



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 Keith Roberts, City of Santa Rosa, at KRoberts@SRCity.org and send a copy to Anne Mitchell, Santa Rosa Convention & Visitors Bureau, at AnneM@VisitSantaRosa.com.

Event Details	
Event Name	Sonoma Wine Country Games
Event Date(s)	May 30 - June 8, 2014
Event Description	20 Sporting events for athletes 50+ plus 2 celebration events
Is this a new or returning event?	yes
Contact Name, Phone, Email & Mailing Address	Amy Crabb, 707-525-0143 X146; 30 Kawana Springs Rd., Santa Rosa, CA 95404
Legally Responsible Organization	Council on Aging Services for Seniors
Total Event Cost	\$108,000
Amount Requested	\$5,000
How Will Funds from SRTBIA Be Used?	For advertising and marketing outside of Sonoma County to encourage athletes to "Come to Compete, Stay to Play" with the result of guests staying in local hotels and spending the money while here

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	200+
Who is the target audience for this event? What is the anticipated attendance?	Men & Women 50+ and their spouses 1600+
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	Approximately 150 room nights (over 1000 athletes with over 50% coming from outside Sonoma County.)

<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>Worked through Santa Rosa CVB and offered interested hotels the opportunity to list their offer for Wine Country Games athletes on our website</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>yes as long as Santa Rosa hotels are available.</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>We are targeting the event to grow to 10,000 athletes. Our only two constraints are venues and hotel room availability.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>We aim to have the highest quality "senior games" event in the nation which is reflective of the "wine country" branding of quality and prestige.</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>Kaiser is our principal sponsor with St. Joseph Health as secondary. Supported by a multitude of local businesses both financially and in kind. Santa Rosa Junior College and other venues have donated or hugely reduced the expenses through sponsorships.</p>
<p>How will this event be funded in the future?</p>	<p>Athlete participation fees and sponsors. In addition, Council on Aging strongly supports the event thru staff and logistical resources because we believe in a "healthy aging" experience where seniors stay active and socially connected.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>We understand that our event will only grow substantially through marketing and publicity to outside Sonoma County. Efforts thus far have included brochures, ads and personal visits to greater Bay Area, Fresno, Pasadena, San Diego, St. George, UT, Florida, Palm Desert and others. Our new website drives participants to Visit Santa Rosa website.</p>

Additional information or comments.	<p>Most athlete events and celebration events are centered in the City of Santa Rosa with the majority at the SRJC and SRHS. As venues are available we hope to pull more events to this center.</p> <p>Attached is a sponsor packet that contains additional demographic, sport specific and other helpful information.</p> <p>We appreciate your consideration!</p>
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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.*



Competitions for athletes 50+

The MISSION

The Sonoma Wine Country Games encourages healthy and active lifestyles to adults 50+ through education, connections and the spirited competition of sport, inspiring all to take an active role in determining the quality of their aging experience.

A lifestyle and wellness program brought to you by:



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Our 2013 Partners

- Celebrate Community—The Press Democrat
- County of Sonoma Parks and Recreation
- DoubleTree Sonoma Wine Country
- GHD
- Healdsburg Chamber & CVB
- City of Rohnert Park
- Rohnert Park Chamber of Commerce
- Santa Rosa Chamber of Commerce
- Santa Rosa Junior College
- Santa Rosa Parks and Recreation
- Windsor Chamber of Commerce
- Windsor Parks and Recreation
- And others like you!



