

FAMILY FUN. FESTIVITIES. FOOD. FEATS OF STRENGTH.



STAR CITY STRONG

STRONGFEST 2024

October 5 | Elmwood Park, Roanoke



2024
Activity
Host Guide

PCW

Partnership for Community Wellness

501c3 nonprofit serving the Roanoke area since 2001



Who we are

The Partnership for Community Wellness has served the Roanoke area - and beyond - for over 20 years.

We support the health and well-being of our community through research, education & human connection. Our focus areas include substance use disorder, recovery, digital health, physical and mental wellness.

We help identify risks that can negatively affect our health, promote healthy choices that build our protective layer and connect people to trusted wellness resources.

The path to wellness looks different for us all, but none of us have to walk alone.

Star City StrongFest is our largest community connection event of the year and serves as a fundraiser for our organization.



Thank you for having a positive impact on community wellness by being a part of StrongFest!



Activity Host Guide

Star City StrongFest is a unique, free festival full of community wellness connection, family activities, fun, food and feats of strength on the stage! As a vendor/exhibitor at this unique festival you are supporting community wellness, expanding the exposure to healthy activities and creating a fun, free, family-oriented experience.

Before submitting your activity host form, please read this full guide.

Deadlines

August 30 - form submission deadline

Sept. 6 - high resolution logo submission deadline

Form

1. Access the Activity Host Form at bit.ly/2024-strongfest-vendors
2. Fully complete the form and submit it
3. Following the form submission, email a high resolution logo to leigh.stover@thepcw.org as soon as possible

Details

Activity hosts will create interactive activities, demonstrations, challenges or other wellness experiences throughout the day. Your placement within the park will depend upon the nature of your activity (you will share this in the Activity Host form).

Activity Hosts will indicate their anticipated active engagement time on the form. This will not include a maximum of 20 minutes for set-up and a maximum of 20 minutes for break-down. The active engagement time must be at least 30 minutes but no more than 2 hours.

Activity Hosts understand that there is no accompanying fee for hosting an activity, but there is the option to have an exhibitor table for the full day at a 75% discount of the full exhibitor price (total cost is \$25).

Jefferson St.

Franklin Rd.

Williamson Rd.

Elm Ave.

StrongKids Zone

Exhibitors/vendors/family activities

Zen Zone

Demos

FOOD

FIRST-AID

WELCOME TENT

RESTROOMS

Strength sports related vendors

EMS



Activity Host Agreement

As an activity host, I agree to:

>> Promote my presence at Star City StrongFest on my social platforms and to my audience/network (details on following page under Share!)

>> Set up and maintain a **safe, clean area** during designated hours at my assigned space and remove all event supplies and trash from space by required time.

>> Ensure at least one staff/representative over the age of 18 will be present at my assigned space **at all times**.

>> Follow all event and venue rules as outlined below:

- **Responsibilities:** Activity Host must provide all necessary equipment as applicable for safe and successful activity
- **Venue care:** There may be NO staking tents or other items into the ground, NO driving on lawns, NO posting of signage to trees/fencing/buildings/etc., NO disposal of wastes in non-designated areas, NO trash or other belongings left on-site, NO PA systems or DJs or megaphones
- **Signage:** Activity-host-provided signs/decorations MUST be contained to the inside of your space. Signs/decorations must not obstruct foot traffic nor obstruct any emergency exits, accessibility pathways or other exhibitor/vendor spaces. Signage with inappropriate or unprofessional language will be removed immediately.
- **Security:** Activity Host is responsible for the security of their space, equipment and personal property during their designated time. We suggest all items of value be appropriately monitored by Activity Host.



Channel your **inner strength**
with healing arts in our
Zen Zone.



Awaken your **warrior spirit**
while participating in or
watching demonstrations of
combat sports.



Let's play!
Family fun, activities and a
StrongKids Scavenger Hunt
- with prizes!



Discover your
physical power
with **strength challenges**
and watch **Strongman** feats
of strength on stage!

Share!

As an activity host, we ask that you to share in promotional activities leading up to event day. People want to be where you are; let them know you'll be at StrongFest!

- Create your own Facebook event
 - Use this naming convention to avoid confusion and create consistency: (Name of your business/organization) @ Star City StrongFest!
 - tag @roanokepcw, @starcitystrong and @starcitystrongman as co-hosts
- Share with your audience or network via email, posted flyers at your business/organization, or whatever creative way fits best
 - Need our logo or event talking points? Email leigh.stover@thepcw.org

Our Star City Strong Pledge

This event was born from the understanding that being a part of a community is essential to our well-being in many ways. We are lifting up our active communities, sharing experiences, promoting your business/organization, raising funds for our nonprofit operations and creating wrap-around partnerships.

Leading up to event day, we will email each activity host detailed information on where they will be located within the park, offloading/cleanup directions, parking info any other important items we think will be helpful. We will feature your name on our website as an activity host.

While you are participating in StrongFest, we will provide each activity host with a packet of contact names/numbers (including our Activity Coordinators who will help guide you when you arrive), a map of the venue and a schedule of the day's events.

Following the event, we invite you to join us on the path to wellness. We offer prevention activities for youth, speakers/trainers for businesses/organizations and confidential resource connection to individuals and families. You can sign up to stay informed when you fill out your activity host form. We are #StrongerTogether!

Volunteer!

Have any people in your network who would be awesome volunteers? Send 'em our way!

We have a variety of volunteer opportunities on October 4 and October 5, with varying time commitments. All volunteers receive an event T-shirt, goodie bag and snacks/water throughout the day. Scan the QR code or visit bit.ly/2024-strongfest-volunteers to sign up!





**Thank you for having a positive
impact on community wellness by
being a part of StrongFest!**

Contact:
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