



## 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](mailto:annem@visitsantarosa.com).

Event Details	
<b>Event Name</b>	The Santa Rosa Mile AMA Grand National Motorcycle Championship Weekend
<b>Event Date(s)</b>	<b>September 27<sup>th</sup>, 28<sup>th</sup> &amp; 29<sup>th</sup> 2013</b>
<b>Event Description</b>	AMA Pro. / Am and AMA Pro Grand National Championship Motorcycle Racing – Sonoma County Fairgrounds – Santa Rosa Ca. AMA Pro / Am Short Track Championship – Chris Beck Arena – Fri. Sept 27 <sup>th</sup> 6 to 10pm AMA Pro Short Track Championship – Chris Beck Arena – Sat. Sept 28 <sup>th</sup> –6-10 pm Santa Rosa Mile AMA Grand National Championship – Sun Sept 29 <sup>th</sup> -8a to 6p
<b>Is this a new or returning event?</b>	Returning for a second annual event
<b>Contact Name, Phone, Email &amp; Mailing Address</b>	Bob Bellino – Promoter – Circle Bell Ent. (415) 518-1116 – bob-bellino@sbcglobal.net Don Henry – Henry Advertising – Agency of Record (562) 895-9241 – henryads@gmail
<b>Legally Responsible Organization</b>	Circle Bell Ent. Bob Bellino
<b>Total Event Cost</b>	\$310k
<b>Amount Requested</b>	\$15,000
<b>How Will Funds from SRTBIA Be Used?</b>	Advertisement and Promotional Media Campaign promoting Santa Rosa Mile Event and City of Santa Rosa.

General Event Information (Please answer all questions fully)	
<b>How many room nights will the event generate?</b>	200 this year
<b>Who is the target audience for this event? What is the anticipated attendance?</b>	25 to 54 year old Individuals with considerable disposable income.
<b>If this is an existing event, how many room nights</b>	Second Annual event 200 room nights generated in 2012. Given that last year's event fell on the same weekend as "The Gran Fondo" "Official Hotels were in

<p><b>has it produced in the past and what hotels were used?</b></p>	<p>short supply with the help of SRTBA we sold out The Vagabond Inn</p>
<p><b>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?</b></p>	<p>Flamingo &amp; Vagabond Inn – 200 room nites</p>
<p><b>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?</b></p>	<p>Yes, both The Flamingo and The Vagabond were recommended by SRTBIA</p>
<p><b>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?</b></p>	<p>Definitely YES, given the SOLD OUT success of the event in 2012 and the fact that historically events in the AMA Grand National Championship series grow in audience with traditional promotional media. Add the LUCAS OIL MAV TV national television coverage and 50 million home audience which was first broadcast in prime time @ 8pm on Saturday July 28<sup>th</sup> 2012 – we anticipate The Santa Rosa Mile AMA National Championship and the event will grow exponentially.</p>
<p><b>How does this event support or re-affirm Santa Rosa’s brand?</b></p>	<p>As secured by Brad Calkins of SRTBIA , Santa Rosa will be branded in “location establishment coverage of Santa Rosa Landmarks in “bumper shot segments” for LUCAS OIL MAV TV Nationally televised coverage.</p>
<p><b>Describe the community support for this event. Include financial and in-kind support.</b></p>	<p><b>Financial</b> - Eagle Distributing – Anheuser Busch, SDI Insulation, Les Schwab Tire Centers , Liberty Bail Centers, Michael’s Harley-Davidson, G&amp;B Kawasaki and Motion Pro. <b>In Kind</b> – Comcast Spotlight, KGGY, KRVR, KYBOB and Ovation.</p>
<p><b>How will this event be funded in the future?</b></p>	<p>From both the Corporate and Private Sector.</p>
<p><b>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</b></p>	<p>50 million home National Television MAV TV Sports Television coverage and regional and local 2, 204,061 audience media campaign * See attached sample media analysis and overview</p>

Additional information or comments.

- See attached media analysis and overview

# henry advertising

Henry advertising & Promotional Marketing



## **SAMPLE SANTA ROSA MEDIA ANALYSIS & OVERVIEW**

**TELEVISION** – Comcast SpotLight – Napa,  
Marin, San Francisco & San Jose

Station	Spots	Households
	Viewership	Overall Audience
SPEED	59	647,080
Men 25-49		362,364
TLC	33	
SPIKE	42	
TRU TV	24	
DISCOV	34	
ESPN 1 & 2	94	
FX	45	

HISTORY 30

**TELEVISION 722 (361 + System match 361 = 722) 362,364**

**RADIO**

Station	Spots	GRP's	Net
Reach	Overall Audience		
KGGY	40	26.0	
	251,652	330.520	
KRVR	40	24.0	
	349,613	375,927	
<b>TOTALS</b>	<b>80</b>	<b>50.0</b>	
	<b>601,265</b>	<b>706,447</b>	

**PRINT**

Name	# of ads	Circulation/Readers
		Overall Audience
City Bike	5	10,000 X 1.5 readers
		15,000
Thunder Press	6	44,500 X 1.5 readers
		66,750
Thunder Roads	1	23,000 X 1.5 readers
		34,500
Friction Zone	2	12,000 X 1.5 readers
		36,000
<b>PRINT TOTAL</b>	<b>14</b>	
		<b>152,250</b>

**OVERALL AUDIENCE TOTALS**

**TELEVISION**

**362,364**

**RADIO**

**706,447**

**PRINT**

**152,250**

**IN-HOUSE**

**PROMOTION**

**1,183,000**

**CALISTOGA OVERALL AUDIENCE TOTAL**

**2,404,061**

**henry advertising** 790 1<sup>st</sup> Avenue Upland, CA. 91786 ph: 562.895-9241 fax:  
909 204-2758 hehenryagency@aol.com

•

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.*