



# Fort Carson MWR Marketing Information Checklist

(Revised 6/6/19)

1. Red bracketed text is where information would go *[Content Here]*
2. Blue text: suggested variations of content

## The Basics

- DISCLAIMER All information is subject to change without notice.
  - WHAT *[Title of Event]*
  - WHEN *[Date/s of event/duration of event days]*
  - WHEN *[Start/end time/s]*
  - WHERE *[Event Location (full address)]*
  - WHO *[Contact information]*
- +1 (719) 52*[X-XXXX]*
- Visit *[WEBSITE]* for more information

## WHY/Additional Details

- Who can attend? *[List patron eligibility requirements]*
  - Open to DOD only
  - Open to DOD and their guests.
  - Open to the public.
  - Gate access procedures apply.
- What activities? Offers? *[List offers/activities information (include limiting conditions: first come/first served, age, while supplies last, etc.)]*
- Weather Plan *[Rain or shine event/inclement weather plan]*
- Entertainment *[Types of entertainment and schedule if applicable]*
- Prizes/Giveaways *[List all prizes and giveaways if applicable]*
- How to Enter Prize Drawing/Get Freebies *[List prize/giveaway/contest promo details]*
- Adults Only *[If "YES" list limiting conditions]*
- Must be ages 18+ to attend

- Must be 21+ to purchase alcoholic beverages
- 100% ID check. No ID, no sale.
- No childcare provided.
- Hourly childcare available through CYS, must have current registration.
- Family Friendly? *[Kids welcome? If yes, include childcare limitations and parental supervision requirements.]*
- No childcare onsite.
- Kids welcome, must be supervised and within arms reach of parent or guardian at all times
- Parents/guardians must supervise children at all times.
- Parental discretion advised.
- [List age limitations for parental supervision requirements. Gyms allow minors ages 16+ to use the facility.]*
- Waiver
- Waiver required for participation.
- Sponsors *[List sponsor/s and whatever they provided or specifics on what they are sponsoring if applicable]*
- Maximum Capacity *[List maximum capacity of location/event if applicable]*

## Price

- Cost *[Include any limiting conditions (age, while supplies last, etc.)]*
- What's Included *[List items included in price, if applicable]*
- Price Structure *[Early bird vs. Same day pricing if applicable]*
- [List deadline for early bird price and limiting conditions I.e. "early bird online registration"]*
- Refunds?
- All sales are final, no refunds issued.
- FREE *[List "FREE" if applicable and any limiting conditions]*
- [List items NOT included if "FREE"]*
- Price List *[Multiple items: List in table on website]*

## Registration

- Online Registration *[Embed registration form on website using source code]*
- Registration Deadline *[Online or In-Person? Include date/Time]*
- Purchase At: *[Registration/purchase location if applicable]*
- Same-Day Registration *[Date/time/location and limiting conditions]*
- Waiver
- Waiver required for participation.
- [Provide waiver copy]*

## Sports/Fitness Details

If applicable, race managers need to provide t-shirt sizes and individual quantities for each size when selling on Eventbrite. (Adult sizes/youth sizes)

- Individual waiver required for participation.
- All minors *[limiting age condition]* must be accompanied at all times by a parent or guardian age 18 or older.
- Must be at least *[limiting age condition]* to register/participate.
- [List t-shirt conditions]*
- Shirt sizes are FINAL. No returns or exchanges (Make sure to check the manufacturer's size chart before purchasing.) *[Include link (target:\_new) to manufacturer's size chart]*
- [List shirt pick-up location, date/s and time/s]*
- [List Same-Day Registration Info if applicable]*
- [Price for same-day registration and any limiting conditions]*
- [Start time for same-day registration]*
- [Payment options and any limiting conditions I.e. "cash only" or "credit/debit/cash accepted, no checks.]*

## Race/Fun Run

- Race route info *[map/type of terrain, water stations, start/end location]*
- Distance *[Distance of event]*
- Strollers *[Allowed Y/N? Include limiting conditions if applicable]*
- Strollers (fit for dirt terrain) are allowed
- Please observe fun run courtesy: Runners to the left, walkers and strollers to the right.
- Pets
- Leashed pets welcome
- No pets allowed except ADA service animals. (In Colorado, it is a crime to intentionally misrepresent a service animal.)

