

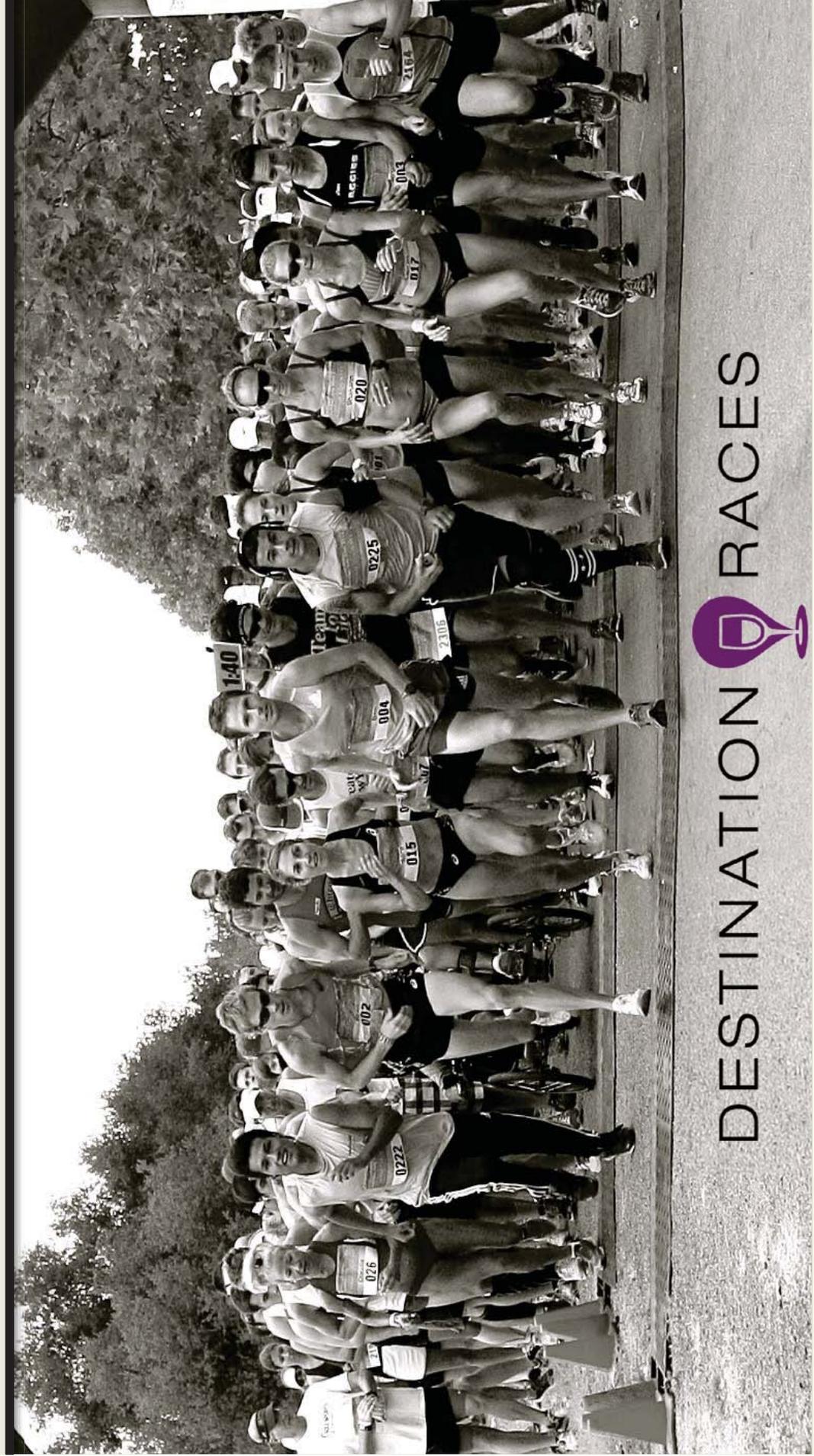
Event Details	
Event Name	MicroBrew Country Half Marathon & Santa Rosa Beer Mile Invitational
Event Date(s)	Sat. April 22, 2017 (1st choice) Sat. April 29, 2017 (2nd choice)
Event Description	The Microbrew Country Half Marathon aims to bring visitors from all over the country to Santa Rosa to enjoy a festive weekend of activities featuring fitness (runs), local craft beers, and culinary experiences. The race culminates with a post-race beer and music festival in Santa Rosa. During the festival, the Santa Rosa Invitational Beer Mile will draw crowds to watch elites runners compete in this highly entertaining and
Event Location	The post-race festival, race finish and the Beer Mile to be held in downtown Santa Rosa (preferably the new downtown plaza). The half marathon and 5K course has yet to be finalized but will likely start in a different location.
Is this a new or returning event?	New Event
Contact Name Phone Email Mailing Address	Matt Dockstader, Race Director / Hannah Bornhofen, Project Manager Destination Races 1224 Sperring Rd. Sonoma, CA 95476 matt@destinationraces.com Hannah@destinationraces.com 707-933-1769
Legally Responsible Organization	Destination Races Inc.
Total Event Cost	Estimated = \$250,000
Amount Requested	\$10,000
How Will Funds from SRTBIA Be Used?	Funds from SRTBIA will primarily be used for regional and national marketing and advertising. These funds will be earmarked towards a national marketing campaign involving digital and print advertising, social media, expos, DR ambassador program and collateral materials. Any remaining funds would be used for site costs and event services within Santa Rosa.

