

2019-\$800 & stage

2020- \$1,550 & stage

2021-\$2,000 & stage

## **City of Alamosa 2022 Sponsorship APPLICATION**

### **Grant Criteria, Requirements and Guidelines**

- Event should demonstrate its ability for economic and/or social impact.
- The event must be open to the public.
- All events must take place within Alamosa city limits.
- The grantee must complete the application with as accurate information as possible when estimating items.
- A complete budget must be attached in order for the application to be considered.
- Grant funds are to be treated as a sponsorship. Any Marketing or PR must include the City of Alamosa logo.

### **Application Review Process**

All funding decisions will be made by City Council. A representative of the applying organization may be requested to meet with the City Manager or the Review Committee to clarify or provide additional event information.

The following funding policies apply to grant applicants and recipients:

- Funding is contingent upon the event occurring as proposed and within the proposed timeline.
- The applicant must notify the City of Alamosa if changes are expected.
- The City of Alamosa may withdraw funding or request the return of funds for events which are substantially reduced, inaccurately portrayed in the application or which do not reasonably occur within the proposed dates or times.
  - Funding will be awarded on a competitive basis and is not guaranteed. Applicants should be aware that they may not receive the full amount of the grant requested.
  - Previous funding allocations do not set precedent for future years.

Applicants are strongly encouraged to expand their event. The City of Alamosa is favorable to events that are sustainable and have shown growth opportunities, not only with the event, but with the potential exposure and recognition to the Alamosa community. Applications must be typed.

Amount Requested \$ 3,000 / use of tent, etc. (same as previous years)

Total Event Cash Budget \$ \$12,200

Date(s) of event: September 24<sup>th</sup>, 2022

Name of Applicant Organization: Alamosa County Chamber of Commerce

Contact person: Erin Keck

Position Title: Executive Director

Address: 610 State Ave, Alamosa

Email: ChamberGrowthDirector@gmail.com

Phone: 729-589-3681

Event Website: www.alamosachamber.com/oktoberfest

How long has the applicant organization been in existence? Since 1923

Is the organizing entity a registered not for profit? ☒ Yes ☐ No

### **Event Information**

Official Event Name Venue: Sunset Park, Alamosa

Event Website Social Media Handles: www.alamosachamber.com/oktoberfest , @alamosachamber @alamosacountychamber

### **Event Description**

Oktoberfest is a beer garden festival with games, live music, food vendors, contests/tournaments, kids' activities, etc. The event is held every year in the shoulder season as a way to extend the busy season for our community, encourage visitors to come to our area, and provide a fun, community event that has an appeal for all ages. The event has grown in attendance each year.

1. Is this event open to the Public? ☒ Yes ☐ No

2. What is the cost (if any) to attend event? VIP = \$50, Tastings Bands \$35 Otherwise free entry.

3. Is attendance limited in any way? ☒ No

Yes If Yes, Please explain: All may attend, though of course only 21 and older may drink.

4. Please indicate how many attendees you expect to attend your event:

350 Local Attendees

100 Day Trip Attendees

\_\_\_100\_\_\_ Overnight Visits-Hotel, RV, AirBnB etc,

\_\_\_550\_\_\_ Total attendees

5. What is the mission or goal of this event?

The goal of this event is to create a fun, all-inclusive festival that everyone can participate in, while encouraging people to attend from all over the valley and beyond. Beer festivals are growing in popularity and we want to ensure that Alamosa is staying ahead and capitalizing on the interest in this type of event and to the benefit of our local businesses. We are also hoping that by growing this event and by bringing in visitors from outside the valley, that we can increase awareness and interest in our area, as well as increase the flow of traffic downtown that day encouraging locals and visitors to spend dollars with local businesses.

6. Who is target market?

The target market is a combination of local members of the community, as well as those from the rest of the Valley and just outside of it.

7. Is there a unique aspect to your event?

Unlike many events of this kind (brufests frequently are limited only to a beer garden aspect with live music, which restricts the target audience), Oktoberfest has multiple kids' activities and unique adult tournaments/games as well to ensure that the entire family and people of all ages can participate and enjoy this event, as it does not exclude any groups or non-drinkers. The event is now free to attend and enjoy, with a beer band option or the choice to purchase individual beer tickets.

