

Print

Tourism Sponsorship application - Submission #455

Date Submitted: 3/28/2019

Title of Project*

Wing Wars Summer Cook-Off - Bonanza Extravaganza!

Grant Cycle*

Spring 2019

Funds Requested*

2500.00

Organization Applying*

Town of Bonanza

Contact Person*

Cheri Stewart

Phone Number*

541-545-6566

Email address*

tobtreasurer@gmail.com

Website (if applicable)

www.townofbonanza.com

Address

Po Box 297

City

Bonanza

State

Oregon

Zip Code

97623

Are you or is anyone in your organization an employee of Klamath County Government or a relative or an employee of Klamath County Government?

yes/no*

no

If yes, please enter name

Name

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

yes/no*

no ▼

If yes, please enter name

Name

Description of project including activities, date, time and location*

At Big Springs Park in the center of Bonanza, Oregon, the Town of Bonanza will be hosting their first WING WARS (Chicken Wing cook-off competition, judged only by the public). The event is free for everyone which will be sure to encourage more participation from traveling and local families. This one day event will be held on Saturday, July 27, 2019 and will begin at 11am. The WING WARS will be in conjunction with a pie baking contest, free kids activities (bounce houses, sack races, arts & crafts, and watermelon eating contests), food vendors (operated by Non-Profit Organizations to help them raise money for their groups), concerts in the park, and a Talent Show in the evening to close out the event. We have began coordinating with the local branches of the armed services to bring in a climbing wall and other activities. We may also be bringing in a corn-hole tournament this year! This family-friendly event has something for everyone. This is sure to bring people outside of the Klamath County Urban Growth Boundary and into the beautiful Town of Bonanza!

Goals*

The goal is to grow this event every year. With the new WING WARS launching this year, the Town of Bonanza realized they would need additional help with marketing and advertising to help brand the event. We want to keep this a family friendly event along with keeping the small town feel. The Mayor of Bonanza would like to see 7500 people come through our small town from around Klamath County and beyond. The marketing dollars sought after in the Tourism Sponsorship grant will go to advertising through commercials, newspapers, and social media. We want to stretch the advertising outside of Klamath County to bring in as many "out-of-towners" as possible. The number of attendees will help all of the local businesses and gives great exposure for the non-profit organizations involved. We will have an information booth, a guest book for people to sign in, and a number of greeters to help visitors navigate the event.

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

Team*

The event has two primary coordinators , Cheri Stewart (the committee chair) and Lindsey Hamar (vendor coordinator and branch manager of Rogue Credit Union). We also implemented a 10 person committee with additional help from Mayor Betty Tyree. Each committee member will head up a section of the event to keep it manageable, The committee includes people from Rogue Credit Union, The Bonanza Park & Rec District, The Bonanza Lion's Club, Benefit of the Basin, and a number of community leaders and volunteers. The committee chair is responsible for the overall event planning, staffing, fundraising, and advertising, but with the help of the committee and Discover Klamath, we will be able to launch to most successful event in Bonanza's history.

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

Experience*

Bonanza has had decades of experience in preparing, planning, and implementing events. The Town in early stages worked directly with the Lion's Club to bring the Bonanza Carnival, which years later, morphed into a much larger event including cook-off competitions, car shows, hobby festivals, children's art festivals, big name talent for concerts, free kids activities, and much more! The combination of everyone's experience in events really comprised a fully qualified and capable team that looks forward to the execution of the new 2019 WING WARS. Mayor Betty Tyree has been the mayor of Bonanza for over 30 years and she believes this will be the most successful event Bonanza has ever hosted.

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

County credit*

Klamath County will receive prominent logo recognition as one of the main sponsors of the WING WARS. We will incorporate their logo and required verbiage on Facebook and other social media outlets, commercials, radio advertising, newspaper articles and inserts, flyers and other print advertising, as well as at the event on the Wall of Sponsors. Our commitment is to let those that hear about our event and those that attend know how valuable your assistance is to the implementation of it. Working with Discover Klamath has been instrumental in previous events, and we will ensure that the Klamath County Tourism Sponsorship Grant's support is well represented and known.

How will you give credit to Klamath County for it's support in your event or project?

Timeline*

We have already began creating registration forms, rules & regulations for participants, and have created the main event flyer and other supportive flyers for the main areas of the event. We have began to send out forms to past participants of events, and have researched organizations, clubs, and store-fronts that align with our goals all around the state of Oregon. We included in those out of town mailings: a main event flyer with a schedule of events which calculates to over 1000 mailers that will go out in the month of March. We have already started working with Tonia at Discover Klamath to begin a marketing campaign and reached out to Kurt at the Herald and News to create an event launch story. In April, we will start to request to be put on local calendars including the Herald & News, Chamber of Commerce, Klamath LIVE, and Klamath City's calendar. We will also be reaching out to Southern & Central Oregon and Northern California's chamber calendars as well. In May, we will launch our marketing and social media campaign and revise our commercial with Discover Klamath. June and July will be months of heavy promotion as a whole through radio, newspaper, and social media.

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

Target Market*

Our target audiences, which is defined as over 25 years of age, male or female with children, with income of over \$42,000 and above to account for travel, with interests in: cook-off competitions, arts, culture, craft & food vendors, outdoor recreation and concerts. Our target market will be those living outside of Bonanza town limits, Klamath County, Southern and Central Oregon, and Northern California. We believe that the commercials and specific target markets for social media work well in bringing in visitors from other areas of the Pacific Northwest and beyond. We really want to show what big things our small town can do and what we are all about; family, community, and fun!

Describe your target market/audience

Measurability*

We will be bringing in greeters and an information booth to help visitors navigate through the event. We are also creating a hand-held map to hand out to attendees. We will track all visitors with a guest book and click counts at all entrances, and participants through registration forms for all aspects of the event, which will then go into a database. We also work closely with the Bonanza RV Park who is always sold out during the event.

How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate code, Ticket Sales, Trail Counts (be specific).

Sponsors*

The Town of Bonanza has great local support from residents and businesses in Bonanza. We also work with 10 businesses for in-kind support (Klamath Basin Equipment, Party Time, Herald & News, Parties R Me, Bonanza RV Park, Rocky Nelson Construction, Benefit of the Basin, Rogue Credit Union, Living Springs Fellowship, and GoldanBrown Tree Service). The Bonanza Park & Recreation District is our facility sponsor. Our list of annual monetary donors include Klamath County, Avista, Rogue Credit Union, Great Basin Insurance, Pacific Power, SHN Engineering, Mark Miller & Associates, GoldanBrown Tree Service, and Ed Staub & Sons.

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

Flexibility*

Without the support from the Klamath County Tourism Sponsorship Grant, the Town of Bonanza would not be able to promote the event beyond Klamath County in an effective way. We would continue our own social media campaign to try and reach outside of Klamath County. The Tourism Grant would allow us to use the advertising dollars in an effective way outlined by Discover Klamath to reach markets outside of our own. If the grant was not awarded, we would have to drastically reduce the TV commercial and social media campaigns through Discover Klamath. Decreased market reaches will in turn decrease attendance and possibly decrease word of mouth advertising and the future sustainability of the event would be at risk.

If your organization is not awarded full funding, how would you modify your plans?

Required supporting documents*

W9, Budget, Letters of Support, Ins Requirements.pdf

***Proof of federal tax id (if one is issued, do not upload docs for SSN)

***Entity's W-9 form (omit SSN) ***Grant Budget - Use the grant budget template provided ***Support letters - All entities are required to obtain support from 3 businesses/organizations ***If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant ***Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs ***If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally

Insurance Requirements

Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

Electronic Signature*

Cheri Stewart