

SRTBIA EVENT SUPPORT REQUEST

EVENT DETAILS

1. Event Name: **COUNTRY SUMMER**
2. Event Dates: June 13-14, 2014
3. Event Description: A two-day Country Music festival at the Sonoma County Fairgrounds that is a new signature event for Santa Rosa. Country Summer will be a fabulous fan experience that will feature ten (10) marquee national recording artists/groups performing on a Main Stage, Food & Beverage concessions, Merchandise Vendors and other Western Lifestyle, experiential and sponsor related activities. Country Summer will be the annual, flagship event for Froggy 92.9.
4. Country Summer is a new Event.
5. Executive Producer: Alan Jacoby (ajjacoby@aol.com); 2505 Commerce Road; Athens, GA 30607
6. Impact Entertainment, Sports & Event Marketing LLC
7. Event Cost: One Million One Hundred Thousand (\$1,100,000.00) Dollars
8. Amount Requested: Thirty Thousand (\$30,000.00) Dollars
9. The funds will be used to help offset event related expenses such as Sonoma County Fairgrounds facility rental, Stage/Sound/Lights/Video/LED Screens (approx. \$100K), stagehands, labor, security and police. Additionally, the funds will be used to help offset marketing expenses (publicity, social media, traditional media, etc.) outside of Sonoma and the immediately surrounding counties.

GENERAL EVENT INFORMATION

1. Country Summer will be a major destination event. We estimate Country Summer will generate 1000+ room nights.
2. Our target audience is the Country Music fan. Our capacity for the two days is 20,000 fans (10,000 per day).
3. As stated in the "Event Details" section above, 2014 marks the launch of Country Summer.
4. We have had preliminary dialogue with the Flamingo about serving as a "host hotel" as a result of its close proximity to the Sonoma County Fairgrounds. However, we have not contracted any rooms yet. **It will literally take every hotel in Santa Rosa to accommodate the influx of business (i.e. visiting fans, staff & crew, vendors & sponsors, ten (10) Artists and their bands, etc.) generated by Country Summer.**

5. We'd be very happy to exclusively utilize Santa Rosa CVB services to secure room nights. Our plan is to set aside an allocation of prime tickets allowing the local hotels to create and offer special single night or weekend Country Summer room packages.
6. As Froggy 92.9's flagship event and as a result of a powerful talent lineup, we anticipate strong attendance in 2014. Getting off to a strong start will be a springboard to growth in future years. As the event matures and grows (to possibly three days), room night generation also expands. Amaturio Sonoma Media Group and Impact Entertainment are making this huge investment because we're in for the long run. Country Summer is a destination event made even more attractive by all of the other activities in the area available to our guests.
7. In terms of supporting and re-affirming Santa Rosa's brand, Country Summer offers a very powerful, comprehensive and fully integrated sponsorship program that prominently showcases our major partners in all aspects of the event – ranging from on-site presentation to integration in all of our marketing. We have attached Country Summer's "Partner" sponsorship for Santa Rosa which is priced at \$30K. We will deliver all benefits as outlined in this package in return for our requested financial support.
8. Country Summer is in the early stage of development and we anticipate a variety of local alliances including the development of cause-related elements to benefit the Santa Rosa community. Closely collaborating with Amaturio Sonoma Media Group and the Sonoma County Fairgrounds provides Country Summer with important credibility within the community and will help our efforts to craft sponsorship and in-kind alliances.
9. Country Summer is a "seven figure" production. Our two primary revenues streams are Ticket Sales and Sponsorship. Ticket Sales are driven by our marketing and the "entertainment product" we offer/deliver to our audience. Success in the Sponsorship arena is determined by the strength of our packages and our ability to deliver on our promises and to effectively (and cost efficiently) market a company's brand, products and or services through Country Summer. Future funding will be determined by growing the event, favorable publicity, increasing ticket sales and building upon our base of sponsor partners. In the case of Santa Rosa, so long as we provide tangible value, support the objectives of the CVB, grow the room nights we generate and effectively market your brand – we hope the SRTBIA will continue to be a partner. This will allow Country Summer to continue to take the risk and invest in a high caliber entertainment lineup, first class production and a powerful marketing campaign. We're confident we will prove our value in 2014 and can address future funding at an appropriate later date.

