

PowerUp “Chomp” Mascot Guidelines

Thank you for your interest in having “Chomp,” the PowerUp super-carrot mascot, attend your event! The goal of PowerUp is to make it easy, fun, and popular for kids and families to eat better and move more. Chomp and his Handler help PowerUp achieve that goal by making an appearance at community events to engage and interact with kids and families.

By requesting Chomp at your event, you agree to the following guidelines and responsibilities.

Event Organizer Responsibilities:

- Communicate accurate and comprehensive details of the event to the PowerUp contact person prior to the day of the event.
- Provide Chomp with a designated, private space for changing into the costume and/or taking breaks as needed.
- Help protect Chomp’s identity and safety.

Chomp & Handler Responsibilities:

- Arrive on time and stay in assigned area for the duration of the agreed-upon time frame.
- Respectfully interact with kids and families.
- Take breaks throughout the event every 30 minutes, or as needed.
- Promote PowerUp messages in a fun, professional, and engaging way.

All Partners Should Understand:

- Events should align with the PowerUp message to eat better and move more. If the event conflicts with PowerUp messaging, Chomp may be unable to attend.
- The Chomp costume is hot by nature. The Mascot and Handler should be able to remove themselves from the crowd to take breaks every 30 minutes, or as needed.
- Safety comes first! If Chomp or the Handler feel unsafe at any time, due to the environment or other factors, they have the right to leave the event and not return.
- Chomp does not talk during his appearances, and it is difficult for him to see his surroundings below or to the sides of the vision screen. The Handler acts as Chomp’s “eyes and ears.”
- Chomp should not walk long distances or attend a longer event without the ability to take breaks.
- If in a parade, Chomp needs to be on a float, not walking.
- Chomp cannot be out in the rain. If at an outdoor event, Chomp’s appearance may be cancelled or delayed due to the weather.
- Chomp should avoid climbing stairs or bleachers.
- Chomp cannot take pictures with the following items:
 - Alcoholic beverages or tobacco products
 - Endorsement of non-PowerUp approved or other products
 - Inappropriate guest attire or obscene clothing



Thank you,
Chomp & the PowerUp Staff



AMERY HOSPITAL & CLINIC
HUDSON HOSPITAL & CLINIC
LAKEVIEW HOSPITAL
STILLWATER MEDICAL GROUP
WESTFIELDS HOSPITAL & CLINIC