General Event Information (Please answer all questions fully)

<p>How many room nights will the event generate?</p>	<p>Estimated at 600+ in its first year.</p>
<p>Who is the target audience for this event?</p>	<p>DR's typical demographic is 70% female and average age is 36 yr. The Beer Country Half Marathon marketing campaign is designed for a younger (21 yr to 39 yr) audience and will likely skew higher towards males (55%?). We typically attract runners from all 50 states and many foreign countries. 87% have college degrees, the</p>
<p>What is the anticipated attendance? Attendees from out of Sonoma County? Attendees from within Sonoma County?</p>	<p>The anticipated attendance is 4,000 (2,000 runners and 4,000 spectators) but we will be prepared to handle 5,000 total. We expect only up to one-third to be Sonoma County residents and 2/3 to be out-of-county and state.</p>
<p>What is the history of this event?</p>	<p>Destination Races produces the Wine Country Half Marathon Series which includes eight events across North America. This new event would bring the success of previous DR events to feature the region's finest craft breweries and other vendors. Our typical participant (runners) ranges from 1,500 to a cap of 4,000 for our Napa to Sonoma event.</p>
<p>If this is an existing event, how many room nights has it produced in the past and what hotels were used?</p>	<p>Based on data from our other races, on average 65% of attendees stay in local lodging properties, with an average of 2.5 room nights per attendee. We partner with an average of 10 hotels per event in various cities in North America.</p>
<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>In coordinating past events in Sonoma County, we have worked with the Hyatt Vineyard Creek, the Hilton Sonoma Wine Country, the Flamingo Conference Resort & Spa, the Fountaingrove Inn, and the Courtyard Santa Rosa among others.</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 the system is not too complicated for online customers and the rate is competitive.</p>
<p>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?</p>	<p>The event will almost assuredly grow in registrations and room nights. The event's popularity will depend upon the success of the first event in 2017. We typically see 20% growth in the first three years, which would put the event close to capacity by the third year. We will have a hard registration cap of 3,000 in the first year but can ultimately handle up to 4,000 or maybe 5,000 registrations.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>This event highlights the best of Santa Rosa focusing on outdoor recreation, the craft beer industry, wine and culinary offerings and attractions, local scenery and hospitality. SR will be promoted as a destination for the active lifestyle, and craft beer enthusiasts.</p>

<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>The community is involved in the event, from local non-profits who volunteer at the race to the breweries who are present at the festival and from hotels to local restaurants and shops. The community will support the event through various levels of participation and non-profits will benefit through beneficiary contributions. The economic impact will be substantial (>\$3.5M)</p>
<p>How will this event be funded in the future?</p>	<p>The event derives the majority of its revenue from race registrations and sponsorships. Other revenue sources include merchandise sales, beer and wine glass sales, and exhibitor fees.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<ul style="list-style-type: none"> - Logo placement on the event website and email communications to our 80,000 person database. - On-site signage during race weekend - Booth Space at the expo and festival - Promotion through social media and brand ambassadors - Logo placement and title on collateral materials, digital and print advertising. - Also brewery customer lists, event calendar listings, and Tourism Partner websites and social.
<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, we typically receive editorial and mention in national industry and lifestyle and culinary publications and websites.</p> <ul style="list-style-type: none"> - We have been featured in publications such as Runner’s World, Conde Nast Traveler, Wine Enthusiast, Shape Magazine the Wall Street Journal & much more! - DR’s Community and Media Relations Manager will distribute press releases prior to and after the event and work in conjunction with the SRTBIA and Sonoma County media relations team to invite national media.
<p>Additional information or comments.</p>	<p>The MicroBrew Country Half Marathon and Santa Rosa Beer Mile will be a world-class event that portrays the region as a leader in the craft beer and wine industries and Santa Rosa and Sonoma County as a premiere host city/region.</p> <p>Destination Races is considered a pioneer in the endurance industry and has a reputation as being a leader in event development, marketing and production. Our experience in this region, matching the culinary experience and hospitality with competitive endurance events, is unmatched.</p>

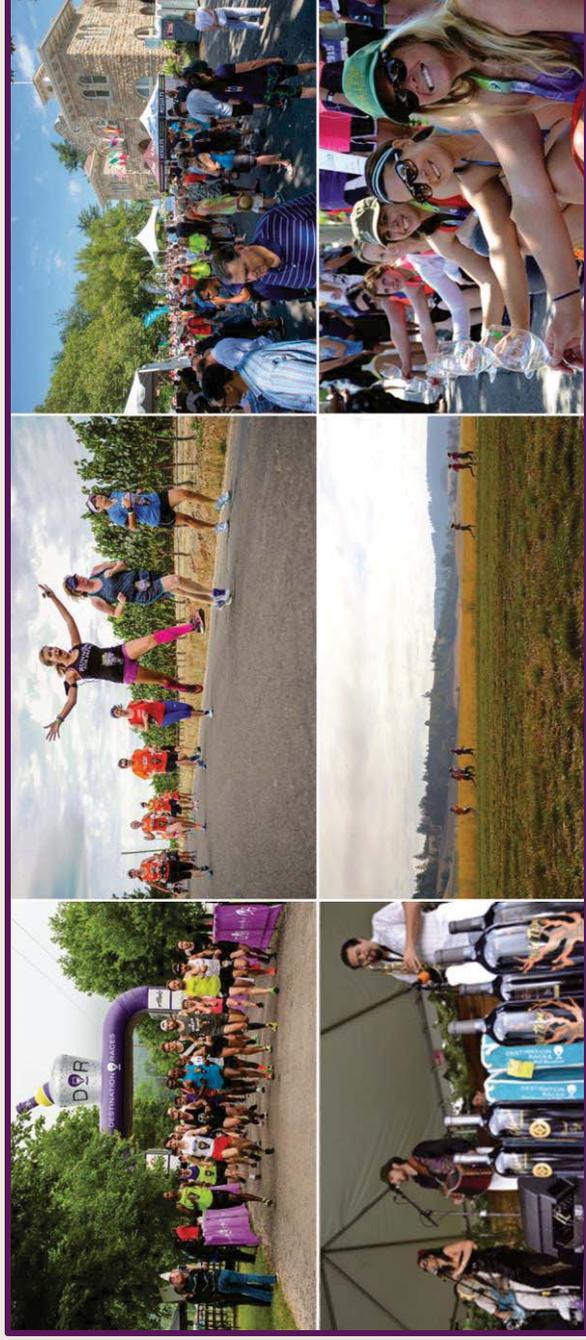
Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. *All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.*



DESTINATION  RACES

Wine Country Half Marathon Series

DESTINATION RACES



*It's all about the **CAMARADERIE**, the **EXPERIENCE**,
the **SCENERY**, the **CAUSE**, the **CELEBRATION**,
and the **REWARD!***

Who is Destination Races?

