

Event Details	
Event Name	2016 NGA Mr/Ms Santa Rosa Natural
Event Date(s)	Saturday May 14, 2016
Event Description	Pro-Qualifier - Bodybuilding Competition
Event Location	Finley Community Center
Is this a new or returning event?	New 1st Annual
Contact Name Phone Email Mailing Address	Laura Gray - Sanctioned Promoter 707-228-2892 SantaRosaNatural@mail.com 502 E. Cotati Ave Ste. #202 Cotati, CA 94931
Legally Responsible Organization	Laura Gray - Promoter
Total Event Cost	15,323.00
Amount Requested	10 -20% of cost
How Will Funds from SRTBIA Be Used?	1. Marketing and travel at Bodybuilding competitions outside of area 2. Social Media blitz 3. Print Ads, posters, banners

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	50
Who is the target audience for this event?	Demographic - Source: Bodybuilding.com Gender • Female: 48% • Male: 52% Household Income • Less than \$35K: 16% • \$35K - \$54.9K: 19% • \$55K - \$74.9K: 16% • \$75K +: 36%
What is the anticipated attendance? Attendees from out of Sonoma County? Attendees from within Sonoma County?	100 - 350 participants 150 - 200 outside of area 100-150 from the area
What is the history of this event?	This event is sponsored by the National Gym Association a 35 year old Bodybuilding competition and fitness certification organization. There is a 20 year history event in Folsom California and Bakersfield 2 years. This event is being created to draw from the above demographic
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	N/A
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?	Yes, Flamingo 25 Courtyard Marriott 25
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, The Flamingo and Courtyard agreements have already been secured through the assistance of SRCVB
Describe the event's capacity to incubate (Can this event grow in the future years?) What kind of room night growth do you anticipate over the years?	The 1st Annual event is a "Pro-Qualifier" once the champions have been crowned we can add a "Pro" show to the annual event increasing capacity to 400-600. This will draw professional bodybuilders, increasing the forum geographically nation wide.
How does this event support or re-affirm Santa Rosa's brand?	The title event is named after Santa Rosa
Describe the community support for this event. Include financial and in-kind support.	There is a large fitness community in Sonoma County. Currently the demographics for this sport travel miles away and out of state to competitions-Early feedback from potential sponsors and vendors is very positive. Commitments from local gyms and businesses that target fitness enthusiast are very positive and the interest is high.

<p>How will this event be funded in the future?</p>	<p>Funds will be raised through sponsorship of local and national companies and organizations, table vendors and ticket sales</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>Local press releases-radio-newspapers-news stations print ads and poster-marketing at competitions outside of the area-social media Facebook-Twitter-Promoter website</p>
<p>Will there be media coverage of this event? Local – Regional – National</p> <p>With this media coverage, describe who will be covering this event</p>	<p>Yes,local regional and national</p> <p>Locally: Finley Community Center Calendar website-Bohemian ad - fitness issue January 2016 local press releases-radio-newspapers-news stations Nationally: National Gym Association-Natural Bodybuilding event calendar-Facebook-Twitter-Promoter website-event website</p>
<p>Additional information or comments.</p>	<p>The plan to hold this event annually will draw the demographics outlined above and will create a plan of anticipation to become a "destination" event that will increase participation each year the event is held.</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.*