

**SPONSORSHIP TOURISM GRANT APPLICATION COVER PAGE**

Title of Project: KLAMATH SNOWFLAKE FESTIVAL OFFICIAL WEBSITE

Funds Requested: \$700

Organization Applying: KLAMATH SNOWFLAKE FESTIVAL

Contact Person: JIM PHILLIPS OR NAN KIRBY

Phone Number: 541-884-3505 OR 541-891-0514

Email Address: SnowflakeFestival@hotmail.com

Mailing Address: PO BOX 1764, KLAMATH FALLS, OREGON 97601

Web Site Address: www.KlamathSnowflake.com

Brief Description of Project including date, time and location: \_\_\_\_\_

The Klamath Snowflake Festival is a 2+ week schedule of holiday events put on by local non-profit and for profit organizations. Including the evening Snowflake Parade, these events draw countless people from all over Southern Oregon and Northern California. Having our website [www.KlamathSnowflake.com](http://www.KlamathSnowflake.com) is essential to advertise year round for the Festival. Our goal is to create a niche event for Klamath Falls every year, similar to how Pear Blossom Festival or the Rose Festival or even the Mosquito Festival have created additional tourism to the Rogue Valley, Portland and even Paisley. The date of the Festival begins typically the Saturday after Thanksgiving and extends through the following two weekends.

Events include: Quota Bazaar; Visits with Santa; Christmas Tree Jubilee; Snowflake Dinner & Dance; Handbell Ringers Concert; Gingerbread House competition; Ugly Sweater 5k Run, just to name a few.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant See Hard Copy of Application Date \_\_\_\_\_

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization See Hard Copy of Application Date \_\_\_\_\_

## **PROJECT DESCRIPTION**

Provide a detailed description of the project and activities.

**A yearly winter festival held in Klamath Falls, Oregon. In 2015 dates are November 28 through December 13. We coordinate 25-30 events, mostly for non-profit organizations for the Festival.**

## **PROJECT GOALS**

How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?

**We expect to see 5000-7000 out of county visitors during the two week festival. Tracking can be done through our Facebook Page, our Website Page plus counters on sites we are placing our advertisements (Wynne Broadcasting; Basin Mediative; Newswatch 12).**

## **QUALIFICATIONS OF APPLICANT**

Describe your organization/project management team. How are these individuals qualified to lead this project?

**Bernice Hantzmon, Snowflake Festival Chairperson from 2007 – PRESENT  
Works for Wynne Broadcasting for over 20 years as an Ad Salesperson.**

**Jim Phillips – retired. Six years experience on Snowflake Festival Committee. Two years as a Snowflake Festival Volunteer Coordinator. AA Business Degree from OIT; Western Business College; Business management computer programming; NCOA Associate member; Veterans Memorial Committee; Sons of the American Legion past Commander.**

**Nan Kirby – Office Administrator. Has community volunteer experience; has worked in office administration on and off for 30+ years. Member of Snowflake Committee for two years.**

Describe your team's experience in operating past or similar projects.

**Jim Phillips worked with Ken Hay, City of Klamath Falls Coordinator for over 6 years for both the Klamath Snowflake Festival and the Veterans Memorial in Veterans Park.**

**Bernice Hantzmon was Co chair of Klamath Kruse for two years, and has been on Snowflake Committee Board starting 2007, and chair of Snowflake Committee since 2008, helped organize Stop Booths at Tandem Rally 1996**

**Nan Kirby was Vice President of the Modoc Point Sanitary District and worked to get a new sewer system built through grants and loans for approximately \$380,000 sewer system. Nan also helped with fundraisers for the American Legion Post 8, including application and receipt of a Home Depot grant for new flooring.**

**Jim Phillips, Bernice Hantzmon and Nan Kirby took control of the planning for the Festival in 2014 and the American Legion Post 8 Klamath Falls, Oregon took on the hosting duty.**

## **PROJECT PLAN**

How will you give credit to Klamath County for its support in our event or project?

**Discover Klamath will be listed as a Major Sponsor for this year's Snowflake Festival. All sponsors will be listed equally in all advertising. The Snowflake Festival will publish an advertisement thanking all sponsors, event holders, volunteers and donors in the Herald and News or The Nickel newspaper at the end of the Festival.**

Provide a detailed timeline of your marketing efforts leading up to the event or project including out of county marketing.

**We launched a new Klamath Snowflake Facebook site (SnowflakeFestivalkf) in March 2015 and our new website [www.klamathsnowflake.com](http://www.klamathsnowflake.com) in July. Both have been increasing in viewership and as the Festival Event Schedule evolves, updates can be found on both sites. Also, we'll begin our print media advertising campaign about three weeks before Thanksgiving week. Additional website advertising will occur on Newswatch 12 website and other event sites. We anticipate running the television spot about two weeks before and then the radio ads will begin about a week before Thanksgiving. The Festival begins the weekend following Thanksgiving. We will continue advertising on all platforms throughout the Festival.**

Describe your target market/audience.

**All ages. The Festival has events that target all ages.**

How will you measure attendance in drawing out of county visitors to the project?

**We will primarily determine the success of the entire Festival by the total success of the individual events held.**

List your potential sponsors and partners and how they contribute to the event or project.

