



City of Green River
City Council Meeting
Agenda Documentation

Preparation Date: August 29, 2016	Department: Parks and Recreation
Meeting Date: September 6, 2016	Department Head: Brad Raney
	Presenter: Katie Blood

Subject:

Sweetwater County Joint Travel and Tourism Sponsorship submission – 2016 Co-ed Tough Turkey Volleyball Tournament.

Background/Alternatives:

The Co-ed Tough Turkey Volleyball Tournament is an annual event held by the Green River Parks and Recreation Department. This event has grown in local popularity and manages to draw attendants from across Wyoming, into Colorado, into Utah, and beyond. The event is held in late November, usually the weekend before the Thanksgiving holiday, and is a welcome event in our community.

Attachments:

Sponsorship application for the 2016 Co-ed Tough Turkey Volleyball Tournament

Fiscal Impact:

Total Event Budget: \$7,800

Funding Request: \$2,000

Staff Impact:

There will be staff time associated with administering the grant.

Legal Review:

N/A

Suggested Motion:

I move to approve the sponsorship application submission for the 2016 Co-ed Tough Turkey Volleyball Tournament to the Sweetwater County Joint Travel and Tourism Board.



404 N Street, Suite 304 Rock Springs, WY 82901 Ph: 307.382.2538

SPONSORSHIP APPLICATION

Sponsorship Application Check List of Required Items:

The following items to be included with the application form:

- Project Narrative
- Summary of Promotional Items
- Detailed Marketing Plan
- Detailed Budget or Spending Plan

Events that draw substantial out-of-county overnight visitors to Sweetwater County without the need to advertise (i.e. conventions, culminating events, member events, events at registration capacity, or events that have other sources of advertising funding) may qualify for a sponsorship grant.

Applicant Information

Organization Name: City of Green River
 Mailing Address: 1775 Hitching Post Drive
 City/State/ZIP: Green River, Wyoming 82935
 Phone: (307) 872-0513
 Email: kblood@cityofgreenriver.org

Type of Organization:
 WY non-profit 501c3 tax id #
 WY non-profit (not 501c3) Code section of exemption: _____
 Government Entity

Event Information

Event Name: Co-ed Tough Turkey Volleyball Tournament
 Type of Event: Sport: Volleyball
 Primary Contact: Katie Blood
 Location of Event: Green River Recreation Center
 Date(s) of Event: November 19 - 20, 2016
 Projected Attendance: 225
 Do you require membership in your organization for individuals to participate? Yes No

Est. # of out-of-county participants staying overnight: 25
 Arrival Date: 11/18/2016 Departure Date: 11/20/2016
 Total est. # of room nights generated by this project: 25
(Example: Estimated number of people requiring lodging: 600 people; average 2 people per room; 300 rooms required per night. Length of stay: 2 nights; arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).
 Will this be an annual event in Sweetwater County? Yes No
 Has the event been in Sweetwater County before? Yes No
 If yes, how many out-of-county participants came last year? 56

Sponsorship Information

Sponsorship Requested: \$ 2,000
 Total Event Budget: \$ 7,800
 Has the T&T funded this project in the past? Yes No
 If yes, number of times: N/A
 Total funding received from T&T to date: \$ 0.00
 How will the event proceed if not funded by the T&T?
City of Green River funding

Mark all sponsorship benefits available to T&T:
 T&T banner at event site (required; provided by T&T)
 T&T logo on awards (required; stickers provided if needed)
 T&T logo on posters, registration forms, programs, letterhead or all that are applicable to this event (required), link to our website on all electronic materials/registration
 T&T logo on t-shirts provided to the participants (required)
 2 event tickets for T&T (required)
 Complimentary advertising space in program:
 Size of ad: _____ Inches X _____ Inches
 Color Black & White
 Public address announcements for T&T
 Other: _____

How will you promote out-of-county attendance/participation?
Radio, Email, Facebook, Instagram, City of Green River Website, and other social media opportunities

Total budgeted for out-of-county promotion: \$ 0.00

How will you promote in-county attendance/participation?
Flyers, Word of Mouth, Radio advertising, Direct mailings, Email, Website, Facebook, Instagram, and other social media opportunities.

Total budgeted for in-county promotion: \$ 0.00

Sponsorship Grant funds will be used for:
 Event Stationary Speakers/Presenters at Event
 Event Registration Forms Rental Equipment for Event
 Entertainment at Event Event Space Rental
 Event Officials/Judges Free Event Programs
 Event Awards (given away) On-site Event Brochures
 Event T-Shirts On-site Event Posters
 Postage (out of county mailings) Refreshments/Food at Event

Note: Payment reimbursement is based on approved items from the check list above

Signature: _____

Date: _____

Read the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is **20 Business days** prior to Grant Hearing.

For Completion by T&T Staff

Estimated Total Economic Impact: \$ _____

Formula: Number of out-of-county participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Example: 200 people x 2.5 days = 500; multiplied by a \$150 daily expenditure; for a \$75,000 estimated total economic impact.

