

**Santa Rosa Tourism Business Improvement Area
Event Support Application
WGAS Motorsports
September, 2016**

Event Details
Event Name: 2016 Les Schwab Monster Truck Fall Nationals
Event Date(s): October 8, 2016
Event Description: WGAS Motorsports is returning with another afternoon and evening of exciting extreme motorsports, including Monster Trucks, Free Style Moto X, and more. New this Fall: Snow Mobile Back Flip-first time EVER in Northern California!
Event Location: Sonoma County Fairgrounds-Santa Rosa, CA
Is this a new or returning event? Returning event
Contact Name: Sharlene Borba Phone: 530-745-0100 Email: info@wgasmotorsports.com Mailing Address: PO Box 216 Cool, CA 95614
Legally Responsible Organization: WGAS Motorsport Entertainment, LLC
Total Event Cost: \$85,000.00
Amount Requested: \$4,000.00
How Will Funds from SRTBIA Be Used? Funds will be used to assist with Media, Advertising, Marketing, Lodging and Site Fees.

General Event Information

How many room nights will the event generate?

100-500

Who is the target audience for this event?

Young families

What is the anticipated attendance?

6,900

Attendees from out of Sonoma County?

2,500

Attendees from within Sonoma County?

4,400

What is the history of this event?

WGAS Motorsports has been successfully bringing this event to Santa Rosa since 2010.

If this is an existing event, how many room nights has it produced in the past and what hotels were used?

For WGAS: approximately 50 (Santa Rosa Flamingo Resort, Hilton Sonoma Wine Country, Rodeway Inn, Good Nite Inn, Doubletree Inn. Out of town visitors: approximately 100-400.

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, we have approached the Santa Rosa Flamingo Resort.

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?

WGAS looks forward to securing room nights exclusively through SRTBIA and taking advantage of their competitive and fair market rates.

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?

This event has continued to grow each year, not only in attendance, but in variety and quality of entertainment. We anticipate a room night growth of at 500.

How does this event support or re-affirm Santa Rosa's brand?

This event helps promote Santa Rosa as nationally recognized area for World Class Motorsports by providing quality, affordable motorsport entertainment suitable for the entire family. Santa Rosa will be part of our "Fall" Series in California, and includes the Santa Cruz County Fair, the Salinas Airshow, the Southern California Fair, Santa Rosa, and Turlock. The 2016 Les Schwab Tires Monster Truck Fall Nationals (and the city of Santa Rosa) will be included in all these promotions, as it has in the past.

**Describe the community support for this event.
Include financial and in-kind support.**

Community support has been awesome. Each year local businesses have been excited with the community involvement with our shows, and have responded with monetary sponsorships, promotional trades, and more. Not only have we brought local paying customers through their doors, WGAS has encouraged the influx of many new out-of-town visitors. This tradition is reinforced by Pre-Show cross-state promotions and Post Event TV exposure.

How will this event be funded in the future?

Future events will be funding by ticket sales, sponsorships, and grants.

Describe the marketing plan for the event. What type of exposure will Santa Rosa get?

WGAS will be providing promotional standing displays, internet promotions (Online ticket sales, website & Facebook), Media promotions (TV, Radio and print), promotional exchanges with local business, and will be distributing flyers and posters. Santa Rosa will have exposure in all of these events, and will be promoted at all our events throughout the West Coast.

Will there be media coverage of this event?

Local – Regional – National

With this media coverage, describe who will be covering this event:

This event generates a lot of local, regional and even national media coverage. Local TV, radio and print personalities enjoy publicizing our event. Our shows have inspired National networks such as ESPN, The History Channel, Nickelodeon, CBS Sports Network, Disney, Speed and others to come and produce programs featuring WGAS and our World Class competitors, such as Good Day America, The Ellen DeGeneres Show, The Bachelor, The List, and many more.

Additional information or comments:

WGAS Motorsports looks forward to working with the Santa Rosa Tourism Business Improvement Area. We would be glad to supply you with references from the community at your request.

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.*