

Event Details

Event Name	
Event Date(s)	
Event Description	
Event Location	
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)

How many room nights will the event generate?	
Who is the target audience for this event?	
What is the anticipated attendance? Attendees from out of Sonoma County? Attendees from within Sonoma County?	
What is the history of this event?	
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	
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?	
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?	
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?	
How does this event support or re-affirm Santa Rosa's brand?	
Describe the community support for this event. Include financial and in-kind support.	

<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>	
<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>Additional information or comments.</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.*



AT's Showdown is Andrew Taylor's Signature Big Air Mountain Bike Competition held as the main event of the San Francisco Bicycle Expo from 2009 through 2012. After four successful years of a live event and taking things online as a video based contest for 2013, I am more eager than ever to bring the event back to a live format in my hometown of Santa Rosa, CA at the Chris Beck Arena for 2015.



When: April 9th, 2016 – Our build will begin April 6th allowing us three days to have the course ready for a closed rider practice on Friday afternoon. The main event will be held on Saturday April 9th with gates opening at 2pm.

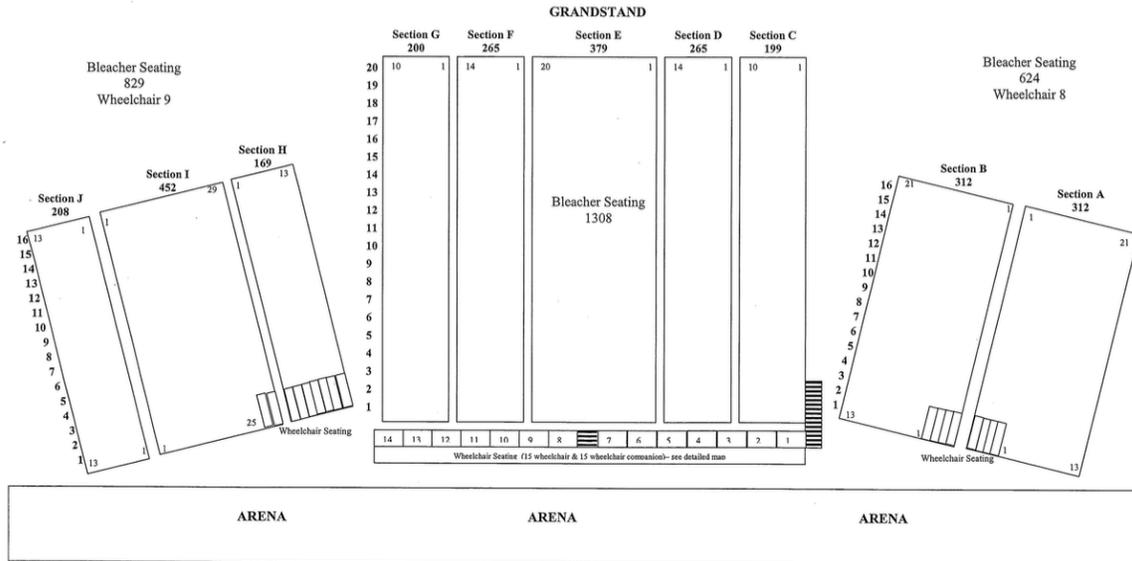
Where: Chris Beck Arena, Santa Rosa, CA - Home to shows ranging from the Sonoma County Fair Rodeo to Freestyle Motocross to concerts starring Linda Ronstadt and other national stars, Chris Beck Arena is a versatile outdoor venue for crowds of up to 2,200

SPECIAL FEATURES:

- . hundreds of yards of wall & fence space for signage
- . restrooms within arena boundaries
- . kitchen facility /snack bar with walk-up windows /beer garden
- . elevated announcer booth
- . area for pump track skills & skills zone
- . vendor area
- . stadium lights
- . ticket booth

CHRIS BECK ARENA SONOMA COUNTY FAIRGROUNDS

Total Bleacher Seating
2761



Arena Overview



Event Description: For 2016 the showdown will be a one-day event with MTB riders from around the globe. Similar to 2012's live event we will have a unique course setup with two identical courses side by side for riders to battle out head to head for a \$7,500 prize purse. Along with the competition we will offer a skills zone, vendor area, music, snack bar and beer garden for spectators.

Media Plan: Our media plan will follow a similar format as the past years with press releases on pinkbike.com showcasing everything from the course build to practice, bike checks and finals potentially reaching hundreds of thousands impressions. To ensure a successful attendance we will promote the event through local radio ads, local newspaper, flyers, online press releases and a billboard at the Sonoma County Fairgrounds that is supplied by the Chris Beck Arena.

Who will AT Showdown's reach and How Many: Cycling enthusiasts, commuters, racers, casual bike shops, advocacy groups, teams, bike, gear and accessories manufacturing will be in attendance. With an attendance at nearly 4,000 in 2012, we are projecting a sold out attendance at the Chris Beck Arena 2016.

