



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.

Event Details	
Event Name	The Great Draisine - Dash
Event Date(s)	September 16th, 2012
Event Description	The Great Draisine-Dash celebrates technology, entertainment, and design of the fine art, live music, local food, wine, beer, and lifestyle that represent all of what Sonoma County has to offer.
Is this a new or returning event?	Returning event, formally known as The Handcar Regatta
Contact Name, Phone & Email	Peter Nudi Jr (707)921-6467; peternudijr@live.com
Legally Responsible Organization	The Great Draisine-Dash, LLC
Total Event Cost	\$290,000
Amount Requested	\$15,000
How Will Funds from SRTBIA Be Used?	VIP and Live Performer Accommodations; Print and web publication plus advertising to Bay area and beyond for ticket sales.

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?	Higher end demographic including men, women, and children that enjoy local art, live entertainment good local food and drink, and supporting the community.
If this is an existing event, how many room nights has it produced in the past?	It sold out the surrounding hotels in Historic Railroad Square

<p>Describe the event's capacity to incubate (can the event grow over the years?).</p>	<p>This year we are expecting between 10,000 to 15,000 attendees with about 8,000 being within the event at one time. Our projection have come from the number of attendees over the past four years exponentially increasing.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>This event accomplishes both by bringing together the community to celebrate our local artist and business' further promoting Santa Rosa's economic development goals.</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>The local community and business support for this event is spread far and wide, including the Historic Railroad Square Association, The North Bay Black Chamber of Commerce, S.M.A.R.T., NWP Co., The West End Neighborhood Committee and D'Argenzio Winery.</p>
<p>How will this event be funded in the future?</p>	<p>A large portion of the procedess from ticket sale's will be reinvested back into continuing the event for following years, as well as, continued support from sponsors in the future.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>The Great Draisine Dash is widely marketed throughout Northern California, Oregon, Washington, and Nevada. Publicity and promotion will consist of campaigns of print, radio, and online as well as 500 posters, 25,000 postcards, and 10,000 fliers distributed throughout Sonoma County and the Bay Area.</p>
<p>Additional information or comments.</p>	<p>We would like to partner with a Santa Rosa hotel as a preferred lodging - I have not yet done that. See attached press release for additional information.</p>

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.*



The Great
DRAISINE
DASH

SUNDAY, SEPTEMBER 16TH 2012
10AM - 6PM



OVERVIEW

The Great Draisine-Dash is proudly presented by the crew of The Peter B Goodman Group LLC with assistance from the North Bay North Bay Black Chamber of Commerce, S.M.A.R.T., NWP Co., the Arts District and Downtown Santa Rosa.

The Great Draisine-Dash blends the best of street fairs and music festivals into one gigantic experience of moving parts, sounds, and people. The -Dash is proud to carry the torch lit by the The Great Handcar Regatta of years past and support art as an experience by taking it out of the gallery and placing it in a public space. The -Dash offers up an easily accessible, all-inclusive, creative experience for both sides of the brain and all walks of life. This all-day event includes live music, public art, custom built railcar races, and plenty of local food and drink.

The Peter B Goodman Group LLC, the official event producer, grew out of the creation of The Great Draisine-Dash itself. Looking to build on The Great Draisine-Dash amount of enthusiasm we had in the planning process, The Peter B Goodman Group, LLC is an idea farm that will turn The Great Draisine-Dash into a mobile festival thru out Sonoma County and beyond, a major annual fundraiser for the group, as well as, an additional non-profit organization each year.



SPONSORSHIP LEVELS:	DRAISINE \$25,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Print Advertisements	Logo	Listing			
Official Poster	Logo	Logo	Listing	Listing	
Mini-Poster	Logo	Logo	Listing		
Press Release Acknowledgement	Logo	Listing			
Sponsor Press Release	Logo	Logo	Listing	Listing	Listing
On-Site Signage*	Yes	Yes	Yes		
On-Site Recognition / Sponsor Thanks	Logo	Logo	Logo	Listing	Listing
Postcard	Logo	Logo	Listing	Listing	
Club Cards	Logo				
T-Shirt	Logo				
Website Homepage	Logo/Link				
Website Sponsor Page	Logo/Link	Logo/Link	Logo/Link	Listing	
SAMPLING					
Placement of items in VIP gift bags	Yes	Yes	Yes		
Distribution of promotional items*	Yes	Yes			
TICKETS/PASSES					
General Admission Passes	25	15	10	5	2
VIP Passes	15	10	5	2	2
Private VIP Cabana	3	2	1		

2011 EVENT COST vs. 2012 EVENT PROJECTION

2011	Units	Price	Total
Attendees	10k	\$5.00	\$50k
	5k	\$10.00	\$50k
Beer & Wine Sales	20k	\$6.00	\$120k
			\$220k
* Event cost \$170k			

2012	Units	Price	Total
Attendees	10k	\$25.00	\$250k
	5k	\$35.00	\$175k
Beer & Wine Sales	20k	\$6.00	\$120k
			\$445k
*Event budget \$275k			