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Competitions for athletes 50+

Our 2013 Sponsors

Principal Sponsor:

Kaiser Permanente

Platinum Sponsor:

**Celebrate Community
St. Joseph Health System**

Gold Medal Sponsors:

**DoubleTree by Hilton Sonoma Wine Country
Santa Rosa Junior College**

Silver Medal Sponsors:

**AETNA
Redwood Credit Union
Town of Windsor
VeriHealth Ambulance Services**

Bronze Medal Sponsors:

**City of Rohnert Park & Rohnert Park Chamber of Commerce
Exchange Bank
First Community Bank
Walgreens
KZST and KJZY**

Blue Ribbon Sponsors:

**At Home Nursing
Arthur Neibrief, LTC Partners & Insurance Services
Home Instead Senior Care
Sonoma Bank
Supervisor Shirlee Zane, Third District
Marilyn Suey, Certified Financial Planner
Supervisor Mike McGuire, Fourth District**



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Competitions for athletes 50+

2014 Sporting Events:

- Archery
- Badminton
- Basketball
- Bocce
- Bowling
- Cycling
- FootGolf
- Golf
- Horseshoes
- Pickleball
- Racquetball
- Soccer
- Softball
- Square Dancing
- Swimming
- Table Tennis
- Tennis
- Track & Field
- Volleyball
- And more!

2014 Venues

Santa Rosa Junior College ♦ Santa Rosa High School
Lake Sonoma Archery Range ♦ Julliard Park
Finley Center ♦ Windsor Golf Course
Petaluma Valley Athletic Club ♦ Prince Park—Petaluma
Doyle Park—Santa Rosa ♦ A Place to Play
Cloverdale Depot ♦ Foxtail Golf Club



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Competitions for athletes 50+

Potential Future Events

- Ball Room Dancing
- Bridge
- Chess
- Croquet
- Extreme Mountain Biking
- Fencing
- Lawn Bowling
- Lacrosse
- Half & Full Marathon
- Polo
- Rugby
- Race-walking
- Trail Running
- Trap-Shooting
- Triathlon
- Water Polo
- West Coast Swing Dancing
- And more!



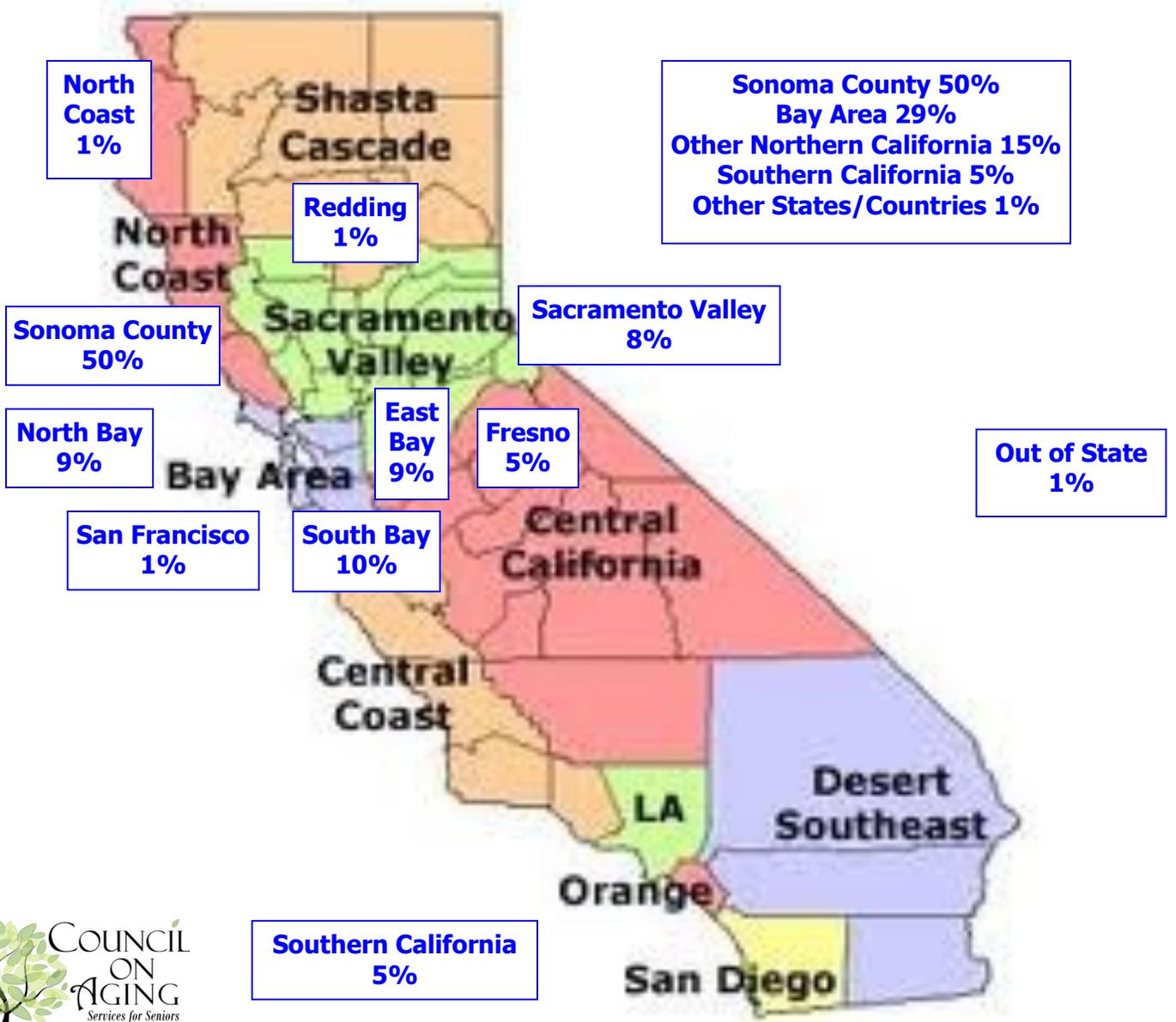
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Competitions for athletes 50+

