

Mustang Mile

Mission: Mustang Mile will bring the Cal Poly community together through a campus-wide event promoting unity, Mustang Pride and the responsibility of caring for one another.

The Event: Cal Poly ASI is partnering with Aware Awake Alive to present Mustang Mile, a 5K Fun Run/Walk followed by a concert and festival on Tuesday, April 17 from 5:30-9 p.m.

Cal Poly ASI is pleased to work alongside the Starkey family to celebrate the privilege of being a Mustang and recognize the importance of caring for one another. Throughout the event, participants are encouraged to enjoy live music, interact and have fun at the festival in the Recreation Center Main Gym. Julia & Scott Starkey, ASI President and campus administration will lead a short program including awards and prizes.

Tuesday, April 17

5:30-9:00 p.m.

Recreation Center Plaza, Pre-function space and Main Gym

Run Course through west campus

We are expecting up to 2,000 participants in the run/walk portion and an additional 1,000 at the festival. The Week of Welcome program is altering their Spring Training meeting, which includes 900 students, Athletics will be represented through their teams, Greek Life is offering Greek Week points to participants, and we will be encouraging team participation and involvement from other groups on campus including the residence halls. The event will be open to the Cal Poly community including faculty and staff as well as off-campus university partners.

Mustang Mile Preparation Timeline

- 6 months in advance
 - Initial planning meeting
 - Reserve Festival venue
 - Confirm 5K course
 - Put event on campus master calendar

- 4 Months in advance
 - Ongoing weekly planning meetings
 - Meet with sponsors and supporters
 - Develop Poster, web, and t-shirt concept
 - Secure timing system

- 2 months in advance
 - Begin global campus promotion

- 1 month in advance
 - Order T-shirts
 - Race Registration begins
 - Confirm Groups for Festival Booths
 - Confirm Groups for volunteers

- 2 weeks in advance
 - Volunteer meetings

- 2 days in advance
 - Race Packet pick-up

We secured nearly a dozen sponsors for this year's event and hope to have more in the coming years.