



Here is an outline of our event for your information:

**Hosted by Jean Schulz & Monte Schulz**

at Snoopy's Home Ice, Santa Rosa, California

Snoopy's Senior World Hockey Tournament 2020 is pleased to present the following to The City of Santa Rosa and Visit Santa Rosa (**SRTBIA**)

**PROPOSAL: TO BE A PRESENTING SPONSOR OF SNOOPY'S 44TH ANNUAL SENIOR WORLD HOCKEY TOURNAMENT**

**BACKGROUND** For 43 years life-long hockey players gathered annually in Santa Rosa for 10 days of friendly competition and celebration of their hockey families around the world

In 2019, the Tournament was suspended while the Schulz family invested \$1.5 million in installing new ice and dasher boards so that the community would have an ice arena for many decades to come. The restored arena itself draws 150,000 people annually, keeping the ice busy from 6 a.m. to 11 p.m. most days, offering

- public skating and lessons for local residents,
- youth hockey and related youth tournaments drawing hockey families to the city,
- local adult hockey league games and tournaments for adults from throughout the West Coast,
- SRJC hockey games,
- with the new dasher boards, the highly competitive, contact-style Senior "A" Adult Santa Rosa Growlers games and planned tournaments fill the spectator stands,
- and, of course, Snoopy's Senior World Hockey Tournament, which will be July 7-17 2022.

**Already 68 teams have signed up for the 2022 Senior Tournament.** Twenty of those teams will travel from the nearby Marin, Sonoma, Napa and Solano counties. The other 40+ teams traveling to Santa Rosa include **9 teams from Canada, 4 from Southern California, 4 from Washington State, 3 from New York, 3 from Connecticut, 2 from Colorado, and 2 from Texas. Other states representing will be at least one team are Arizona, Florida, Hawaii, Illinois, Indiana, and Oregon.** (One team consists of 12-15 players plus their managers and families. At least 790 will need lodging in the region for 4-6 days minimum.)

**Each team plays three times over five days,** with a refreshing day off between games to 'recuperate'. Based on last year's survey, they define 'recuperate' as golfing, wine and beer tasting, touring, and dining with their old friends from other regions.

**NUMBERS & ECONOMIC IMPACT** In 2017, the Sonoma County Tourism office used our best guesses to calculate for us that Snoopy's Senior World Hockey Tournament 2017 might have brought in as much as \$3.5 million. They were wrong.

Following the last Tournament in 2018, we did a survey asking our players where they stayed and for how long, and what they did while they were at the Tournament. The County Tourism Office redid the calculation using actual numbers. Their calculation indicated the **Tournament brings in \$5.8 million in economic impact, just slightly less than one day of The Ironman.**

**We are very proud of our ability as a local event with all local staffing to bring in that kind of economic impact to our region, and to do it without burdening City Services or disrupting our friends and neighbors' regular traffic patterns.**

**HISTORY** All of this is possible for the community because Charles M. (Sparky) Schulz, an avid, life-long hockey player, brought the Tournament to Santa Rosa in 1975. He expanded the divisions' age ranges, as he aged, to the delight of senior players from across the United States and Canada, and many years including teams from Japan. Today, approximately 1,000 hockey players from 40 to 99 years of age enjoy their favorite sport on Snoopy's (and Sparky's) Home Ice.

Jeannie, Craig, Amy, Jill, and Monte Schulz resolved to keep the Tournament going after Sparky's passing in 2000 and have proven their commitment this last year with their investment in substantial improvements to the arena. There were concerns that giving the Tournament a year off would reduce the enthusiasm for attending, but as soon as registration was announced the world-wide senior hockey network responded robustly, and the Tournament schedule was filled.

Over the years costs for the Tournament have risen, and interest has expanded, it's been more difficult to make it work. Even today it is underwritten in part by the Schulz family, but that will not continue forever. The Tournament needs to break even.

**TODAY** We want to keep the Tournament going for all the world's senior hockey fans,

and, now more than ever, to continue the long-term, locally-driven, proven economic value to the community.

**OUR REQUEST** We are requesting a \$30,000 grant, support for an independent third party to do our economic impact study so that our numbers can be verified, and a registration code set up with your lodging members so that we can track where exactly our players stay.

The \$30,000 will be spent locally on

- \$20,000 for EMT Standby Services
- \$10,000 for Santa Rosa themed jackets and registrants' bags, and for our hosted BBQ equipment and supplies

In exchange we offer the following recognitions to the City of Santa Rosa and Visit Santa Rosa as one of the Presenting Sponsors of the Tournament:

- Your logos on
  - Print materials transmitted both on paper and digitally
  - Website
  - 3 Rink Boards, which surround the ice during play
  - On all sponsor thank you displays
- "Santa Rosa, California" inscribed on registrants' jackets and registration bags
- Links to Visit Santa Rosa and OutThereSantaRosa websites on the Tournament website

- The opportunity for the Mayor to provide Welcome Notes in the Tournament Souvenir Program
- The opportunity for Visit Santa Rosa and Out There Santa Rosa to have a table in front of the arena during the Tournament to promote their partners.
- The opportunity to have Visit Santa Rosa lodging members be listed as options in our mailings to Teams and Players.
- The opportunity for a representative to welcome our players personally at the Tournament Gathering BBQ on Wednesday, July 15, 2020.
- The opportunity to provide up to three banners which we will place at the rink during the Tournament and at the BBQ celebration.
- The opportunity to put Tourism Guides into the registration packet distributed as players sign in.
- The commitment to house referees in Visit Santa Rosa member properties as much as possible when the Tournament has to purchase lodging for them.

We are attaching a full SRTBIA Event Support Application.

We look forward to working with you!