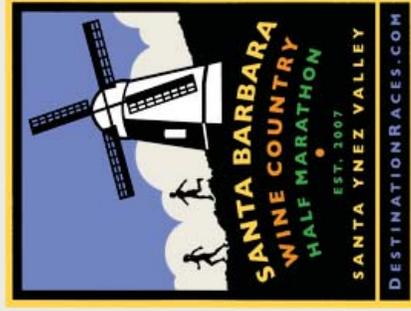
Destination Races (DR) is the pioneer producer of the wine and culinary themed **Wine Country Half Marathon Series**. These popular boutique events attract active-lifestyle enthusiasts to iconic wine regions for a multi-day **destination experience** centered around the **Wine Country Half Marathon and Wine + Music Festival**.

DR is recognized as an innovator and exemplary event producer within the endurance industry. Our events help build a **community of active lifestyle enthusiasts** and supporting partners who **share a passion for running** and a love of the wine country experience, with all **its scenic beauty, amenities** and **rewards** that comes with it.

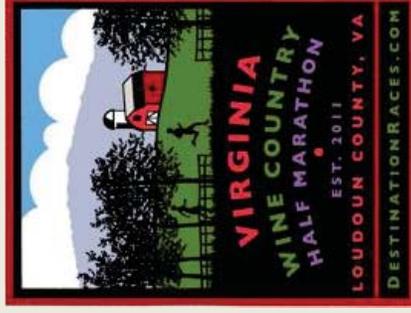


2016 Wine Country Half Marathon Series

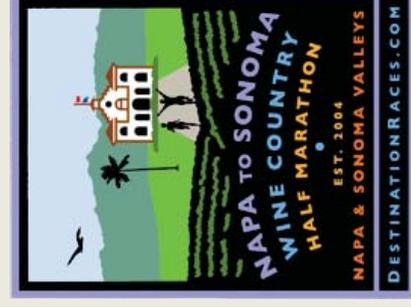
May 7
Santa Barbara



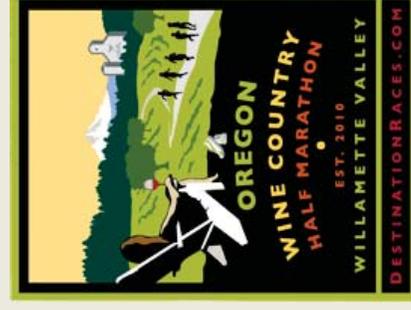
June 4
Virginia



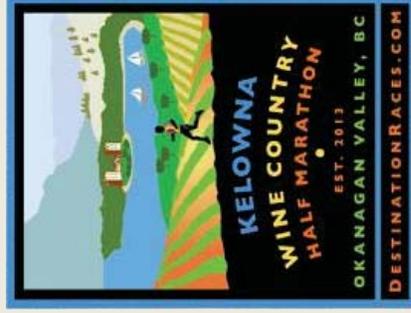
July 17
Napa-to-Sonoma



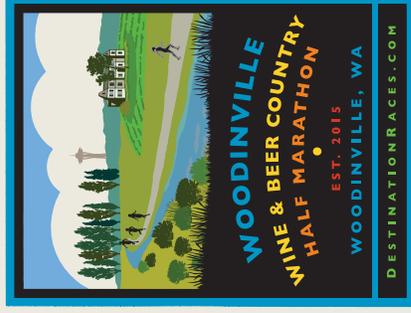
August 13
Oregon



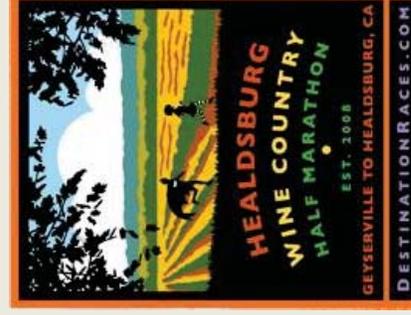
September 4
Kelowna, BC



September 17
Woodinville, WA



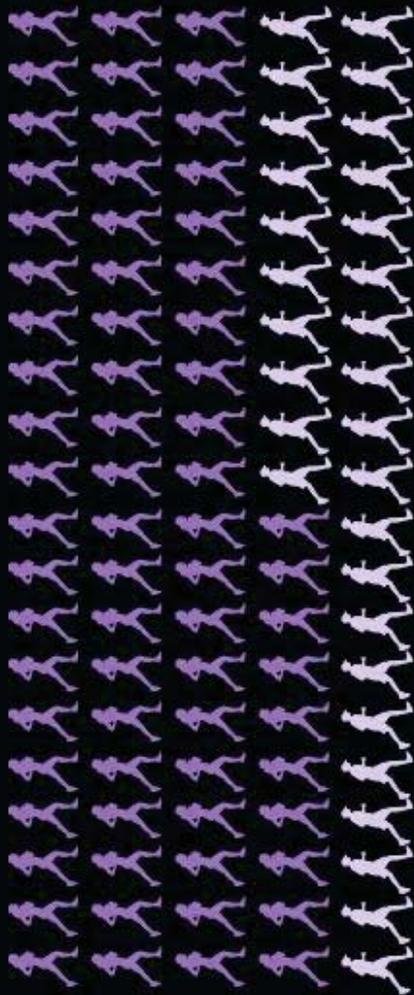
October 29
Healdsburg, CA



May 12-15
Asics Vine Body Sole



WHO ARE OUR RUNNERS?



