple room sizes and options available. The venue also has addition space for breakfast / brunch to be set up without interrupting or disturbing the calm, peaceful, yoga classes. As well as a large lobby space for vendors to set up. Below is a rating scale of the venue in addition to pictures of our site walk through.

Refer to appendix  for sit pictures.

### **Event Operations:**

To register for Yoga For a Cure, there will be three levels of pre-registration available to ensure that all attendees can afford the day along with get the "Pink Yoga Extras" if wanted. The first level "Pretty Pink" comes with the basic gift bag and water bottle. The second level, "Bright Blush", gives the attendee the perks of ordering a t-shirt with the event and saves the attendee \$5 on the t-shirt fee if they were to buy it regularly. The "Fantastic Fuchsia" level is \$50, but comes with the greatest amount of savings of up to \$35. It includes not only the gift bag with

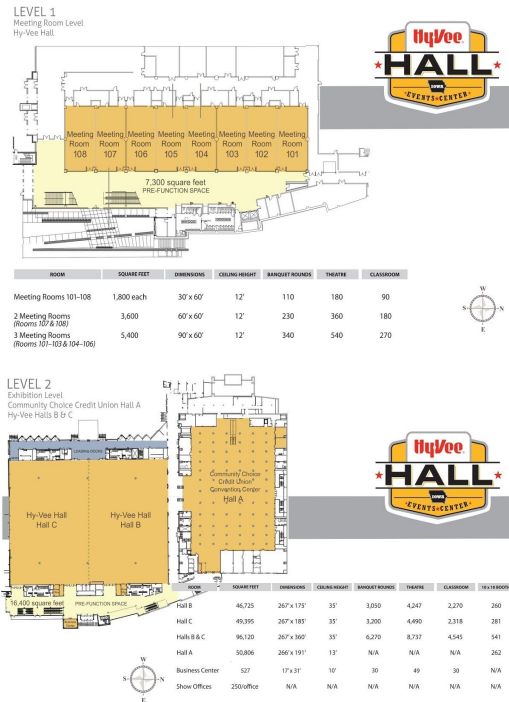
samples, but also a t-shirt and pink yoga mat. Attendees who register the day of the event, “Welcome Watermelons” are always welcome and will receive a gift bag and t-shirts for \$5 while supplies left! We would like to see 150-200 attendees preregister along, and have around 100 day of attendees if possible.

**Table 5. Registrations Options**

Registrations Package Name	Fee	What's Included
Pre-Registration Pretty in Pink	\$25	Gift Bag Reusable Water Free Samples
Pre-Registration Blush	\$35	Gift Bag Reusable Water Free Samples T-Shirt
Pre-Registration Fuchsia	\$50	Gift Bag Reusable Water bottle Free Samples T-Shirt Pink Yoga Mat
Day of: Watermelon	\$30	T-Shirt available on-site – 10 each. (first come, first serve)

To enable that all of our attendees are finding their correct yoga seminar we will provide maps in registration packets, post signs around all hallways, and have event volunteer to direct traffic of attendees. By labeling maps with “You are here” arrows and placing the agendas for each room on the doors this will clear up any confusion that attendees might have.

**Figure 1. Hy-Vee Hall Map**



## Food and Beverage:

Food and beverages will be supplied throughout the day in the break room, all attendees will receive a ticket to enter the room and enjoy a wide variety of brunch items. Sponsors of Yoga For a Cure include Hyvee, Yoplait, and Aquafina. These food vendors provide the types of food we would have available for attendees. In addition, Yoplait is currently a sponsor of Susan G. Komen and has been since 1998.

Refer to Appendix section ?????????????? for the detail charts providing who will be bringing the specific items.

## Volunteers:

Volunteers are going to be a huge part of what makes our event a success. We will be breaking down volunteers into five main sections: Yoga Instructors, Pre-Event, Day Before Event, Day of Event, and After Event Volunteers. The charts have laid out what parts of the events will need volunteers for. We will be asking Iowa State sororities and fraternities to team up with “Day Before”, “Day Of”, and “After” event happenings. We will also be looking towards the event management students of Iowa State to help in the preplanning stages of the event. Any community members that would like to help are welcome as well. To create a successful event however we need a group of dedicated and guaranteed volunteers that may double up on volunteering stages if they would like.

