

## 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	
<b>Event Name</b>	Iron Girl Santa Rosa ½ Marathon and 5K Event
<b>Event Date(s)</b>	Registration/Small Expo: 11/8-9/2013; Run: 11/10/2013
<b>Event Description</b>	<p>Iron Girl, part of the brand portfolio of World Triathlon Corporation (producers of the Ironman World Championship), was launched in 2004 with just 2 events. It has now grown to include 13 events nationwide, varying in distance from 5k to ½ marathons and triathlons.</p> <p>For the SR event, Iron Girl is looking for a 3 year commitment for the event, which will build in size over the 3 years. The proposed 2013 event will start with 1,000 runners, and we hope to grow it to 3,000 in 3 years. Women will compete in a ½ marathon and 5k. While the race is the highlight of the event, Iron Girl races are multi-day events. Ancillary activities include athlete check-in, welcome reception, interactive Iron Girl market place, VIP hospitality, awards banquet and event merchandise sales.</p>
<b>Is this a new or returning event?</b>	New, hoping to return for three years
<b>Contact Name, Phone &amp; Email</b>	Stefanie Wertovitch / <a href="mailto:stefanie.wertovitch@irongirl.com">stefanie.wertovitch@irongirl.com</a> / (813) 868-5998
<b>Legally Responsible Organization</b>	World Triathlon Corporation
<b>Total Event Cost</b>	\$150,000 est.
<b>Amount Requested</b>	\$25,000 year 1 host fee (year 2 host fee is \$15,000, and year 3 host fee is \$10,000)
<b>How Will Funds from SRTBIA Be Used?</b>	The rights fee offsets marketing and operations costs in developing the event.

<b>General Event Information (Please answer all questions fully)</b>	
<b>How many room nights will the event generate?</b>	We are anticipating working with the SRCVB on room blocks and are marketing this event as a “women’s weekend getaway” multi-day destination event celebrating women, health and fitness. The room block discussed with the CVB is approximately _____ rooms
<b>Who is the target audience for this event? What is the anticipated attendance?</b>	<p>With a mission of empowering women toward a healthy lifestyle, Iron Girl has celebrated finishers ranging in age from 5 to 89 years old, with an average age of 38. Our Top sponsor is Athleta, who will be co-marketing the event through their stores and marketing machine.</p> <p>Most participants travel with family and friends and are likely to stay in the community for up to 3 days. The additional influx of media and strong fan base enhances local spending.</p>
<b>If this is an existing event, how many room nights has it produced in the past?</b>	
<b>Describe the event’s capacity to incubate (can the event grow over the years?).</b>	Since Iron Girl seeks to award rights to serve as host of an Iron Girl event for a term of 3 years, it is our intention to grow the event over the years to at least 3,000 participants.
<b>How does this event support or re-affirm Santa Rosa’s brand?</b>	We are interested in Santa Rosa because your health and fitness oriented brand aligns with our own brand. We believe this world class running event will enhance Santa Rosa’s renown as a beautiful outdoor activity destination, rounding out people’s existing knowledge of the area as a world class cycling destination with a running event that will bring women who associate their healthy lifestyle with the food and wine they consume and that Sonoma County offers.
<b>Describe the community support for this event. Include financial and in-kind support.</b>	We are working with the City of Santa Rosa and SRCVB to coordinate the logistics of this event.
<b>How will this event be funded in the future?</b>	In addition to the host city fee, the event is funded through participant registrations and sponsorships.

<p><b>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</b></p>	<p>In 2011 Iron Girl acquired over 145 million media impressions nationally encompassing internet, television, print and radio. Through PR activities, the event will be promoted through a variety of local and national media outlets. In addition, IronGirl.com will showcase pre- and post-race events. Iron Girl events heighten community awareness and will position your market as a premier sports event destination. Iron Girl will promote the event through national, regional and local advertising along with web coverage on line. Information on the Web site will include quick facts about the event, maps of the host city, venue and facility information, lodging, attractions, and community information.</p>
<p><b>Additional information or comments.</b></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.*