**Each of the following sponsors have contributed a \$500 sponsorship fee, or have arranged for an "in-kind" donation of services or discounts. The funds collected are used for the promotion and support of the Klamath Snowflake Festival.**

## **2015 KLAMATH SNOWFLAKE FESTIVAL SPONSORS**

AMERICAN LEGION POST 8  
AVISTA CORPORATION  
BASIN GLASS & ALUMINUM  
BASIN MEDIACTIVE  
BRD PRINTING  
CENTURY 21 SHOWCASE REALTOR - ROSEMARY WHITAKER  
CHILDREN'S MUSEUM OF KLAMATH FALLS  
CITY OF KLAMATH FALLS  
COLDWELL BANKER - HOLMAN PREMIER REALTY  
DISCOVER KLAMATH  
E.M.B. AUTO REPAIR  
EDWARD JONES - STEVE TIPPIN, AAMS  
ELKS LODGE #1247  
EPICENTER  
FIRST AMERICAN TITLE COMPANY OF OREGON  
FISHER NICHOLSON REALTY  
GREEN DIAMOND RESOURCE COMPANY

HENRIS ROOFING & SUPPLY  
HOLLIDAY JEWELRY  
KLAMATH BASIN HOME BUILDERS ASSOCIATION  
KLAMATH FALLS DOWNTOWN ASSOCIATION  
KLAMATH HEALTH PARTNERSHIP  
LES SCHWAB TIRE CENTERS  
MAIN STREET JEWELERS  
NEWSWATCH 12  
NON COMMISSIONED OFFICERS ASSOCIATION  
RICK'S SMOKE SHOP  
ROCKIN' H CREATIONS  
ROGUE CREDIT UNION  
S&H BEDROOM GALLERY  
STEVE'S PLACE of KLAMATH INC.  
WAMPLER LOGGING  
WENDY'S  
wrinkledog, inc.  
WYNNE BROADCASTING  
Z DESIGNS

September 26, 2015

Jim Phillips  
450 Michigan Ave.  
Klamath Falls, OR 97601

RE: Snowflake Festival

To Whom It May Concern:

I would like to express my support for the Snowflake Festival in Klamath Falls. Every year the Festival supports many needful organizations with holiday events that bring the whole community together. It is wonderful to see the children experience the festivities. Having a website to find all the information about the Snowflake Festival makes it easier. I'm excited they have a new website and hope they can continue to bring us the upcoming information about the Festival for all of us be able to enjoy.

Sincerely,

A handwritten signature in cursive script that reads "Sandy Simmons". The signature is written in black ink and is positioned below the word "Sincerely,".

Sandy Simmons  
3004 Western Street  
Klamath Falls, OR 97603



www.klamathbasinhba.org

September 22, 2015

Snowflake Festival Committee  
Jim Phillips  
450 Michigan Ave  
Klamath Falls, OR 97601

*KBHBA 2015  
Board of Directors*

*Rich Schmerbach  
President*

**Re: Snowflake Festival Advertising**

*Myra Schelb  
Vice President*

Dear Mr. Phillips,

If you made a list of the events the entire community looks forward to all year – at the top of that list you will find the Snowflake Festival.

*Jeff Wilsey  
Associate V.P.*

This festival brings the community together in the spirit of the upcoming holidays no matter what religion, race or preference you may have. Everyone enjoys their time downtown watching the tree lighting, looking for Santa sightings, viewing the gingerbread houses and a number of other events.

*Amy Chipman  
Treasurer*

*Heather Curtis  
Secretary*

What the community does need is for you to ensure that you have made every attempt to keep the information out where the public can easily access it at any time of the day. Radio and TV ads are only good for the time they are played. A printed ad can be lost. With technology being what it is these days, the internet is a vital part of any advertising plan – especially for something with the time duration and variety of events as the Snowflake Festival.

*Members:  
Cary Brennan  
Matthew Johnson  
Mark Knust  
Harry Mauch  
Greg Seger  
Randy Shaw*

Please be sure that the Snowflake Festival’s website is kept up to date and available at all times. I’ve already had questions about when certain events will take place, so we need to be sure it is out there as soon as possible!

Sincerely,

Heather Crowder  
Executive Officer, Klamath Basin HBA

205 Riverside Drive, Suite G  
Klamath Falls, OR 97601  
541.884.8570  
Fax: 541.884.6615  
E-Mail Address: info@klamathbasinhba.org

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From: half\_carat@hotmail.com  
To: tphillips@hotmail.com  
Subject: Letter of Reference for Web Site  
Date: Tue, 22 Sep 2015 14:02:41 -0700

To:  
Klamath County Commissioners  
In reference to the 2015 Klamath Snowflake Festival [[klamathsnowflake.com](http://klamathsnowflake.com)]

We the undersigned believe this site is a positive site for tourist and locals seeking event information during the months of November and December. We as local business owners see this annual event as a positive reflection on the city of Klamath Falls and Klamath County. This site plays an important role in the success of this wonderful event which shows the character of both the city and the county.

We are writing this letter in hope that our commissioners stand behind and support events and information venues that serve and uphold the image of our wonderful community.

Respectfully,  
Tim Clinton and Chris Smith  
Owners, Main Street Jewelers