Refer to appendix [\\_\\_\\_\\_\\_](#) for charted information.

### **Sponsorships:**

Sponsorship is the fastest growing form of marketing in the U.S. and when done well, it offers great opportunities for competitive advantages as well as showing support for the event (Friedman).

#### **Asset Valuation**

In order for a sponsor to become fully invested in Susan G. Komen Iowa’s event, it is important that we give them a good idea of what the event will look and what we consider assets for Yoga for a Cure. Below is a list of Yoga for a Cure’s assets.

**Table 6. Asset Valuation**

Category	Asset	Quantity	Frequency	Expected Price
Annual Event	Breakfast for 200-300 people	1 session	Yearly	\$1500 for breakfast for 300 people
	Yoga Session for 100-150 people	2 sessions	Yearly	\$_____ for 2 yoga sessions
Print Media	Newspapers	12 ads	Weekly	\$2060 for 12 ads in various newspapers
	Magazines	4 ads	Monthly	\$640 for 4 ads in various magazines
Digital Media	Email	4 sets of emails	Weekly	Free
	Facebook Ads	Based on price	Rotation for 1 month	\$100 per month
Intangibles	Logo	1	Continuous	Negotiable

Some of the categories that we consider assets include the Yoga for the Cure event, the print media for the event, the digital media for the event and the logo for the event.

The Yoga for the Cure event includes a breakfast for 200-300 people and two yoga sessions, each with 100-150 attendees. The cost of breakfast was found by looking at the cost of a catered continental breakfast from Hy-Vee. We found that the continental breakfast, which includes fresh fruit, bagels, muffins, sweet rolls and orange juice or coffee, would be \$5 per person ("Catering Guide"). For each yoga session, we considered the cost of yoga instructors (volunteers from Lululemon and local yoga studios) ("Katy Kass"), the cost to rent out Hy-Vee hall (\_\_\_\_\_) (in-text

citation) and the cost of our registration packages. We found that the total cost for both sessions would be around \$ .

In terms of print media, we looked at the cost of placing ads in local newspapers and magazines. We looked at the cost of placing ads in local college newspapers, because we feel that college students would be interested in our event. Two ads in Des Moines Area Community College's The Campus Chronicle would cost \$150 ("Ad Rates"). Two ads in Iowa State University's Iowa State Daily would cost \$500 ("Rate Card & Media Kit"). Two ads in Drake University's Times-Delphic would cost \$360 (The TimesDelphic). We also looked at the cost of placing ads in city newspapers such as the Des Moines Register and the Ames Tribune. Three ads in the Des Moines Register would cost \$900 ("National Rate Guide"). Three ads in the Ames Tribune would cost \$150 ("Print Rates"). We believe that it would be beneficial to place ads in local magazines as well so that we are able to reach more people. The cost of an ad in one month of Our Iowa would be \$420 (Our Iowa Magazine) and the cost of one ad on Travel Iowa magazine's website would be free ("Contact Us").

For digital media we would advertise through email and Facebook. We found that the cost to advertise for one month on Facebook would be roughly \$100 (Kagan). We thought that Facebook and email would both be good platforms to get information about our event out to the public.

The final category that we consider an asset for our event is our logo. We think that it is a good representation of what our event is all about.

## Activation and Fulfillment

Activation and fulfillment are two very important aspects of sponsorship. Activation is how the event manager or event itself would get the client involved. Fulfillment is what the organization does to ensure that it over delivers relative to what has been contracted in the sponsorship agreement (NB online).

In terms of activation for our event, we would want our sponsors to assist in marketing, public relations and training of volunteers and staff. We are hoping that by including sponsor benefits such as having a sponsor's logo in our newspaper and magazine ads and by giving sponsors the opportunity to set up a marketing booth at our event, they will become more involved in the marketing and public relations aspects of our event.