Participant Geographic Demographics





Competitions for athletes 50+

Participant Profile

Marital Status

Married 80%
Divorced 7%
Widowed 6%

GENDER

Male 57%
Female 43%

HOUSEHOLD INCOME

< \$35,000 11%
\$35-50,000 12%
\$50-75,000 22%
\$75-100,000 19%
Over \$100,000 36%

Internet Usage

Use regularly: 98%
Own computer: 98%
Shop online: 80%
Bank online: 62%

Employment

Retired: 60%
Full-Time: 28%
Part-Time: 12%

EDUCATION

High School 7%
Some College 14%
College Graduate 35%
Post Grad 44%



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Competitions for athletes 50+

The 50+ Market

- Someone in the U.S. turns 50 every 7 seconds.
- Control 77% of the nation's assets and own 50% of all corporate stock
- Spend over \$300 billion in discretionary income each year
- Account for 50% of all vacation travel each year and 80% of luxury travel
- Acquire 41% of all new cars
- Spend \$35 billion on their grandchildren each year
- Purchase 74% of all prescription drugs and 51% of all OTC products
- Spend \$7 billion online each year
- Spend more per capita on groceries, travel and leisure than any other age group
- 47% of Baby Boomers say they will continue working after retirement.
- In 2010, over half of all U.S. heads-of-households will be 50+.
- Consumers age 50+ currently spend \$2.6 trillion on goods and services.



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Reasons to Sponsor the Games

- Year-round exposure to hundreds of thousands of potential customers through State and National Senior games websites, radio, and other forms of media outlets.
- The Senior Games movement is the premier platform to reach out to the fastest-growing and most affluent demographic in the United States today.
- Demonstrates to the community your commitment to social responsibility.
- Opportunity to participate in a community wide partnership promoting economic development and healthy aging because the **Sonoma Wine Country Games** will promote healthy, active lifestyles for adults over the age of 50.

The **Sonoma Wine Country Games** offer flexible sponsorship packages to partners who want to share in this amazing experience.



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2013 Sponsorship Opportunities

- Principal Sponsor - \$25,000
- Platinum Sponsor - \$15,000
- Gold Medal Sponsor - \$10,000
- Silver Medal Sponsor - \$5,000
- Bronze Medal Sponsor - \$2,500
- Blue Ribbon Sponsor - \$1,000 +

Monetary contributions listed above represent cash monies. Through negotiation, a blend of in-kind donation of items that would otherwise be purchased by the Games may be combined with cash monies to achieve the various sponsorship levels.



