



Family Fun Day

Orangefield

25 August 2012



APPENDIX 1

Vision for the Events

Vision

- Asda want to be recognised, like and respected by communities across the UK, for securing local public spaces, for their kids to be able to participate in healthy recreation and sporting activities. Forever.
- Through the Asda Active campaign, Asda is funding 20 large-scale community events across the UK, with the aim of encouraging mothers with young kids in deprived communities to come down and try some sports/activities
- By partnering with the FIA and Games4Life we will support the attendees to stay active after the events by providing guidance about where to find local activity/sports facilities, and personalised G4L activity planners

Proposition

We've Saved a Space for You, Now Get Active!

Objectives

- Increase kids participation in physical activity, around selected Asda stores serving deprived communities
- Talk to mums and kids to understand their needs and wants regarding health and exercise, and generate insights to allow Asda and their partners to help more effectively going forward
- Raise awareness of Asda Community Life this summer and provide a positive PR boost both nationally and for the stores involved

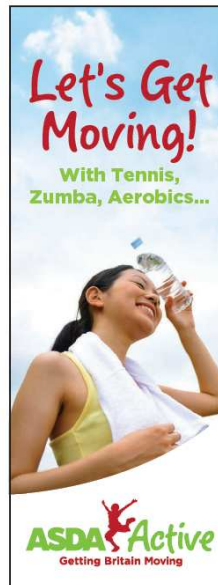


What are we doing?

Process

- Identified suitable Fields in Trust protected sites as part of our Queen Elizabeth 11 Fields Challenge
- Identified 20 large community events, one of which planned by you, and located on these fields
- Agreed to co-fund these events and help facilitate sporting activities for mums and kids to try through our dedicated 'Asda Active Zone'
- Negotiated with National Sports Governing Bodies and FIA Member Sports Clubs to provide a range of activities to fill this zone (e.g. Zumba for mums, Martial Arts, Football, Kwik Cricket for kids etc..)
- Selected a local charitable sports club to be voted for by your local community and funded by us
- Arrange for other Asda assets to come along and add value to the event (e.g Asda Aroma Marketing Vehicle, Asda Athletes Celebration, Asda Great Stuff sampling etc)
- Engaging with our suppliers and partners to do the same (e.g. Disney, Mars etc, Change4Life etc.)

Concept Boards



The Project Management Team

Organisation	Responsibilities	Name	Email	Phone
Fitness Industry Association (FIA)	Overall Project Management	Quentin Boyes	quentin@fia.org.uk	M 07970 458436
FIA	Event Manager	Georgie Johnson	georgiejohnson@fia.org.uk	M 07770 931231
FIA	Project Co-ordinator	Francesca Burbidge	francescaburbidge@fia.org.uk	T 020 7420 8560 M 07979 282783
IMP	Online Communications - Creation of Dedicated Web Pages on Your Asda/Store Locator - Promotion of the events through Asda Social Media channels	Les Rowley	les.rowley@impmedia.co.uk	M 07976 746 777
Banana kick	Refreshing of Sporting Chance Brand Identity - New name and logo - Designing branded elements - Planning and Activation of Events - Transporting the kit up and down the country - Attendance on the day itself	Richard Flaherty/ Gary Mccall	richard@bananakick.com gary@bananakick.com	M: 07736 497591 T: 0113 245 8743 M: 07802 582314 T: 0113 245 8717