For the fulfillment side of our event,

## Packaging

We feel that it is important to offer different package levels based on the amount of money our sponsors are willing to donate. Below is a list of the benefits that sponsors will receive based on their donation amount.

Benefits	Cancer Crusher \$3,000	Ribbon \$2,000	Pink \$1,000
Distribution of company/organization literature at Yoga for a Cure	X	X	X
Company/organization logo on the Yoga for a Cure newspaper and magazine ads	X		
Company/organization logo on the Yoga for a Cure t-shirt	X	X	X

Company/organization logo on the Yoga for a Cure yoga mat	<b>X</b>	<b>X</b>	
Vendor booth space at Yoga for a Cure event	<b>X</b>	<b>X</b>	
Opportunity to place company/organization materials in pre-registration gift bags	<b>X</b>	<b>X</b>	
Acknowledgment during on of the yoga sessions	<b>Verbal &amp; Visual</b>	<b>Visual</b>	<b>Visual</b>

For each package we based our pricing range off of the value of the benefits that the sponsor will receive and the size of our event.

We felt that the main cost of the sponsor benefits comes from the cost of ads, the printing of the yoga mats and t-shirts and the cost of renting the space for vendor booths. Sponsors would be paying for part of the cost of ads, yoga mats, t-shirts and all of the cost for the renting of vendor booth space, which would be roughly \$650 ("Expo Vendor Booth Fees").

We also priced our packages based on the size of our event. Our event is on a small to medium scale and we didn't think it would make sense for sponsors to donate more than \$3,000 and less than \$250 (roughly a dollar per attendee).

#### Potential Sponsors

When researching potential sponsors, we looked at current sponsors for Susan G. Komen Iowa, as well as sponsors that would be willing to donate their products or services to our event.

Refer to **appendix \_\_** to see the potential sponsors chart.

## **Fundraising:**

Based on sponsorship and event operations, fundraising during Yoga for the Cure will generate from registration fees, online donations, and products sold during the event. Yoga for the Cure is focused on providing social and financial support for the Susan G. Komen foundation and all funds earned will go towards breast cancer research. Yoga for the Cure seeks to bring in support from the community by carrying through the global breast cancer movement, while saving and empowering lives.

As participants go through the registration process they will select a registration fee that appeals to their interest and also have a chance to join an online fundraising portion. Participating in the online fundraising portion will allow registered individuals the option to raise money for each yoga session they plan on attending and receive pledges from other friends, family, etc. Those who decide to join the online fundraising portion will be presented with a personalized thank you letter, updates about the event, receive future promotions offered by our sponsors and future organizational events they can partake in.

Yoga for the Cure will have online fundraising that will be available through [www.gofundme.com](http://www.gofundme.com) where a “Yoga for the Cure” campaign will be created and all those who register to participate can donate money in their name and also earn the chance to win prizes donated by from our sponsors. If participants do not choose to donate online there will be an option for donation while attending the event where individuals can drop off their contributions at the Yoga for the Cure donation booth.

If participants want to donate directly through the Susan G. Komen foundation then they can access the <http://www.komeniowa.org/make-a-donation/> page and select the type of donation they would like to make and carry on through the process. \$10 T-shirts, \$10 BPA free water bottles, yoga mats for \$25, and snacks will be available for purchase during the event where all funds will go towards the foundation. Potential fundraising sponsorship will include but is not limited to, Iowa State Daily, DMACC, HyVee, local gyms, and TV stations. Yoga for the Cure's fundraising mission is to receive balanced contributions to show donors and supporters how meaningful their participation will impact an important cause.

### **Event Evaluation:**

Evaluation is a crucial part of this event especially considering that this is the first time the event will be happening. It is important to see how the attendees react to the environment of the event and rely on their advice and critiques to tweak aspects of the event to make it better.

Level 1 data collection methods would help us get direct responses from the attendees. On site-evaluations would allow attendees to immediately give us feedback and record how they are feeling about the event. We would also do a level 4 data collection with a follow-up survey, which would be sent out a day or two after the event ended. One of our main objectives is to empower the attendees and encourage that they support one another. By asking questions on the survey about

the environment and overall vibe at the event we will be able to gauge if we succeeded in that aspect or not.