Sweetwater County Joint Travel & Tourism Board

Grant Application

Co-ed Tough Turkey Volleyball Tournament

November 19 & 20, 2016



Co-ed Tough Turkey Volleyball Tournament 2016

Travel and Tourism Sponsorship Application

Description of Event

The Co-ed Tough Turkey Volleyball Tournament is an Annual event that brings competitive volleyball enthusiasts from all across Wyoming, Colorado, Nebraska, Idaho, and Utah. It will be held at the Green River Recreation Center in Green River, Wyoming, November 19-20, 2016. This event, given the amount of teams that register, will potentially expand to a second site. Last year, 2015, the event expanded to Green River High School in Green River, Wyoming. Packet pickup and facility set-up will begin November 18 at 5PM and continue on through the next morning, November 19 at 7:30AM. Games will begin promptly at both sites at 8AM. A hospitality site, providing breakfast and lunch, will be available at both sites the duration of the entire planned event.

The event starts at 8 AM at both sites for games. Saturday, November 19 will consist of Pool Play all day, meaning every team that signed up for the tournament will play against every other team in the tournament to determine the ranking of teams for bracket play on Sunday, November 20. On Sunday, the teams will be sorted into Recreation, Semi-Professional, and Professional leagues and will compete, starting at 8 AM, to become to top team in each league. The event will aim to finish by 3 PM on Sunday, November 20. The event will have a hospitality room at each site that is available. The hospitality room will be available as long as tournament play is still active for breakfast, lunch, snacks, and beverages. The hospitality room will be available for free to participants and staff and a for \$5 fee to spectators. At the end of the event on Sunday, we will determine the winners and award prizes to the first and second place finishers for each division.

We are requesting funds from the Sweetwater County Joint Travel and Tourism Board to cover the cost of the t-shirts to the participants of the Co-ed Tough Turkey Volleyball Tournament, the shirts would have the T & T logo on them.

The impacts on the local economy will be in hotel bookings, restaurants, gas stations, and other trail establishments.

Promotion/Marketing Plan

The 2016 Co-ed Tough Turkey Volleyball Tournament will be advertised on The Radio Network and WyoRadio stations. Flyers will be posted around town and emailed to other Parks and Recreation contacts around Wyoming to post in their city/towns at their facilities. Previous years participants have provided their email addresses and they will be directly emailed the information about the tournament. Instagram is an application exclusive to mobile devices (though it may still be accessed online) that we will be posting posters, information, deadlines, etc. about the event at www.instagram.com/greenriverreccenter. Facebook has the capability to advertise to certain demographics within each post. Green River Parks and Recreation will make several posts to their page that will be targeted to advertise to Volleyball players across Wyoming, Colorado, Idaho, Nebraska, Montana, and South Dakota at www.facebook.com/Green-River-Parks-Recreation. Finally, there will also be information available on the www.cityofgreenriver.org website where participants can go to get information about the event and any updates.

Co-ed Tough Turkey Volleyball Tournament 2016

Travel and Tourism Sponsorship Application

Projected Budget for the 2016 Co-ed Tough Turkey Volleyball Tournament

Expenses

Event Spaces (GRRC & GRHS)	\$	Waived
Rental Equipment (GRRC & GRHS)	\$	Waived
Registration Forms	\$	-
Advertising		
Banner	\$	Provided by T & T
Radio Ads		
In County		
The Radio Network	\$	Waived
WyoRadio	\$	Waived
Social Media		
Facebook (Green River Parks & Recreation)	\$	20.00
Instagram (greenriverrecenter)	\$	-
City of Green River Website	\$	-
Brochure		
Fall/Winter 2016		
4.25 x 5.5	\$	Waived
Photocopying/Printing (0.10/copy)	\$	40.00
Officials/Referees (paid/game)	\$	350.00
T-Shirts for Participating in Event		
PMS screen printing	\$	1,908.00
Custom Ink (Online)	\$	2,156.00
Vista Print (Online)	\$	4,160.60
Awards (48 awards to Individuals)		
48 Ind. 6 Teams (Hoodies)		
PMS Screen Printing	\$	1,200.00
Hospitality/Food & Beverages		
Smith's – Knick Knacks	\$	712.42
McFadden – Snacks & Drinks	\$	1,003.19
Smith's – Deli	\$	405.45
Pizza – Dominoes	\$	593.30
Supplies		
Whistles (144) & Lanyards (72)	\$	168.51
Staff (Hoodies)	\$	124.00
Games Balls	\$	334.17
Staffing Event (86 hours)	\$	983.34
Team Bags		
Event Program/Brochure	\$	In-House
Total Expenses	\$	7,842.38

Revenue

Registration Fee		
Early Registration Discount (\$200)	\$	2,400.00
Regular Registration (\$250)	\$	3,250.00
Hoodies for Purchase	\$	60.00
Hospitality Bands (\$5/band)	\$	180.00
Total Income	\$	5,890.00