## Other Athletic Event

- Team Competition *[List team requirements and limiting conditions if applicable]*
- Competitive Classes/Categories *[List male/female competitive categories/weight classes if applicable]*
- Competition Rules *[List competition rules if applicable]*
- Awards/Winners *[List awards if applicable and what type (1st/2nd/3rd, medals/trophies, cash/item prize, etc)]*
- Weight Rules/Regulation *[For weightlifting and strong-man competitions. List weigh-in requirements and weigh-in time if applicable.]*

## Food and Beverage Details

- Price List *[all food and beverage options]*
- Vendors and Menus *[List food vendors, link to menus or list menu items per vendor]*
- Must be 21+ to purchase alcoholic beverages
- 100% ID check. No ID, no sale.

## Safety/Security Essentials

### Installation Access

- [Open gates: which gates are open and what times are they open?]*
- All personnel entering Fort Carson must be in possession of a valid state or federally issued photo ID from a REAL ID Act compliant state. Current states not in compliance are: Alaska, Kentucky, Oklahoma, Oregon, Pennsylvania, South Carolina, Virginia & Washington. ([Update to the REAL ID Act effective June 1, 2017](#))
- If using an ID from a state or territory that is not REAL ID Act compliant, then an approved secondary form of ID is required. More information on the REAL ID Act can be found at <https://www.dhs.gov/real-id>

### Parking *[Use as necessary]*

- [List approved parking areas and parking procedures]*
- [List traffic safety messages]*
- No parking in residential/base housing/neighborhoods on Fort Carson.
- Parking is free, space is available on a first come, first served basis.
- All personnel must park in designated parking areas.
- Parking in prohibited areas will result in a citation and the vehicle being towed.
- Please follow the signs for designated parking areas.

### Physical Security/Prohibited Items/Other *[Use text as necessary]*

- No bikes, skateboards, scooters, roller skates, roller blades, or other alternative means of urban transportation allowed at *[EVENT]*
- **Absolutely no personal grills or burners allowed at *[EVENT]***
- **No coolers or tents allowed.**
- Lost children are accompanied by event staff to *[LOCATION]* and an announcement is made via the speakerphone to make contact with the parent(s)/guardian(s)
- 100% random personal property inspection in effect.
- No personal fireworks or sparklers allowed on Fort Carson. These items are prohibited per [FC Regulation 210-2-8](#).

- No firearms and/or weapons allowed.
- Privately owned drones/UAV's are not allowed.
- No glass containers allowed.
- Alcohol in private containers is not allowed. Alcohol may be purchased from vendors located in the festival area.
- Despite the Colorado amendment to legalize marijuana, *possession of marijuana on a federal installation is a violation of federal law.*

### **Service Animals [Use text as necessary]**

- No pets or companion/comfort/emotional support animals allowed.
- Only **ADA service animals** are allowed onsite.
- Companion/comfort/emotional support animals are **not** protected under the ADA.
- Under **Colorado state law HB16-1426** (effective January 2017), it is a crime to knowingly misrepresent an animal as a service animal.

### **Traffic [Use text as necessary]**

- Please observe posted speed limits.
- The area around **[LOCATION]** will become congested, please slow down and watch out for pedestrians.

### **Weather [Use text as necessary]**

- Event goes on regardless of weather. Those attending the event assume the risk of injury as a result of inclement weather.
- In the event of lightning, a warning is issued and guests are asked to clear the area and/or return to their cars until an "all clear" announcement is issued.

### **Terms and Conditions [Use text as necessary]**

- All information contained on **[WEBSITE]** is subject to change.
- No refunds are issued.
- No federal endorsement is implied for any paid advertising.
- Fort Carson MWR reserves the right to film, record or photograph event activities for post event purposes. Guests are advised that this may result in the incidental inclusion of guests within any recording or photographs.
- Guests assume all risks associated with participation in this event including but not limited to traffic and/or weather variations.
- The sponsors of the DFMWR Fort Carson **[EVENT]** and associated activities, the Fort Carson Community, its representatives, and successors are not liable for claims or liabilities of any kind arising from participation in this event even though liability may arise out of negligence or carelessness on the part of the guests in attendance.