

Santa Rosa Tourism Business Improvement Area
Event Support Application
WGAS Motorsports
2018

Event Details
Event Name: 2018 Monster Truck Spring Nationals & 2018 Monster Truck Fall Nationals.
Event Date(s): May 4 & 5, 2018 and October 13, 2018
Event Description: WGAS Motorsports is returning to Santa Rosa in 2018 with even more Extreme Motorsports, including Monster Trucks, Free Style Moto X, Tuff Truck Racing, Quad Racing, Demolition Derbies, and much more! New this year we plan to bring world famous Big Foot!
Event Location: Sonoma County Fairgrounds-Santa Rosa, CA.
Is this a new or returning event? Returning event (2018 Monster Truck Spring & Fall Nationals).
Contact Name: Sharlene Borba Phone: Office (530-745-0100) Mobile (916-215-9427) Email: info@wgasmotorsports.com Mailing Address: PO Box 216 Cool, CA 95614
Legally Responsible Organization: WGAS Motorsport Entertainment, LLC
Total Event Costs: \$170,000.00
Amount Requested: \$5,000.00
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 each of these events generate? 100-500 per event
Who is the target audience for these events? Young families
What is the anticipated attendance? 6,900 per event Attendees from out of Sonoma County? 2,500 per event Attendees from within Sonoma County? 4,400 per event
What is the history of this event? WGAS Motorsports has been successfully bringing this event to Santa Rosa since 2010.
If these are existing events, how many room nights has it produced in the past and what hotels were used (per event)? For WGAS: approximately 50 (Sandman, 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? Working with the Sandman Hotel for rooms.
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 these events' capacity to incubate (Can these events grow in the future years?) What kind of room night growth do you anticipate over the years? These events have 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 do these events support or re-affirm Santa Rosa's brand? These events help 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 2018 Tour. The 2018 Monster Truck Spring & 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 these events. 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. Pre-Show cross-state promotions and Post Event TV exposure reinforce this tradition.

<p>How will these events be funded in the future?</p> <p>Future events will be funding by ticket sales, sponsorships, and grants.</p>
<p>Describe the marketing plan for these events. What type of exposure will Santa Rosa get?</p> <p>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.</p>
<p>Will there be media coverage of these events? Local – Regional – National</p> <p>With this media coverage, describe who will be covering these events:</p> <p>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 Bachelor, Jay Leno's Garage, Buzz Feed, 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.</p>
<p>Additional information or comments:</p> <p>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.</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.*