10. Country Summer will activate a best in class marketing campaign that will feature Radio, Television, Print, Internet & Social Media, Collateral Materials and Publicity. We have enjoyed many award winning collaborations with Debora Mitchell & Company (www.deboramitchell.com) and have retained this company to handle event PR. We'll employ a multi-faceted strategy including local, regional and national outlets & distribution. As a major partner, Santa Rosa will be integrated into every aspect of the Country Summer campaign. As our host City, your exposure will be absolutely huge. Often times, corporate sponsors are deleted by an editor's pen. However, the host city is always featured and highlighted. We interact regularly with our partners and provide marketing updates/activity reports and a comprehensive wrap-up report that recaps the campaign the deliverables received by our partners.

SUMMARY

Country Summer will bring thousands of fans from around the Region to Santa Rosa. Country Summer is a destination and signature event for the community that will fill local hotel rooms, expand the Santa Rosa brand and generate widespread exposure, enhance economic development and increase tax revenue -- on an annual basis. We're enthusiastic and look forward to a mutually beneficial partnership with Country Summer's host city -- Santa Rosa. We will work hard to ensure the objectives and goals of the SRTBIA are fully satisfied. Country Summer will help establish benchmark standards for delivery of benefits against which other events are measured. Thank you for your consideration of our request.

Respectfully Submitted,

Alan Jacoby

Executive Producer

Country Summer; June 13-14, 2014

Sonoma County Fairgrounds; Santa Rosa, CA

(602) 738-0685 (cell)

(706) 552-1520 (office)

2014 PARTNER SPONSORSHIP FOR SRTBIA

1. Santa Rosa will be designated as a Partner of the COUNTRY SUMMER music festival to be held on June 13-14, 2014 at the Sonoma County Fairgrounds in Santa Rosa, CA.
2. Santa Rosa will be designated as COUNTRY SUMMER's official and exclusive sponsor in its category in connection with all on-site staging/presentation and marketing related activities.
3. Santa Rosa will be incorporated into COUNTRY SUMMER collateral and marketing materials. A sampling of these materials includes:
 - A. Promotional Posters/flyers for marketwide/regional display & distribution
 - B. Email blasts
 - C. Local/Regional/National press releases and related media materials
 - D. Social networking platforms including event website, Facebook, etc., inclusive of promotion and links to hotel package offers available for event weekend.
4. Santa Rosa will be incorporated into COUNTRY SUMMER advertising. A sampling of these components includes:
 - A. Marketwide & Regional Print advertising
 - B. Marketwide & Regional Radio advertising
 - C. Marketwide & Regional Television advertising
5. Santa Rosa will be the recipient of an outstanding Event Presence Package that guarantees prominent recognition and extensive visibility around our Festival Site at the Sonoma County Fairgrounds during COUNTRY SUMMER activities. Specific sponsor branding applications will include:
 - A. Welcome banner located at main entrance to Festival site
 - B. Hospitality area signage
 - C. Signage around inside perimeter of Festival site
 - D. Concert Stage scrim signage
 - E. LED Video Boards positioned on each side of Stage

