

Event Details	
Event Name	Sonoma County Harvest Cup
Event Date(s)	9/5/20 & 9/6/20
Event Description	Adult Coed Soccer Tournament
Event Location	A Place to Play Park - Santa Rosa
Is this a new or returning event?	Returning
Contact Name Phone Email Mailing Address	Mike Perry 707-494-9752 northbaygooners@gmail.com 4221 Leafwood Cir East
Legally Responsible Organization	North Bay Gooners
Total Event Cost	10-15k
Amount Requested	5000
How Will Funds from SRTBIA Be Used?	Advertising - online and print Booths at other tournaments in Nor Cal

General Event Information (Please answer all questions fully)

How many room nights will the event generate?	400+ participants
Who is the target audience for this event?	Any adult soccer player and their families
What is the anticipated attendance? Attendees from out of Sonoma County? Attendees from within Sonoma County?	400+ with 60% from outside the area
What is the history of this event?	This will be our 4th year
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	Unsure
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?	Working with Charlene and Kim with visit Santa Rosa
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?	1st year we had 7 teams from outside Sonoma County 2nd year we had 9 teams from outside Sonoma County 3rd year we had 9 teams from outside Sonoma County We expect to add 3-5 team from outside Sonoma County this year
How does this event support or re-affirm Santa Rosa's brand?	Our goal is to bring people from outside the area to enjoy all we have to offer.

<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>This tournament has become a staple in the local soccer community.</p>
<p>How will this event be funded in the future?</p>	<p>Sponsors and funds from previous years</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>Online/social media, print media, booths at other tournaments in Nor Cal</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>Local and regional</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.*