



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 | |
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| Event Name | |
| Event Date(s) | |
| Event Description | |
| Is this a new or returning event? | |
| Contact Name, Phone, Email & Mailing Address | |
| Legally Responsible Organization | |
| Total Event Cost | |
| Amount Requested | |
| How Will Funds from SRTBIA Be Used? | |

| General Event Information (Please answer all questions fully) | |
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| How many room nights will the event generate? | |
| Who is the target audience for this event? What is the anticipated attendance? | |
| If this is an existing event, how many room nights has it produced in the past and what hotels were used? | |

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| <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>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>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>How does this event support or re-affirm Santa Rosa's brand?</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>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p> | |

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| 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.*

Event Details

Event Name

Battle of the Brews

Event Date(s)

March 29th, 2014

Event Description

This will mark the 18th year of the Brews event, which will be held on Saturday, March 29th at the Sonoma County Fairgrounds. A large-scale beer and food tasting format that's expected to attract over 2000 people, this event features craft beer from local and national breweries, 15 local food vendors, and live music. Needless to say, it has become Sonoma County's premier craft beer event. This is an annual fundraiser of which all proceeds go to help under-privileged and at-risk children in Sonoma County. With your support, this event will be a continued resource for those in need within Sonoma County, and we believe that your help with outside advertising will help the event gain the regional recognition that will set Santa Rosa apart from other craft beer-centric areas.

Here is how the two parts of the event happen. From 1pm to 4pm we host the VIP part of the event, which we call the Craft Cup. During this time, Craft Cup ticket holders enjoy a more leisurely tasting experience and are able to converse with the brewery representatives and brewers alike. To compliment the Craft Cup portion of the event, VIP ticket holders can simultaneously enjoy gourmet sandwiches from 15 different restaurants as part of what we call our 'Wich Hunt. To add a little bit of competition, patrons they are encouraged to vote for their favorite beer entries, as well as their favorite gourmet sandwich samples—the winners of which are announced during the Main Event!

Doors open to the Main Event Ticket Holders at 4pm, and it continues right where the Craft Cup and 'Wich Hunt left off. During the Main Event food vendors and brewery vendors are shoulder to shoulder, we strike up the music, and the patrons sample the afternoon away. The Main Event beer taps are shut off at 7pm, and we ask that all the patrons make their way outside by 8pm.

One more thing—aside from the patrons voting on which beers and foods were their favorites, we also have one other very important competition going on behind the scenes. It is a commercial beer competition with 15 BJCP-certified judges grading each entry. The competition is broken down into distinct beer categories, and the winner of each category receives a highly customized and coveted trophy, as well as announcement during the Main Event, in print media, social media, and on our website.

Is this a new or returning event?

It is an event returning for its 18th year in a row.

Contact Name, Phone, Email & Mailing Address

Peter Bjorklund
(707) 293-8274
1140 4th Street
Santa Rosa, CA 95404

Brian Sosnowchik
(510) 932-7727
2124 Humboldt St.
Santa Rosa, CA 95404

Legally Responsible Organization

The Active 20-30 Club #50 of Santa Rosa

Total Event Cost

Approximately \$40,000

Amount Requested

\$10,000

How Will Funds from SRTBIA Be Used

While all advertisement of the event is welcomed, promotion of the Craft Cup aspect of the event will be the most fruitful. We would like to propose that SRTBIA funds be used to target two regions – the Bay Area (San Francisco, San Jose, Oakland, and the many communities in between) and Sacramento. We propose using \$6k for the Bay Area market, and \$4k for Sacramento. We will use these funds to advertise to our Craft Cup target demographic through print media, radio, posters. Specifically, we would like to secure ad time on Bay Area radio stations such as KKSF (910AM), KNEW (960AM), and KQED (88.5FM), and Sacramento stations like KSTE (650AM). Additionally, we would like to purchase advertisements in *The Beer Connoisseur*, and *Beer Magazine*, and we would like to print posters for our event to be displayed throughout Bay Area and Sacramento venues.

General Event Information (Please answer all questions fully)**How many room nights will the event generate?**

We estimate that there will be 50 out of town guests that stay for one night only, generating 25 room nights. We also estimate that there will be 30 out of town guests for two nights, generating an additional 30 room nights. This brings a total estimate of 55 room nights. However, as the reputation of the Craft Cup continues to grow, we expect the total room nights to exceed 100 in the coming years.

Who is the target audience for this event? What is the anticipated attendance?

Our event is interesting in the sense that at this point in its 18 year history, it is really two events. From 1pm to 4pm we host the VIP part of the event, which we call the Craft Cup. The target audience of the VIP Craft Cup portion of the event is the intelligent beer drinker with a discerning taste for quality, a respect for proper technique, and strong desire to follow his or her passion. This beer drinker has a bit more disposable income than the Main Event ticket purchaser, and has chosen to be here to get the full sense of what the Craft Cup half of the event offers: close contact with brewmasters, homebrewers, gourmet chefs, and some of the best Craft Beers in California, in a setting that allows for thoughtful, leisurely tasting. Anticipated attendance for the Craft Cup half of the event is 300-400.

From 4pm to 8pm is the Main Event. The target audience for the Main Event is the social 25 to 35 year old who wants to enjoy an afternoon with friends, a great selection of beers and food samples, effervescent live music, and then follow it all up with an evening spent in Downtown Santa Rosa. Anticipated attendance for the Main Event half of the day is 1500.

If this is an existing event, how many room nights has it produced in the past and what hotels were used?