6. Santa Rosa will receive recognition/visibility at the opening of each day's COUNTRY SUMMER festivities & during each set change/intermission between the presentation of our ten (10) major acts.
7. COUNTRY SUMMER will make full use of state-of-the-art technology to enhance branding/presence and to communicate Santa Rosa's message to the thousands of consumers in attendance. We'll utilize spectacular LED Boards (located on each side of the Stage) as tools to activate superb branding benefits from the time doors open to the conclusion of COUNTRY SUMMER each day. Specific applications will include:
 - A. Display of Santa Rosa Logo at regular intervals throughout the Event
 - B. Santa Rosa commercial(s) will be played on multiple occasions at various intervals during pre-show, intermissions and set changes, etc.
8. Santa Rosa will receive recognition in connection with scripting associated with public address acknowledgements. Additionally, Santa Rosa will receive a separate allocation of dedicated announcements (written by Santa Rosa).
9. COUNTRY SUMMER provides a myriad of ways to directly interact with event attendees. Specifically, in an area of high spectator traffic in the Festival site, Santa Rosa may set-up an information/promotion area.
10. Santa Rosa will be provided with a high profile space for inflatable or large "Visual" display.
11. Santa Rosa will receive support by the Event's award-winning publicist (Debora Mitchell & Company) in connection with the COUNTRY SUMMER's local, regional and national publicity campaign – with special emphasis on promoting out of area visitation and room night utilization.
12. Santa Rosa will be recognized as a sponsor in connection with social functions and VIP hospitality.
13. For account/tourism development purposes each day, Santa Rosa will receive the following:
 - A. Ten (10) Tier One tickets in the VIP section
 - B. Ten (10) Reserved seats.
 - C. Twenty (20) General Admission tickets.
 - D. Two (2) Meet & Greet passes for every act performing at COUNTRY SUMMER.
 - E. Santa Rosa will receive a special discount for incremental ticket purchases of COUNTRY SUMMER tickets beyond the complementary allocation provided as part of the sponsorship.

14. Santa Rosa will be granted use of the COUNTRY SUMMER name, logo and marks for consumer related sales promotion purposes and internal communication (with pre-approval by Event Producer).
15. Santa Rosa will have access to the Event's database compiled from attendees.
16. SALES PROMOTION PROGRAMS—COUNTRY SUMMER is an outstanding tool that will make the sales needle move for Santa Rosa hotels. We will cooperate with the Santa Rosa CVB in connection with the development and implementation of cross promotions to stimulate room night utilization. We will set aside an allocation of event tickets (for each day and at all price levels) so Santa Rosa hotels can develop special event related packages. We will use our marketing resources to promote the hotel offers.
17. Santa Rosa will receive the first option to renew its sponsorship of COUNTRY SUMMER beyond the term of the original agreement.

INVESTMENT: \$30,000.00



Sonoma County Fairgrounds
1350 Bennett Valley Road
Santa Rosa, California 95404
Tel (707) 545-4200 Fax (707) 573-9342
www.sonomacountyfair.com

August 13, 2013

Impact Entertainment, Sports & Event Marketing, LLC
Alan Jacoby, Managing Director
2505 Commerce Road
Athens, GA 30607

Dear Alan,

On behalf of the Sonoma County Fair Board of Directors and myself, we would like to take a moment to thank you for your wonderful contribution to the 2013 Sonoma County Fair. This year's fair was a great success and your support helped make it possible. The "Home Spun Fun" theme was very well received and our audience enjoyed the many activities, exhibits and events throughout the Fair.

Our patrons especially enjoyed the Florida Georgia Line Concert, which we could not have provided to our local residents without your commitment. I enjoyed working with you to put on this sold-out show that was the hit concert of the summer. Your involvement in this event helped it run smoothly and created a great atmosphere for the audience.

Thank you again for your support in making the Sonoma County Fair the highlight of the North Coast's summer calendar.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Tawny', is written over a horizontal line.

Tawny Tesconi
Fair Manager



November 4, 2013

Mr. Alan Jacoby
Impact Entertainment Sports & Event Marketing LLC
2505 Commerce Road
Athens, GA 30607
ajjacoby@aol.com

Dear Alan:

I just wanted to express once again how excited all of us at Sonoma Media Group are to be partnering with you on Country Summer. We consider this the flagship event of our market leading Country station, Froggy 92.9 KFGY. We are fully invested in this project. We will use every resource at our disposal, including assisting you in securing music talent and exercising our full promotional wherewithal, to ensure its success.

We are confident that the scale of this marquee Country Music Event will pull in Country fans from throughout Northern California. With anticipated crowds of more than 20,000 at the Sonoma County Fairgrounds for our two day happening, Country Summer should be of very significant economic benefit to our local community and all of our sponsorship partners.

Kind Regards,

A handwritten signature in blue ink, appearing to be "Michael O'Shea", is written over a horizontal line.

Michael O'Shea
President, Sonoma Media Group
General Manager, KFGY

Sonoma Media Group LLC
1410 Neotomas Ave., Suite 200
Santa Rosa, CA 95405