



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.** The SRTBIA's goal is to support events that produce a minimum of 100 room nights now or in the future. 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.

Event Details	
Event Name	Boys High School Varsity Lacrosse State Championship
Event Date(s)	June 2 and June 3, 2012
Event Description	Annual final to the lacrosse season pitting the top four seeds in the State. First day is semifinal games and second day is the final game.
Is this a new or returning event?	New
Contact Name, Phone, Email & Mailing Address	Mike Volatile 707-237-1634, mvolatile@sbcglobal.net , 401 Cambiaso Place, Santa Rosa, CA 95409
Legally Responsible Organization	Santa Rosa Lacrosse Club, Inc.
Total Event Cost	\$15,000
Amount Requested	\$5,000
How Will Funds from SRTBIA Be Used?	To cover expenses incurred.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	100
Who is the target audience for this event? What is the anticipated attendance?	Contender teams from Southern & Northern California, and their families as well as bay area lacrosse enthusiasts. Anticipate approx. 1,000 to 2,000.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	unknown

<p>Have you approached or contracted with any hotels for the event for which you are requesting support? If so, what hotel(s) and how many room nights have you requested?</p>	<p>No.</p>
<p>If you receive event support from the SRTBIA, we ask that you exclusively use the Santa Rosa CVB services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?</p>	<p>Yes.</p>
<p>Describe the event's capacity to incubate (Can the event grow over the years?). What kind of room night growth do you anticipate over the years?</p>	<p>Lacrosse is a rapidly growing sport and continues to draw participation and spectators in increasing numbers. If 2012 event is successful, a chance event will return in 2014.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>Santa Rosa will have an opportunity to attach its signature to a significant event in the youth lacrosse community.</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	
<p>How will this event be funded in the future?</p>	<p>Increased sponsorship and funding by local businesses participation in future, similar events.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>Local & regional promotion and advertising by the Northern California Junior Lacrosse Association (NCJLA), Southern California JLA, and exposure by the national United States Lacrosse Association (USLA).</p>

Additional information or comments.	
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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.*



Santa Rosa Lacrosse Club

PO Box 5496, Santa Rosa, CA 95402

<http://www.santarosalacrosse.org>

October 9, 2011

Mr. Brad Calkins
SANTA ROSA CONVENTION & VISITORS BUREAU
9 Fourth Street
Santa Rosa, CA 95401

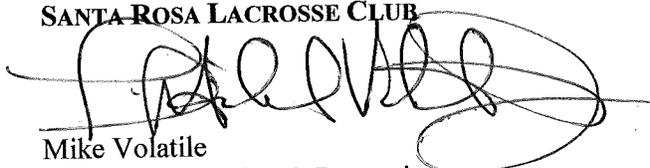
Dear Brad,

I am excited about the opportunity to showcase our sport and work with the CVB to promote the state championship this season. I have attached a completed Event Support Application for your consideration.

I will contact you shortly before our October 19th board meeting to discuss your thoughts on our application and our planned event. Thank you.

Sincerely,

SANTA ROSA LACROSSE CLUB



Mike Volatile

Director, Marketing & Promotions