Another way to evaluate the success of our event we can look at how many attendees attend the yoga sessions. We can track attendance by taking count of how many people enter each session and then compare it to total amount of people in the whole event venue. Tracking how much attendance each yoga session generates would allow us to make sure the sessions are appealing enough for the attendees to go to compared to the other activities going on such as the sponsorship merchandise stands.

Overall just observing people and how they act at the event is a great way to evaluate how people are reacting to different aspects. Look to make sure that people aren't just standing around and that they don't look unhappy. You can get a lot of feedback by having a few event volunteers assigned to watching attendee behavior. If attendees aren't happy, they'll show it. Whether it's on their face, or with their body language it will be easy to pick up on.

This yoga events main goal is to of course raise money for the Susan G. Komen foundation but we also want to strive to motivate people to get involved in finding a cure. So yes it is important to evaluate how much money we generate, but it is also very important to evaluate the overall feeling the attendees have while they are at the event and after they leave. By having an equal amount of evaluation methods for these two aspects, we will get a good overall idea of how successful Yoga for a Cure was/ will be in the future.

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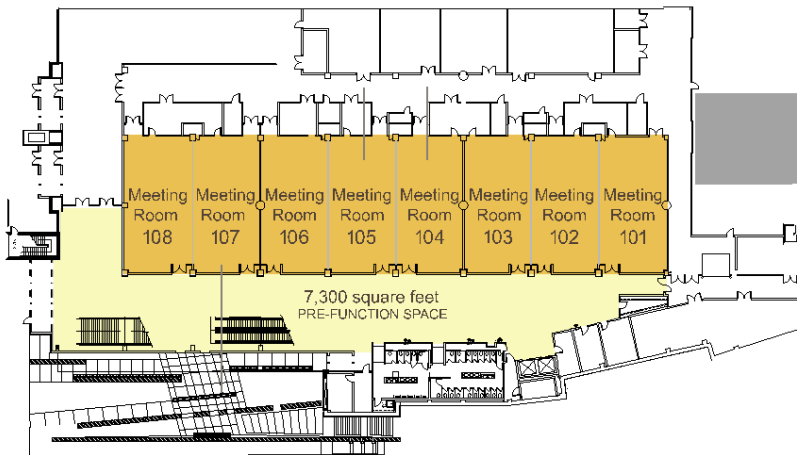
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## **Appendix:**





LEVEL 1  
Meeting Room Level  
Hy-Vee Hall

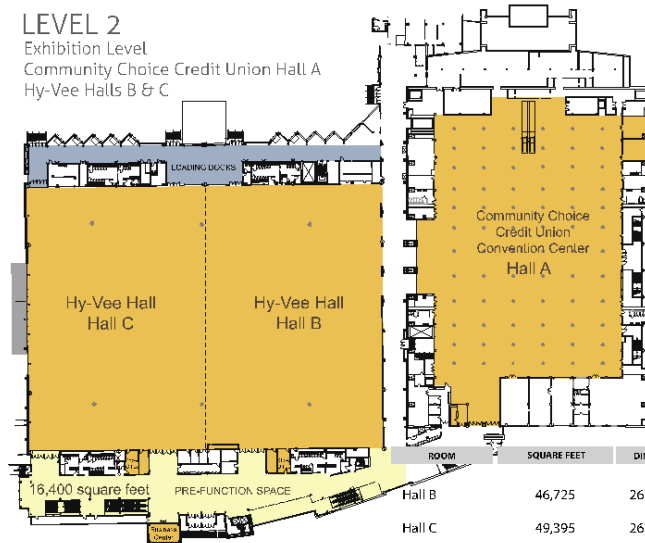


ROOM	SQUARE FEET	DIMENSIONS	CEILING HEIGHT	BANQUET ROUNDS	THEATRE	CLASSROOM
Meeting Rooms 101-108	1,800 each	30' x 60'	12'	110	180	90
2 Meeting Rooms (Rooms 107 & 108)	3,600	60' x 60'	12'	230	360	180
3 Meeting Rooms (Rooms 101-103 & 104-106)	5,400	90' x 60'	12'	340	540	270