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Competitions for athletes 50+

\$25, 000 Principal Sponsor

- Primary Logo recognition on official event T-Shirts.
- Primary Logo recognition in Official Program.
- Full page advertisement in Official Program.
- Primary Logo Recognition on Website with link and description.
- Primary Logo Recognition in monthly e-Newsletter—**Athlete's Corner**.
- Primary Logo Recognition in **Sonoma Seniors Today** publication ads.
- Principal Sponsor Recognition in **Sonoma Seniors Today** thank you ad.
- Primary Logo Recognition during the Games on signs and banners.
- Sponsor table at all events.
- VIP tickets for eight to both Celebration events and Principal Sponsor recognition.
- Materials in athlete goody bag.
- Principal sponsor recognition in all media releases.
- Use of Games logo and term "Principal Sponsor" in your company's promotional materials.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.

*Plus: Experience the fun of Meals on Wheels Derby Day
at Sonoma-Cutrer Winery with a Table for ten.*

May 3, 2014



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Competitions for athletes 50+

\$15, 000 Platinum Sponsor

- Secondary Logo recognition on official event T-Shirts.
- Secondary Logo recognition on Official Program.
- Full page advertisement in Official Program.
- Secondary Logo Recognition on Website with link and description.
- Secondary Logo Recognition in monthly e-Newsletter—***Athlete's Corner***.
- Sponsor Recognition in ***Sonoma Seniors Today*** full-page thank you ad.
- Logo Recognition during the Games on signs and banners.
- Sponsor table at all events.
- Six tickets to each Celebration event.
- Materials in athlete goody bag.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.

*Plus: Experience the fun of Meals on Wheels Derby Day
at Sonoma-Cutrer Winery with four event tickets.*

May 3, 2014



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\$10, 000 Gold Medal Sponsor

- Logo recognition on official event T-Shirts.
- Logo recognition in Official Program.
- Three quarter page advertisement in Official Program.
- Logo Recognition on Website with link and description.
- Logo Recognition in monthly e-Newsletter—**Athlete's Corner**.
- Recognition in **Sonoma Seniors Today** full-page thank you ad.
- Logo Recognition during the Games on signs and banners.
- Sponsor table at both Celebration events.
- Four tickets to each Celebration event.
- Materials in athlete goody bag.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.

*Plus: Experience the fun of Meals on Wheels Derby Day
at Sonoma-Cutrer Winery with two event tickets.*

May 3, 2014



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\$5,000 Silver Medal Sponsor

- Logo recognition on official event T-Shirts.
- Logo recognition in Official Program.
- Half page advertisement in Official Program.
- Logo recognition on Website with link and description.
- Logo recognition on monthly e-Newsletter—***Athlete's Corner***.
- Recognition in ***Sonoma Seniors Today*** full-page thank you ad.
- Logo Recognition during the Games on signs and banners.
- Sponsor table at Celebration events.
- Two tickets to each Celebration event.
- Materials in athlete goody bag.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.





\$2,500 Bronze Medal Sponsor

- Logo recognition on official event T-Shirts.
- Recognition in Official Program.
- Quarter page advertisement in Official Program.
- Logo recognition on Website with link and description.
- Logo recognition on monthly e-Newsletter—**Athlete's Corner**.
- Recognition in **Sonoma Seniors Today** full-page thank you ad.
- Logo Recognition during the Games on signs and banners.
- Materials in athlete goody bag.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.



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\$1,000 + Blue Ribbon Sponsor

- Recognition in Official Program.
- Logo Recognition on Website with link and description.
- Logo recognition on monthly e-Newsletter—***Athlete's Corner***.
- Recognition in ***Sonoma Seniors Today*** full-page thank you ad.
- Logo recognition during the Games on signs and banners.
- Materials in athlete goody bag.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.



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SONOMA WINE COUNTRY Games

Competitions for athletes 50+

Thank you!

For More Information on Sponsoring the
Sonoma Wine Country Games
please contact:
Amy Crabb
Sonoma Wine Country Games
(707) 525-0143 X146
acrabb@councilonaging.com



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