27%

ARE RUNNING THEIR
FIRST HALF MARATHON

44%

HAVE RUN A PRIOR
DESTINATION RACES EVENT

87%



\$155K

AVERAGE HOUSEHOLD
INCOME

37

AVERAGE AGE

36%



WHERE OUR RUNNERS ARE FROM

NUMBER OF
STATES
REPRESENTED

50

NUMBER OF
COUNTRIES
REPRESENTED

20

WHAT THEY DO WHEN THEY'RE



TRAVEL AND STAY IN
LODGING PROPERTIES

2.8

2.8 AVERAGE NIGHTS
STAY AT HOTEL

70%

PURCHASE APPAREL
AND WINE AT EVENT

\$685

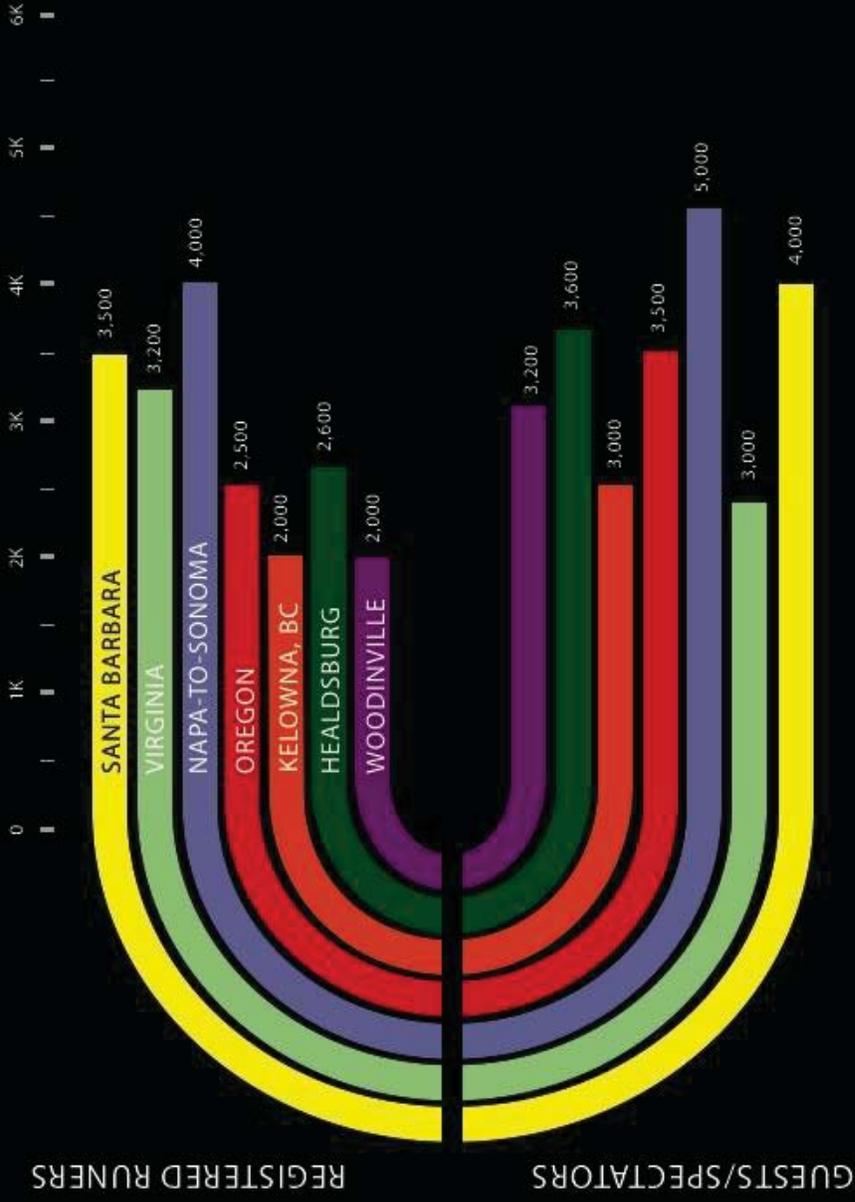
AVERAGE EXPENDITURE
PER PERSON

3.6 

AVERAGE NUMBER
OF PEOPLE IN
TRAVELING PARTY



2016 PROJECTED EVENT ATTENDANCE



Runners = 20,000 Spectators & Guests = 25,000 Total Event Attendees = 45,000

**PARTICIPANT PROFILE:
IN-STATE VS. OUT-OF STATE**

RACE	IN-STATE	OUT-OF-STATE
SANTA BARBARA	80%	20%
VIRGINIA	60%	40%
NAPA TO SONOMA	30%	70%
OREGON	40%	60%
KELOWNA (Province)	56%	44%
WOODINVILLE	60%	40%
HEALDSBURG	68%	32%

HOST STATES: California (3), Oregon, Washington, Virginia, British Columbia

Other Key States: Texas, New York, Colorado, Florida, Illinois, Georgia, Arizona



Media Highlights

Voted one of the most scenic half marathons
by Conde Nast Traveler (Oregon)

Runners World Magazine:
"Find Your Perfect Half Marathon" (Oregon)

The Wall Street Journal:
"The Half-Marathon Achieves its Personal Best" (Series)

Women's Running Magazine (UK):
Top 20 Half Marathons in the World (Napa-to-Sonoma)

Total Media Impressions in 2015:

37.2 Million



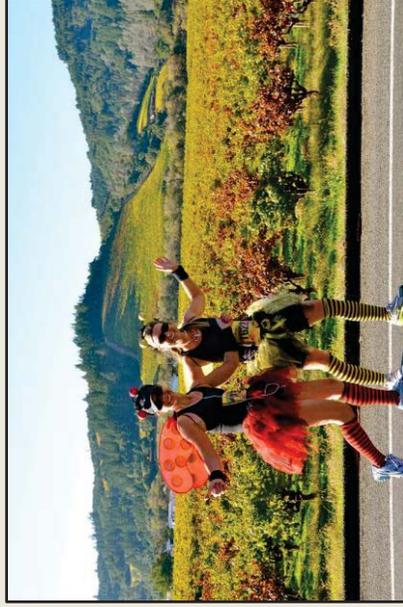
REAL SIMPLE



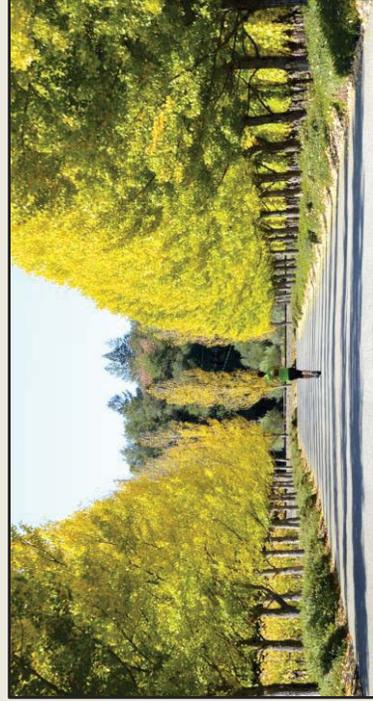
What they are saying about us.

