

Event Details	
Event Name	Sonoma County Sol Cup
Event Date(s)	March 11th- 13th, 2016
Event Description	Sonoma County Sol soccer team will host 3 Professional teams (Sacramento Republic, Los Angeles Galaxy 2, and Portland Timbers 2) to Santa Rosa for its first annual tournament. Games will be hosted Friday and Sunday, with an event Saturday
Event Location	Santa Rosa High School
Is this a new or returning event?	New Event
Contact Name Phone Email Mailing Address	Chris Daly 707-319-7331 chris.daly@sonomasol.com 2300 Waltzer Rd. Apt 28 Santa Rosa, CA 95403
Legally Responsible Organization	Sonoma County Sol
Total Event Cost	\$150,000
Amount Requested	\$5,000
How Will Funds from SRTBIA Be Used?	Funds will be used for marketing, costs to host the teams, and general costs to put on the event.

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?	Youth soccer families, and sports fans of all ages. Marketing will take place in all surrounding areas of Sonoma County, Sacramento, Los Angeles, and Portland.
What is the anticipated attendance?	10,000 total (5,000 each day)
Attendees from out of Sonoma County?	500-1000 total
Attendees from within Sonoma County?	9000-9500
What is the history of this event?	This is the first year. But have built a strong relationship with the pro teams.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	New Event
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 are working with Santa Rosa Tourist Bureau to lock down hotel, but have not finalized any agreements yet.
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
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?	We are hoping that in the next 2-3 years we will start hosting MLS teams, which will help grow this event. And bring even more fans from out of town.
How does this event support or re-affirm Santa Rosa's brand?	Sonoma County Sol is a team 95% made up of players who grew up here in town or now live here. Santa Rosa has a huge soccer community and sports fans of all ages. This is an event that the town will get behind and create a buzz in the city that has not been seen before.
Describe the community support for this event. Include financial and in-kind support.	We have strong relationships with the youth soccer programs in Santa Rosa. We will ask for help marketing to their members. And we will look for local sponsors for our event.

<p>How will this event be funded in the future?</p>	<p>Sponsorships, and ticket sales.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>We will be marketing to all soccer clubs in Northern California through our fans at Nor Cal Soccer. The pro teams who are coming will be marketing this to their fan base and town (Sacramento, Los Angeles, Portland) which are huge soccer communities in the western region. Sacramento and Portland have 2 of the biggest fan bases in soccer. We will also be promoted by the NPSL (national premier soccer league) and the USL Pro.</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>Undecided.</p>
<p>Additional information or comments.</p>	<p>This will be an amazing opportunity for Santa Rosa to host its first ever Professional soccer tournament. Never has 3 pro teams come to Santa Rosa to play in a amazing event like this. With 3 teams of this caliber and fan base coming to town it will have a huge spotlight on it and create a buzz not just within our town but the entire Nation.</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.*