## LEVEL 2

Exhibition Level  
Community Choice Credit Union Hall A  
Hy-Vee Halls B & C



ROOM	SQUARE FEET	DIMENSIONS	CEILING HEIGHT	BANQUET ROUNDS	THEATRE	CLASSROOM	10 x 10 BOOTHS
Hall B	46,725	267' x 175'	35'	3,050	4,247	2,270	260
Hall C	49,395	267' x 185'	35'	3,200	4,490	2,318	281
Halls B & C	96,120	267' x 360'	35'	6,270	8,737	4,545	541
Hall A	50,806	266' x 191'	13'	N/A	N/A	N/A	262
Business Center	527	17' x 31'	10'	30	49	30	N/A
Show Offices	250/office	N/A	N/A	N/A	N/A	N/A	N/A

**Table ?. Food and Beverage Donations**

Store	Item	Amount
<u>Hyvee</u>	Granola Bars: Chocolate Chip	100 Bars
	Fruit and Grain: Strawberry Cereal Bar	80 Bars
	Apples	100 Apples
	Bananas	100 Bananas
	Granola: Banana Walnut	(10) 24 oz. Bags
	Granola: Fruit and Nut	(10) 24 oz. Bags
	Granola: Vanilla Almond	(10) 24 oz. Bags
	Water Flavoring: Orange	150 Packets
	Water Flavoring: Lemonade	200 Packets
	Water Flavoring: Grape	150 Packets
<u>Fareway</u>	Granola Bars: Honey Oat	100 Bars
	Granola Bars: Peanut butter	100 Bars
	Apples	100 Apples
	Bananas	150 Bananas
	Bagels: Honey Wheat	150

	Bagels: White	150
	Bagels: Blueberry	100
	Bagels: Cinnamon	100
	Gluten Free Cinnamon Bread	(20 Pieces) 5 Loaves
	Cream Cheese: Regular	(50) 1 oz. Packets
	Cream Cheese: Strawberry	(100) 1 oz. Packets
	Cream Cheese: Blueberry	(50) 1 oz. Packets
	Cream Cheese: Garlic	(50) 1 oz. Packets
<u>Aquafina</u>	Water Bottles	(700) 8 oz. Bottles
<u>Yoplait</u>	90 Calorie: Strawberry	(100) 6 oz. Containers
	90 Calorie: Blueberry	(100) 6 oz. Containers
	90 Calorie: Vanilla	(100) 6 oz. Containers
	Greek: Cherry	(75) 6 oz. Containers
	Greek Vanilla	(75) 6 oz. Containers
<u>McDonalds</u>	1% Milk	(200) 6 oz. Bottles
	Coffee	15 Airpots (600 Cups)
	Orange Juice	30 Gallons
	Lemonade	30 Gallons
	Sweet Tea	30 Gallons

**Table ?. Volunteer Commitment Charts**

<b>Pre Event</b>				
	<b><u>Name</u></b>	<b><u>Cell Number</u></b>	<b><u>Email</u></b>	<b><u>Group</u></b>
<b>Call and Email Sponsors (12)</b>				
	1)			
	2)			
<b>Pick Up Sponsor Donations (6)</b>				
	1			
	2)			
<b>Send Out Press Release (2)</b>				
	1)			
<b>Email Out Info Packets (2)</b>				
	1)			
<b>Printing Signage (4)</b>				

	1)			
	2)			
<b>Registration Packet Creation (6)</b>				
	1)			
	2)			

**Table ?. Volunteern Commitment Charts 2**

<b>Day Before Volunteers</b>				
	<b><u>Name</u></b>	<b><u>Cell Number</u></b>	<b><u>Email</u></b>	<b><u>Group</u></b>
<b>Setting Up Rooms (6)</b>				
	1)			
<b>Setting Up Signs (2)</b>				
	1)			
<b>Table/Chair Movement (6)</b>				
	1)			