Susan Loken – Phoenix, Arizona
3-time US Masters Marathon Champion, Coach,
Trainer, and Founder of Chances for Children Charity

“ I ran my first Destination Race in 2007, where I fell in love with the course and the concept. I’ve been a dedicated fan ever since! Each race has a great venue, a top notch crew and a lovely small town feel. I am so enthusiastic about Destination Races that I have been taking the runners I coach to experience the breathtaking sights and the unique challenges for several years.



What sets Destination Races apart from the rest is the presentation, and a charming atmosphere. You don’t simply host half marathons--you host incredible once-in-a-lifetime experiences. The events flow so seamlessly that it’s easy to forget all the hard work that goes into planning and execution. I want to take this opportunity to say thank you for all of the wonderful memories and for always making my runners and myself feel like part of the Destination Races family!”



Social Media Exposure

DR Facebook followers: 36,000

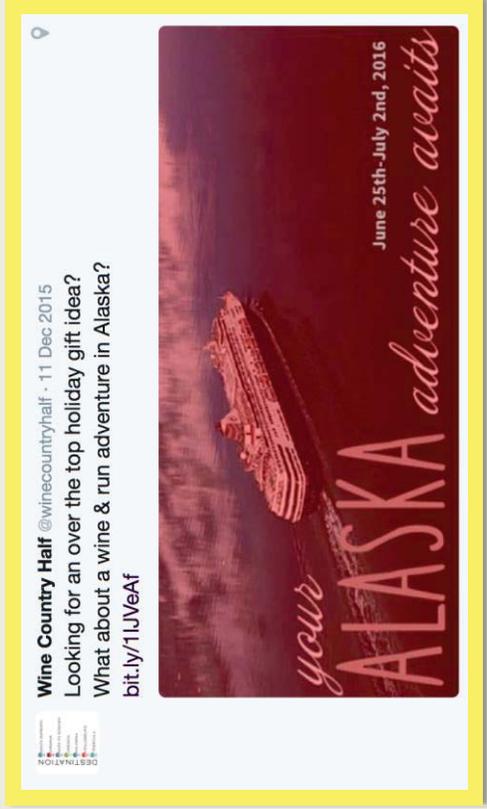
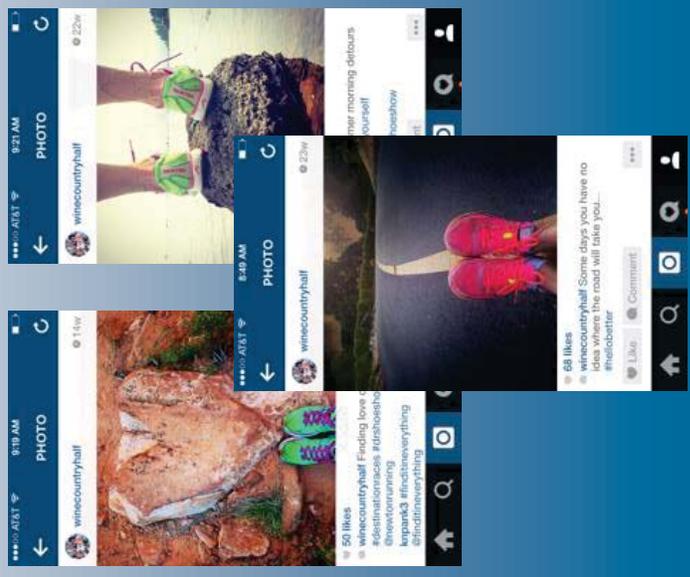
DR Twitter followers: 1,500

DR Instagram followers: 1,916

Destination Races shared Newton Running's photo.
Posted by Tj Nelson on 17th September 4, 2014

We are loving our partnership with Newton!
Do you have any questions for them?

Newton Co-Founder Danny Abschire wants to answer your questions. Who me? Yes, you! He wants to answer the burning questions you have about running, shoes and our company. Submit your questions now for our "Ask Danny Series."



Charity Partners

Our events have raised over \$24 million for local beneficiaries, regional non-profits and national charity partners.



EVERY MOTHER COUNTS



PLAYWORKS



Special Olympics



RANCHO DAMACITAS CHILDREN & FAMILY SERVICES



BOYS & GIRLS CLUBS OF SOUTHWEST COUNTY



MULTIPLE MYELOMA Research Foundation



International Children's Games KELOWNA 2011

Why Destination Races?

With a plethora of new races attempting to create demand for the “next” theme, or simply coping an existing event concept, they often fail to capture the most important and intriguing aspects of why people run. It’s the **CAMARADERIE**, the **EXPERIENCE**, the **SCENERY**, the **CAUSE**, the **CELEBRATION**, and the **REWARD!** Destination Races builds **COMMUNITIES** of people who make the Wine Country Half Marathons so memorable.

Our boutique-style events cater to spirited runners and wine enthusiasts who desire a relaxing, yet dynamic race experience in popular destinations. DR’s contacts and knowledge within the wine and tourism industries are unparalleled in our industry. With over 45,000 affluent, active, and well-traveled race participants and event attendees each year, Destination Races offers sponsors exclusive access to the most sought-after demographic in the running industry, set amongst the backdrop of a beautiful wine region!



