

Event Details	
Event Name	2020 Monster Truck Spring Nationals & 2020 Monster Truck Fall Nationals
Event Date(s)	May 1 & 2, 2020 and October 2 & 3, 2020
Event Description	WGAS Motorsports is returning to Santa Rosa in 2020 with even more Extreme Motorsports, including Free Style Moto X, Tuff Truck Racing, Quad Racing, Demolition Derbies, and of course, Monster Trucks! Our scheduled Monster Trucks for May include Playin' For Keeps, Enforcer, UnNamed & UnTamed, Rat Attack, Disturbed, and The Extinguisher Monster Ride Truck.
Event Location	Sonoma County Fairgrounds-Santa Rosa, CA.
Is this a new or returning event?	Returning
Contact Name Phone Email Mailing Address	Sharlene Borba Phone: Office (530-745-0100) Mobile (916-214-9427) Email: info@wgasmotorsports.com Mailing Address: PO Box 216, Cool, CA 95614
Legally Responsible Organization	WGAS Motorsport Entertainment, LLC
Total Event Cost	\$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 (Please answer all questions fully)	
How many room nights will the event generate? In the City of Santa Rosa? In Sonoma County?	100-500 per event
Who is the target audience for this event?	Young families
What is the anticipated attendance?	6,900
Attendees from out of Sonoma County?	2,500
Attendees from within Sonoma County?	4,400
What is the history of this event?	WGAS Motorsports has been successfully bringing this event to Santa Rosa since 2010.
If this is an existing event, how many room nights has it produced in the past within the City of Santa Rosa?	For WGAS: approximately 50 (Sandman, Santa Rosa Flamingo Resort, Rodeway Inn, Good Nite Inn, Doubletree Inn. Out of town visitors: approximately 100-400.
Have you approached or contracted with any lodging establishments for the event for which you are requesting support? If so, who have you contacted 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 use Visit Santa Rosa 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 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?	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 does this event 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 2020 Tour. The 2020 Monster Truck Spring & Fall Nationals (and the city of Santa Rosa) will be included in all these promotions, as it has in the past.

<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>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>
<p>How will this event 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 the event. 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. We have found our billboard campaign to be exceptionally successful. Santa Rosa will have exposure in all these events and will be promoted at all our events throughout the West Coast. We have already begun a huge Social Media push, that included a special Holiday Family Package. We plan more to come. Also, well plan a special Advance Child Ticket available only through participating Les Schwab Tire Stores.</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>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.*

STRBIA Event Recap	
Event Name	
Event Date(s)	
Event Description	
Event Location	
Recap Prepared By	
Event Attendance by Day	
Are you attaching a zip code analysis or visitor survey results?	
If no zip code analysis or survey is being provided, how many visitors do you estimate came from out of the area?	
How many room nights do you estimate were used within Santa Rosa? What SRTBIA lodging establishments were contracted/used for the event?	
How were SRTBIA funds used?	
Is there any other economic impact you would like to share about the event?	

This is to be completed and returned to the Visit Santa Rosa Executive Director within 90 days of the conclusion of the event.

Please attach any relevant information including copies of articles, advertisements, press releases or economic data related to the event.