

Event Details	
Event Name	Sonoma County Epic Cup
Event Date(s)	<del>October 13th &amp; 14th, 2018</del> OCT 27, 28 2018
Event Description	Outdoor adult coed soccer tournament
Event Location	A place to play park, Santa Rosa
Is this a new or returning event?	Returning, 2nd year
Contact Name Phone Email Mailing Address	Mike Perry (north Bay Gooners) 707-494-9752 northbaygooners@gmail.com 4221 Leafwood Cir East Santa Rosa 95405
Legally Responsible Organization	North Bay Gooners
Total Event Cost	10-15k
Amount Requested	5k
How Will Funds from SRTBIA Be Used?	Marketing - Booths at other tournaments in Northern Ca, flyers, website, social media ads, online ads.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	200+ - 12 teams
Who is the target audience for this event?	Any adult over 18 years old
What is the anticipated attendance?  Attendees from out of Sonoma County?  Attendees from within Sonoma County?	800 - 600 from outside the area
What is the history of this event?	This will be the 2nd annual tournament. Last year's inaugural tournament we got a better turnout than expected.
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 Visit Santa Rosa - Kim Link
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?	Last year we had 13 teams, 7 teams from out of the area as far away as Reno, NV. We expect that to more than double 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.

Describe the community support for this event. Include financial and in-kind support.	There is a large soccer community in Sonoma County and it is growing with the opening of Epicenter. Feedback from potenial sponsors and vendors is very positive. Epicenter is a gold sponsor for this event.
How will this event be funded in the future?	Sponsors and funds from previous years.
Describe the marketing plan for the event. What type of exposure will Santa Rosa get?	Local press release, newspaper print ad, poster marketing at tournaments outside the area. Facebook, Instagram, Twitter, Website.
Will there be media coverage of this event? Local – Regional – National  With this media coverage, describe who will be covering this event	Local and Regional
Additional information or comments.	

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.*