Sponsor Levels

Year-round national sponsorships are available on various levels on an event and series basis. Destination Races caters to a wide range of budgets and always provides sponsors with category exclusivity, and access to its loyal customers through multiple touch points. DR utilizes a combination of grass-roots, digital, print, social media, expos, and community inspired partnership marketing to promote the Wine Country Half Series and its sponsors and valued partners. Sponsorship fees indicated are a guideline and based on the series, except for EVENT Sponsor.

EXHIBITOR

PRODUCT (In-Kind)

MEDIA (In-Kind)

EVENT (\$2-3K per)

SERIES (\$15K+)

EXPERIENTIAL (varies)

PRESENTING (\$75K+)

TITLE (\$150K+)

Sponsor Opportunities

Destination Races and its partners host first-class hospitality events around the race and key activities (Expo, Half Marathon, Wine + Music Festival). We encourage our sponsors to collaborate with us and deliver their message in exciting and engaging means designed to enhance the customer experience and foster interaction with your brand. Below are examples of potential elements.

- ◆ **Official Training Partner**
- ◆ **Special Event Hospitality (multiple events)**
- ◆ **EXPO Title Sponsor**
- ◆ **GameFace Digital Photo and Social Sharing Sponsor**
- ◆ **On-Course Audio Messaging Sponsor**
- ◆ **Tote Bag Sponsor**
- ◆ **'Green' Sponsor**
- ◆ **Mile Marker Signage Sponsor**
- ◆ **Registration Sponsor (Credit Card / Finance)**
- ◆ **Final Mile Sponsor**
- ◆ **Live Big Screen Finish Line Sponsor**
- ◆ **Wine + Beer & Music Festival Title Sponsor**
- ◆ **Water or Hydration Station Sponsor**
- ◆ **Solemate Sponsor**
- ◆ **Experiential Festival Sponsor (10' x 20' up to 30' x 40' footprint)**

DESTINATION RACES



Kelowna Wine Country Half Marathon

Destination Races

1224 Sperring Rd., Sonoma, CA 95476 Phone: (707) 933-1769

Sponsorship Contact: Matt Dockstader Email: matt@destinationraces.com

www.destinationraces.com

V I S I T
santa rosa
Sonoma County, CA

MicroBrew Country Half Marathon & Santa Rosa Beer Mile Invitational
Visit Santa Rosa & Destination Races
Partnership Agreement

1. Background & Summary

Destination Races (DR) of Sonoma, CA, now produces eight events in renowned wine regions in North America as part of the Wine Country Half Marathon Series. The series originated with the Napa-to-Sonoma Wine Country Half Marathon in 2004, which has grown into one of the most popular half marathons in the world, selling out in minutes. These boutique events bring thousands to the area for extended stays, generating positive economic impact to the host region ranging from \$2.5 to \$6 million per year, including residual spending. As part of the series, DR also produces the Healdsburg Wine Country Half Marathon (October 29, 2016), now in its 9th year. Many participants stay in Santa Rosa hotels for this event as well.

DR is developing a new series called the Microbrew Country Half Marathons. We are proposing that the first event in the series be held in our home county of Sonoma, just as Napa-to-Sonoma became the flagship event in the wine series, this would be the flagship event of the beer series. The purpose of the event is to promote Santa Rosa and Sonoma County as a leader in craft brewing, outdoor recreation and healthy lifestyle, and a desirable tourism destination. DR is proposing this first event to be held in Santa Rosa area beginning in April of 2017. Destination Races promotes its series on a national basis, and expects to attract runners and beer enthusiasts from all over the US and beyond. This community-supported event also raises money for local and regional charities.

The typical event schedule includes ancillary events such as a welcome reception, a dinner at a brewery, and our trademark post-race Wine + Beer and Music Festival for participants and guests. DR is proposing to add a spectator event during the post-race festival. This event will be the Beer Mile Invitational featuring world-class milers competing for prize money and other prizes as they attempt to break the world record and be the first to complete a one-mile course (4 laps) around Santa Rosa Plaza while finishing one beer after each ¼ mile lap. This is an official event that adheres to the trademarked Beer Mile rules and regulations. The inaugural race is tentatively scheduled for Saturday, April 22, 2017. Subsequent years' events be planned in the same timeframe (Saturday in mid-April), to be mutually agreed upon by DR and the city of Santa Rosa, within 90 days following the preceding year's event.

VISIT SANTA ROSA the City of (SANTA ROSA)will be the host city and official tourism sponsor of the Microbrew Wine Country Half Marathon or IPA 12K and Beer Mile Invitational. The course routes to be determined mutually by city officials, law enforcement, Destination Races and the Beer Mile organizers. SANTA ROSA will receive sponsorship benefits to include logo identification on print and digital marketing and advertising materials, media and signage on-site (see Sponsor Benefits below). DR will work closely with SANTA ROSA to mutually share its marks, logos and other content for event marketing purposes.

2. Sponsorship Benefits

- A. SANTA ROSA receives logo placement with link on the home page of the event website and one dedicated page titled "Visit Santa Rosa" under the Weekend Events section. Content to be created mutually by DR and Visit Santa Rosa.
- B. City of SANTA ROSA may be elevated to the Presenting Sponsor of the Santa Rosa Beer Mile Invitational to be held in Santa Rosa by waiving any site fees and reducing costs of city services.
- C. SANTA ROSA will receive logo and mention on all print, radio, television and other forms of advertising and collateral material, positioned as the host city/venue.
- D. SANTA ROSA to receive logo/mention in the following digital marketing: event descriptions and calendar listings, digital advertising (space permitting), press releases, and other marketing campaigns.
- E. SANTA ROSA will receive prominent signage in the festival area. DR to provide event signage to include SANTA ROSA, additional banners or signs may be provided by SANTA ROSA for the finish line chute.
- F. SANTA ROSA to receive 10 x 10 booth space or table at the race expo held on Friday prior to the race for the purposes of promoting Visit Santa Rosa and providing local information to race participants.
- G. SANTA ROSA logo and link will be on the pre and post-race email correspondence to race participants. SANTA ROSA will receive an informative section (one paragraph) in one of the pre-race emails. Content to be written by SANTA ROSA and approved by DR.
- H. SANTA ROSA and DR social media departments will coordinate a year-round plan to promote the race and ancillary activities in Santa Rosa. DR and SANTA ROSA marketing departments will meet periodically to set specific timelines and goals for outreach.

