

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

Sponsorship Application

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: RS Midget Miner Hockey Team
Mailing Address: P.O. Box 912
City/State/ZIP: Rock Springs, WY 82902
Phone: 307-875-0104
Email: cclocker@wyoming.com

Type of Organization:

- ☒ WY non-profit 501c3
☐ WY non-profit (not 501c3) Code section of exemption:
☐ For profit incorporated
☐ Individual Ownership

Event Information

Event Name: 2012 Rock Springs Midget Madness
Type of Event: Midget (HS Age) Hockey Tournament
Primary Contact: Carolyn Locker
Location of Event: RS Family Recreation Center
Date(s) of Event: January 6-8, 2012
Projected Attendance: 80 players = 160+ people
Do you require membership in your organization for individuals to participate? ☐ Yes ☒ No

Est. # of out-of-county participants staying overnight: 160
Arrival Date: Jan. 6, 2012 Departure Date: Jan. 8, 2012
Total est. # of room nights generated by this project: 80
(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?

Sponsorship Information

Sponsorship Requested: \$ 4000.00
Total Event Budget: \$ 5395.00
Has the T&T funded this project in the past? ☐ Yes ☒ No
If yes, number of times:
Total funding received from T&T to date: \$
How will the event proceed if not funded by the T&T?
We will require a higher entrance fee from incoming teams. We will do fundraisers and eliminate the t-shirts for each player.
How will you promote out-of-county attendance/participation?
We will e-mail the announcements and make personal contact and phone calls to the team managers and coaches.

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)
☒ 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: 4.25 Inches X 5.5 Inches
☐ Color ☒ Black & White
☒ Public address announcements for T&T
☒ Other: Welcome bags and newspaper articles.

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

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

How will you promote in-county attendance/participation?

Newspaper articles, paid ads - if necessary. Free public address announcements, word of mouth, Taco Time signpostings, posters at the rink.

Total budgeted for in-county promotion: \$ 0.00

Signature:

Date:

Read and follow the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is 20 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.



Rock Springs Amateur Hockey Association

PO Box 912

Rock Springs, WY

82902

2011 Travel and Tourism Grant Proposal Rock Springs Midget Madness Hockey Tournament

Project Narrative:

The Rock Springs Midget Team is a division of the RS Amateur Hockey Association and a member of USA Hockey. Midgets are high school players aging from 15-18 years. The players live in Rock Springs, Green River and the surrounding area. Our Midget Madness Tournament will be a 5 team invitational tournament open to any Midget A-B level team. An Invitational gives our RS team a chance to play teams from Utah, Colorado, Montana, Idaho and Wyoming. The Rock Springs Ice Arena is one of the nicest in the region and it is our pleasure to host tournaments to showcase our facilities and ever changing community.

The Midget Madness Tournament will be held Jan. 6-8, 2012. All tournament play will take place at the Rock Springs Family Recreation Center Ice Arena. There will be 12 games; each lasting 1 ¾ hour with a 15 min ice resurfacing between every 2 periods of play. The tournament will begin on Friday night at 8:15pm and conclude at 11:00 am Sunday morning.

We are planning to have 4 out of county teams enter. Each team rosters up to 20 players who travel with their parents/families and stay in a Rock Springs' hotel. This computes to a total around 80 hotel rooms for 2 nights. Families will eat at the restaurants and shop or seek entertainment in Rock Springs on their "off-ice" time.

Marketing Plan:

Our tournament announcement/application goes out to teams in Wyoming and the bordering states via internet e-mails and team websites. Applications are due December 15, 2011. Phone calls are often required, but at no extra expense due to current cell phone plans.

The week of the tournament, we will advertise in the Rocket-Miner and Green River Star, inviting the public to attend these games. In the past, we have been fortunate to have an article written in the sports section announcing our tournament, but if that is not an option that particular week, we could take out a paid ad.

Promotional Projects:

Ice Time:

The Rock Springs Family Recreation Center Ice Arena, under the purview of the City of Rock Springs, charges the RSAHA \$115.00 per hour to use the ice for tournaments. Midget games require 1.75 hours of ice time each. There will be 12 games on this weekend with ice fees totaling \$2415.00.

Officiating:

As a registered USA Hockey team, we are required to abide by a set standard for officiating. We use a three man officiating system for Midget games, which is required for playoffs and championship games. The RSAHA will attempt to use as many local referees as possible, however there are only a few qualified to ref at this age level living in the Rock Springs area. Our team will pay \$35.00/ref and \$25/linesman in a 3 man system. Traveling officials also receive \$35.00 daily food per diem, lodging, and \$.50/mile travel stipend. Most refs will referee 5 games per weekend and spent Friday and/or Saturday night in a hotel.

Awards/Hospitality:

Tournament T-Shirts will be given to each team member and their coaches.

Each participant will receive a Sweetwater County Travel and Tourism Welcome Bag with information on sites, activities, and restaurants. Snacks and water are also put into each bag.

A free printed program with the tournament schedule and score chart, team rosters, local happenings and advertising will be given to each participant and the spectators.

A hospitality table, free to all players and spectators, will be set up Saturday and Sunday mornings with breakfast foods and drinks. Donations are accepted.

(Please refer to the Budget and Spending Plan for these expenses.)

The Rock Springs Midget Hockey Team is asking for grant funding to help pay for the ice time, official's expenses and tournament t-shirts.

Budget and Spending Plan:

<u>Item</u>	<u>Rate</u>	<u>Quantity</u>	<u>Expense</u>	<u>Revenue</u>
Programs	\$0.75/each	100	\$75.00	
Ice Time	\$201.25/game	12	\$2415.00	
Referee Fees	\$85.00/game	12	\$1020.00	
Referee Hotel	\$100.00	6	\$600.00	
Referee Travel	\$0.50	600	\$300.00	
Referee Per Diem	\$35.00	6	\$210.00	
T-Shirts	\$7.00	100	\$700.00	
Hospitality Table	\$75.00	1	\$75.00	
TOTAL			\$5395.00	
Team Registrations	\$450.00	4		\$1800.00
Fundraiser Items/Raffle				\$150.00
Hospitality Table/Donations				\$100.00
			TOTAL	\$2050.00
			DIFFERENCE	(- \$3345.00)