**Table ?. Volunteern Comitment Chart 3**

<b>Day Of Volunteers</b>				
	<b><u>Name</u></b>	<b><u>Cell Number</u></b>	<b><u>Email</u></b>	<b><u>Group</u></b>
<b>Registration Table (4)</b>				
First Shift	1)			
	2)			
Second Shift	1)			
	2)			
<b>Directional Helpers (5)</b>				
First Shift	1)			
Second Shift	1)			
<b>Snack Station (4)</b>				
First Shift	1)			
	2)			
Second Shift	1)			
	2)			

**Table ?. Volunteer Commitment Chart 4**

<b>After Event Volunteers</b>				
	<b><u>Name</u></b>	<b><u>Cell Number</u></b>	<b><u>Email</u></b>	<b><u>Group</u></b>
<b>Clean Up Crew (15)</b>				
	1)			
	2)			
<b>Thank You Notes (5)</b>				
	1)			
	2)			

**Table ?. Potential Sponsors**

<b>Sponsor Category</b>	<b>Why?</b>	<b>Current Sponsor for Susan G. Komen Iowa?</b>
Newspapers:	Possibility of donated advertising, extended community awareness of event	<ul style="list-style-type: none"> <li>• No</li> <li>• No</li> </ul>
<ul style="list-style-type: none"> <li>• Des Moines Register</li> <li>• Ames Tribune</li> </ul>		
Magazines:	Possibility of donated advertising, extended community awareness of event	<ul style="list-style-type: none"> <li>• No</li> <li>• No</li> </ul>
<ul style="list-style-type: none"> <li>• Potel</li> </ul>		
TV Stations:	Possibility of donated advertising, extended community awareness of event	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• No</li> <li>• No</li> </ul>
<ul style="list-style-type: none"> <li>• KCCI</li> <li>• KDSM</li> <li>• WHO</li> <li>• Abc5</li> </ul>		
Restaurants	Large community awareness of listed restaurants	<ul style="list-style-type: none"> <li>• Yes</li> <li>• Yes</li> <li>• No</li> <li>• No</li> </ul>
<ul style="list-style-type: none"> <li>• McDonalds</li> <li>• Bruegger's Bagels</li> <li>• Panera</li> <li>• Perkins Restaurant</li> </ul>		
Grocers	Possibility of donated event space (Hy-Vee Hall), food and catering (Hy-Vee), large community awareness of listed companies	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• No</li> <li>• No</li> </ul>
<ul style="list-style-type: none"> <li>• Hy-Vee</li> <li>• Fareway</li> <li>• Aldi</li> <li>• Trader Joe's</li> </ul>		
Beverages	Large community awareness of listed company	<ul style="list-style-type: none"> <li>• No</li> </ul>
<ul style="list-style-type: none"> <li>• Aquafina</li> </ul>		

Gyms	Directly related to wellness aspect of Yoga for a Cure event, possibility of volunteer yoga instructors	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• No</li> <li>• No</li> <li>• No</li> <li>• No</li> <li>• No</li> </ul>
<ul style="list-style-type: none"> <li>• Farrell's Extreme Body Shaping</li> <li>• Lifetime Fitness</li> <li>• Gold's Gym</li> <li>• Anytime Fitness</li> <li>• Snap Fitness</li> <li>• Planet Fitness</li> <li>• YMCA</li> </ul>		
Workout Gear	Directly related to yoga aspect of Yoga for a Cure event, possibility of volunteer yoga instructors, large community awareness of company	<ul style="list-style-type: none"> <li>• No</li> </ul>
<ul style="list-style-type: none"> <li>• Lululemon</li> </ul>		
Healthcare	Directly related to wellness and health, possibility of volunteer speakers to educate Yoga for a Cure attendees about breast health	<ul style="list-style-type: none"> <li>• Yes</li> <li>• Yes</li> <li>• Yes</li> </ul>
<ul style="list-style-type: none"> <li>• Iowa Radiology</li> <li>• Unity Point Health (John Stoddard Cancer Center)</li> <li>• The Iowa Clinic Women's Center</li> </ul>		