- I. SANTA ROSA's and DR's Media Relations dept, or firm will co-coordinate PR efforts targeting local, travel and lifestyle media. DR will manage all endurance industry public relations efforts. A press release will be written and distributed announcing the

partnership and event details and other significant news either prior to the event, and results release after the race.

- J. DR will provide support for surveys, tracking, and measures used to calculate visitor spending and overall visitation as a result of the race. SANTA ROSA will have access to the survey and registration data upon request. DR and SANTA ROSA will conduct a recap meeting within 20 days after the event.

3. Marketing Considerations for Destination Races and Visit Santa Rosa

- A. DR and SANTA ROSA will conduct a site visit and meetings to determine the event venue and course route to Santa Rosa. SANTA ROSA will assist as the community liaison with local agencies for the necessary event permits. SANTA ROSA will make recommendations and introductions to DR regarding local charitable groups to become beneficiaries, charity partners and volunteer providers of the event.
- B. Upon request, SANTA ROSA will send RFP's on behalf of DR to targeted hotel properties in Redmond for the purposes of securing non-attribitional room blocks. Included in the RFP it shall be noted that all hotel contracts will include a 10% commission payable to Destination Races and a specified number of room nights per year will be provided to DR staff as a comp, and/or discounted staff rate based on the room block size.
- C. SANTA ROSA will include the event in all Visit Santa Rosa online calendars and social media marketing and promotion. SANTA ROSA will promote the event in their newsletters and on the event website, where applicable, allocating a "Featured Event" position for the event.
- D. SANTA ROSA may opt to co-host separate hospitality event as part of the event activities. DR would promote the event as part of the half marathon. Details on admission fees and distribution will be discussed in the site visit meeting.

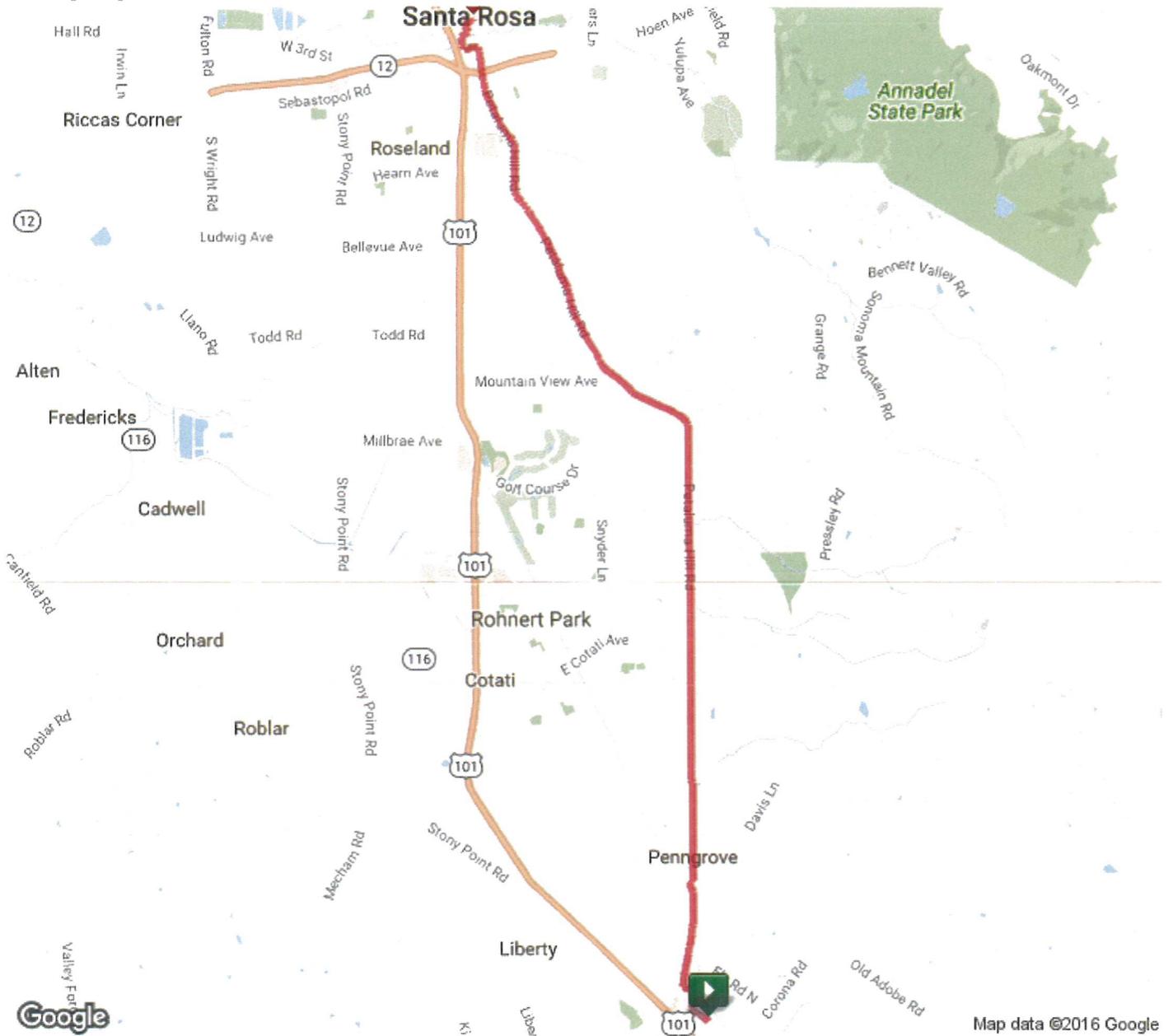
4. Fees and Payment Terms

- A. SANTA ROSA must approve funding of \$10,000 earmarked for regional and national advertising of the event. As Presenting Sponsor, SANTA ROSA will also be required to waive or reduce city service or other fees associated with the BEER MILE INVITATIONAL.



