

## Event Support Application

This application is for consideration for financial support from the Santa Rosa Tourism Business Improvement Area (SRTBIA). **Only events that produce lodging room nights will be considered for funding.** Application review for SRTBIA support will take place at regularly scheduled Board meetings. Please submit completed application to Anne Mitchell, Santa Rosa Convention & Visitors Bureau, by email at [annem@visitsantarosa.com](mailto:annem@visitsantarosa.com).

Event Details	
Event Name	The Santa Rosa Full & Half Marathon & 5K Run
Event Date(s)	<del>2010</del> 8-28-2011
Event Description	The marathon is a double 13.1 mile loop that starts in Julliard Park in downtown Santa Rosa. It is a flat, fast and accurate course that loops the entire scenic Prince Memorial Greenway. Half marathon follows same loop.
Is this a new or returning event?	Returning
Contact Name, Phone & Email	Orhan Sarabi 843 1045 osarabi@fusionfitness.biz
Legally Responsible Organization	True Grit Running LLC
Total Event Cost	Private N/A
Amount Requested	10,000
How Will Funds from SRTBIA Be Used?	They will only be used for expos outside of Santa Rosa to other major races such as San Francisco, Oakland, Los Angeles marathons. Other races will be determined.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	Minimum one, goal two
Who is the target audience for this event? What is the anticipated attendance?	Target audience is runners from around California as well as nationally. We will be a Boston Qualifier which will attract runners from across the country.
If this is an existing event, how many room nights has it produced in the past?	Anticipated attendance 2,000 runners.

Rooms were several hundred.  
Do not have an exact account but a range from 300-400 rooms.

Describe the event's capacity to incubate (can the event grow over the years?).	Most exciting part is yes! <del>Other races such as Santa Clarita or Fresno</del> have grown to 5,000 and 7,500 in first 5 years. Huge growth potential especially for our city/area.
How does this event support or re-affirm Santa Rosa's brand?	It runs along the beautiful greenway which showcases vineyards, city views, agriculture. Also is downtown and can showcase the heart of the city.
Describe the community support for this event. Include financial and in-kind support.	Alvarado Street Bakery is title sponsor. Mary's Pizza, Remy + Airport theater as well as numerous business support race. Both Police Association & Fire Association our lead sponsor
How will this event be funded in the future?	Event is funded by sponsorship & by attendance of runners.
Describe the marketing plan for the event. What type of exposure will Santa Rosa get?	If we can partner with CVB we can expose Santa Rosa to markets like Las Vegas, Los Angeles, Seattle, Portland which all have races that exceed 20,000 runners. More travel via Horizon to Santa Rosa by promoting event at their expos.
Additional information or comments.	Santa Clarita & Fresno both have major financial support of their city. If we can secure 10,000 for 8-10 expos for the next year we will grow the event exponentially.

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.