

**Event Details**

<b>Event Name</b>	Sonoma County EPIC Cup
<b>Event Date(s)</b>	October 28 & 29, 2017
<b>Event Description</b>	Outdoor adult coed soccer tournament
<b>Event Location</b>	A place to play park, Santa Rosa
<b>Is this a new or returning event?</b>	New annual tournament
<b>Contact Name</b> <b>Phone</b> <b>Email</b> <b>Mailing Address</b>	Mike Perry (North Bay Gooners) 707-494-9752 4221 Leafwood Cir East Santa Rosa 95405
<b>Legally Responsible Organization</b>	North Bay Gooners
<b>Total Event Cost</b>	10-15k
<b>Amount Requested</b>	5k
<b>How Will Funds from SRTBIA Be Used?</b>	Marketing - Booths at other tournaments in Northern California, flyers, website, social media ads

**General Event Information (Please answer all questions fully)**

<b>How many room nights will the event generate?</b>	1st year 200+ - 12 teams
<b>Who is the target audience for this event?</b>	Any adult over 18 years old.
<b>What is the anticipated attendance?</b> <b>Attendees from out of Sonoma County?</b> <b>Attendees from within Sonoma County?</b>	1st year 500 - 240 from outside the area 2nd year 800 - 600 from outside the area
<b>What is the history of this event?</b>	This is the first year for this tournament. We are replacing a long running tournament that was held in Fort Bragg, CA that has folded as of 2017. I want to bring the 60+ teams from that tournament to Santa Rosa
<b>If this is an existing event, how many room nights has it produced in the past and what hotels were used?</b>	N/A
<b>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?</b>	Working with Visit Santa Rosa - Kim Link & Charlene Lennon
<b>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?</b>	Yes
<b>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?</b>	1st year 20 teams, half from out of town 2nd year 40 teams, 30 from out of town 3rd year 60 teams, 45 from out of town
<b>How does this event support or re-affirm Santa Rosa's brand?</b>	Our goal for doing this tournament is to bring people from outside the area to enjoy all we have to offer.

<p><b>Describe the community support for this event. Include financial and in-kind support.</b></p>	<p>There is a large soccer community in Sonoma County and is growing with the opening of the Epicenter. Feedback from potential sponsors and vendors is very positive. Epicenter is a gold sponsor for this event.</p>
<p><b>How will this event be funded in the future?</b></p>	<p>From the proceeds form the previous year.</p>
<p><b>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</b></p>	<p>Local press release, newspaper print ad, poster marketing at tournaments from outside the area. Facebook, Twitter, Website.</p>
<p><b>Will there be media coverage of this event?</b>  <b>Local – Regional – National</b></p> <p><b>With this media coverage, describe who will be covering this event</b></p>	<p>Local &amp; Regional</p>
<p><b>Additional information or comments.</b></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.*