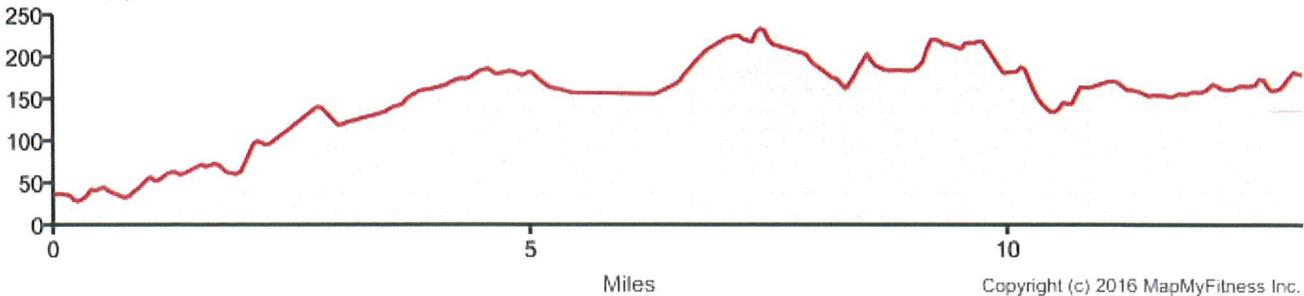
Petaluma to Santa Rosa
 Distance: 13.1 mi
 Elevation: 392.49 ft (Max: 234.71 ft)

mapmyrun



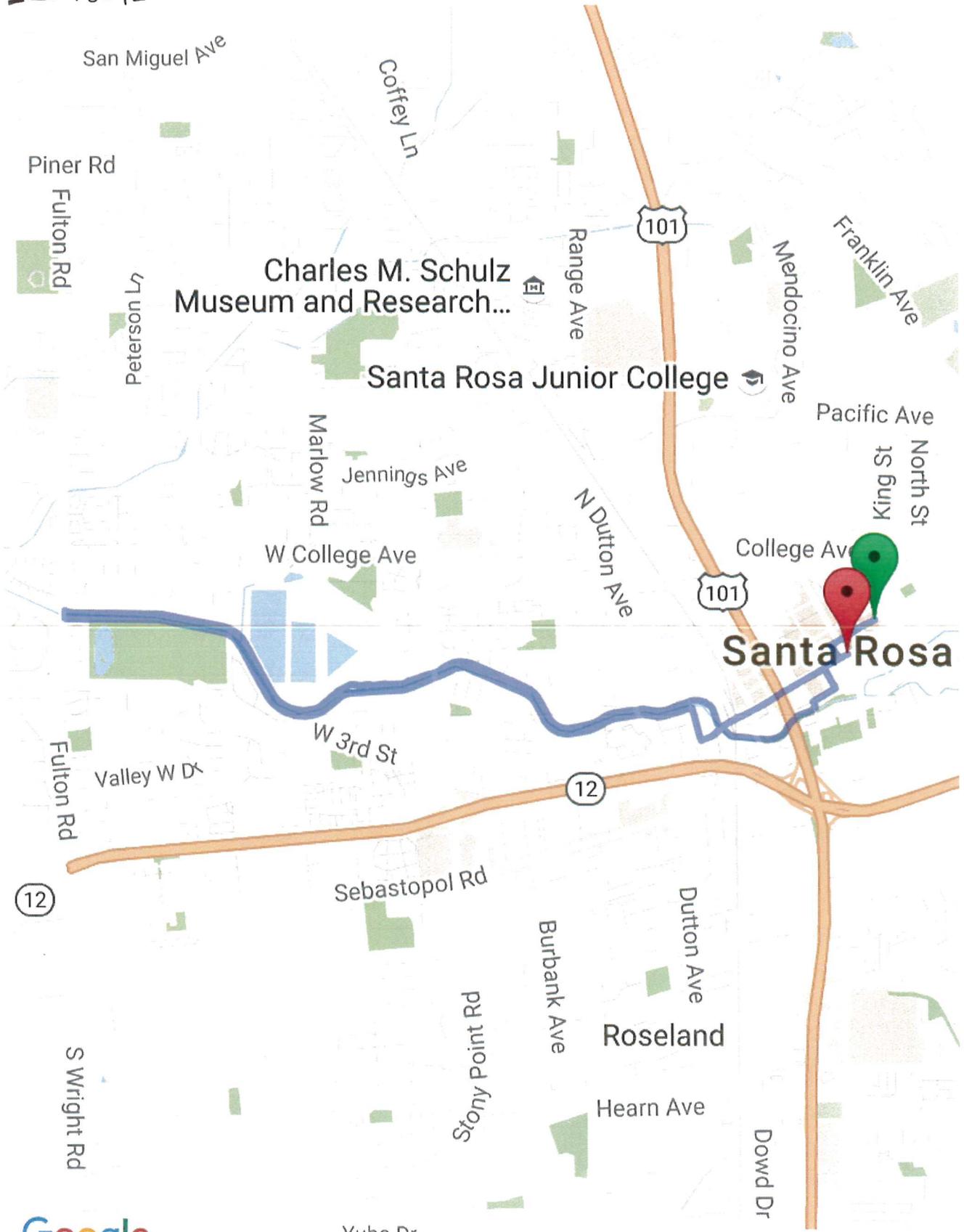
Map data ©2016 Google

ELEVATION (ft)



Copyright (c) 2016 MapMyFitness Inc.

12K route



Map data ©2016 Google

To view this route online:

<http://www.gmap-pedometer.com/?r=6918568>

<http://www.gmap-pedometer.com/gp/bookmark/view/id/6918568>