We have not collected this data in the past, and we have previously not partnered with any hotels.

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?

We have not.

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?

Yes we would be happy to.

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?

To refer back to what was stated earlier about this being two events, the Craft Cup and the Main Event, packaged into one, we definitely believe that one part of it will grow in a major way: the Craft Cup portion of the event will be the future of the Battle of the Brews.

We are doing everything in our power to raise awareness of the Craft Cup. With two years of practice and trial and error under our belt, we believe that we have the event itself tuned up and where we want it to be...we just need to raise awareness, and get patrons in the door. And we believe that when attendees of the Craft Cup experience the type of event that we have tailored to their every food and craft beer desire, they will not just be back year after year, they will spread the word. In fact, the three year plan is to have the Craft Cup portion of the event eclipse the Main Event, that is, the front end event attract more paying attendees than the latter. When that happens, we believe that the latter half that we have called the Main Event for all these years will flare out, and the Craft Cup, formerly for craft-centric beer aficionados only, will flourish as Sonoma County's Premier Beer Tasting Main Event.

How does this event support or re-affirm Santa Rosa's brand?

Santa Rosa, and on a greater scale Sonoma County, is a Craft Beer Mecca. As witnessed by all who attended the Economic Development Board Beer, Cider, and Spirits Conference in November, California leads the nation in Craft Beer-centric activity. And rarely can it be seen more plainly than here in Sonoma County where Craft Brew generated \$123 million for the county economy in 2012, \$2.4 million of that being from the two week release of Pliny the Younger (stats courtesy of Sean Scully, Press Democrat).

Santa Rosa's brand as it pertains to the blossoming industry of Craft Beer is reaffirmed in that people remember that this city is where great beer can be found: it is made here; it can be enjoyed in most every establishment here; *this is where to come* to enjoy great beer. What we are capitalizing on is that great beer is a conversation starter, it's a reason to gather. People seem to love talking about it, debating it, pondering it. Our event seeks to promote that conversation through the battle that is the Craft Cup Competition and the People's Choice Awards. People remember Santa Rosa's unparalleled Battle of the Brews not simply as another event where they can drink beer, but an event at which great beer is deliberated upon, it is voted on, it is chosen. Sonoma County is where the next great beer will be created; and as the Battle of the Brews patrons taste and vote and discuss alongside homebrewers and brewmasters alike, they are helping determine what that next great beer will be.

Describe the community support for this event. Include financial and in-kind support.

This event is one of three major events that the Active 20-30 Club #50 of Santa Rosa puts on to raise funding for programs supporting underprivileged children in Sonoma County. Because giving all proceeds back to local children is the absolute goal of each of the three events, businesses in the community have come to embrace the Club and its events and make generous donations to ensure the success of each one.

Monetary sponsorships ranging from \$500 to \$5000 are given by businesses such as (in alphabetical order): Argent Bank, Coddling, Eagle Distributing, Exchange Bank, George Petersen Insurance, Hermosillo Group, the Law Offices of Brian J Noble, and Lagunitas Brewery, to name a few.

In-kind donations such as webpage design, posters, paper tickets, and creative marketing come from Link Creative and Advantage Printing.

But probably the most important community support comes from the breweries and restaurants that participate in the event. For six straight hours there will be Craft Beers, beers provided by individual brewers, beers provided by major distributors like Mesa and Eagle, beers of every type that they make provided by the likes of Lagunitas and Third Street Ale Works. On top of that there is a gourmet sandwich competition with local chefs competing right in the center of the hall, creating delicacies for all the Craft Cup patrons, and after that there is all-you-can-sample food provided by more than a dozen local restaurants. Without the overwhelming support of the local businesses, this event would not happen. Thankfully, all of them value this event very highly, and the rate of return to participate in the event year after year is excellent.

How will this event be funded in the future?

For the most part it will be funded in the same manner as it has been for 18 years running. When it comes to sponsorship fund raising as well as ticket sales, the event benefits not just from longevity and community recognition, but from the fact that all monies raised go to charity. All proceeds earned from *any* event that the Active 20-30 Club #50 of Santa Rosa organizes go to helping underprivileged children, in this case the primary beneficiary being the Challenger Little League.

Describe the marketing plan for the event. What type of exposure will Santa Rosa get?

In years past, the marketing of the event has been done via word-of-mouth by the 50 to 60 members of the Club itself; on posters placed on bulletin boards and in the windows of local businesses, including more than a dozen bars and restaurants that are ticket locations in Santa Rosa and the surrounding area; print media with the Press Democrat; radio advertising as we get closer to the day of the event. The event has its own website which is up year round and displays all sponsors, restaurant, and brewery participants, as well as links to purchase tickets.

This year, a greater effort has been made to advertise via Facebook and Twitter. On Facebook there is both a Group page and an Event page, and the event itself has a Twitter page and a Twitter handle. These pages are where updates to the event are posted, as well as ticket coupon codes and announcements regarding breweries and food vendors.

As we get closer to the event, a new marketing effort for this year will be held at various downtown restaurants in Santa Rosa. A lead in to the Battle theme of the event, this marketing effort will attract attention to the upcoming Battle of the Brews by hyping up different beers on tap at that restaurant, and inviting patrons discounts on those beers and ballots by which to vote on their favorites. At this time, three of these events are planned, one per week, in the weeks immediately leading up to the event.

The type of exposure that Santa Rosa gets is that once again, people remember that this is where great beer can be found. It is made here; it can be enjoyed in most every establishment here; this is where to come to enjoy great beer.