8. Why was the date chosen?

The end of September is a standard time for "Oktoberfest" type events, and we also want to extend the shoulder season to the benefit of our local businesses and community members.

9. If grant funds are less than 100% of requested amount what is your plan to successfully execute your event?

In order to ensure this event is still a successful fundraiser, we would pursue a combination of raised ticket prices and more affordable entertainment. We work hard to keep the entertainment as a draw for the area and beyond, while also keeping the costs as low as possible for our community. **This grant will primarily be used to keep our pricing as low as possible to make it attainable for the majority of our community to attend.**

Previously Funded Events (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? 2017, 2018, 2019, 2020, 2021

2. What was the amount of funds you received?

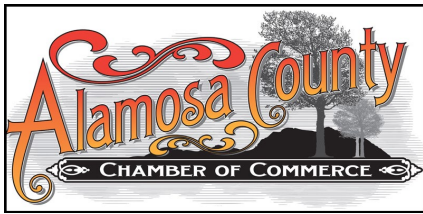
- 2017: 3K plus free use of park, tent, etc.
- 2018: 1K plus free use of park, tent, etc.
- 2019: \$800 plus free use of park, tent, etc.
- 2020: \$1,550 though we did not utilize the park or tent, as we had to adapt the structure of our event for COVID19 guidelines. We used this year as a test bed for a new location, to create an additional event for our community. This set the foundation for the 4<sup>th</sup> of July downtown event hosted by Young Professionals in 2021 and forward.
- 2021: \$1,500 plus free use of park, tent, etc.

3. Approximate attendance: 300-500 depending on the year, each year attendance has grown.

4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

Our event grew significantly in its third year, with approximately 400 attendees which was a large increase from the first 2 years. Our primary feedback was to switch to a full tasting event, which we did for 2020 with the option to purchase individual beers as well for those that don't want unlimited. In 2021 we increased our advertising budget in and around the Valley to encourage even greater participation, as well as to improve our swag, games, activities, and VIP benefits. **This year, we would like to increase our entertainment budget and to streamline the ticket offerings to make them easy to understand and as affordable as possible for our community. This is where the grant from the City will play a key role.**

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“Connecting Business and Community”



### Octoberfest 2022 Estimated Budget

Expenses:

Beer \$2,000  
Entertainment and Generator \$2,500  
Advertising \$1,500  
Permits/Insurance \$700  
2nd Tent for VIP \$1,000  
Commemorative Gear \$1,800  
Outside Restrooms and Handwashing Stations \$350  
Activities/bounce House/Games \$500  
Ice \$250  
VIP food and swag \$800  
Cups \$500  
Decorations \$300

Total Expenses \$12,200

Income:

Sponsorships: \$5,000  
Event Grants: \$4,500  
Ticket Sales: \$1,500  
Beer Ticket Sales: \$5,000

Total Income \$16,000

NET PROFIT: \$3,800



P: 719.589.3681



610 State Ave  
Alamosa, CO 81101



alamosacountychamber@gmail.com  
www.alamosachamber.com

## City of Alamosa 2022 Sponsorship APPLICATION

For events held **January through June, 2022** Applications are due **November 17, 2021**

For events held **July through December, 2022** Applications are due **March 15, 2022**

Knowing the ever-changing guidelines surrounding COVID-19, the City realizes that events are challenging to plan and that adjustments might be needed as the status with COVID changes.

### Grant Criteria, Requirements and Guidelines

- Event should demonstrate its ability for economic and/or social impact.
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### Application Review Process

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exposure and recognition to the Alamosa community. **Applications must be typed.**

Amount Requested \$ 4200

Total Event Cash Budget \$ 4000

Date(s) of event: Saturday, 07/02/22

Name of Applicant organization: Young Professionals of Alamosa

Contact person: Meredith McCarn

Position Title: President

Address: 610 State Ave, Alamosa CO 81101

Email: youngprofessionalsofalamosa@gmail.com

Phone: (817) 729-7495

Event Website: ypalamosa.com

How long has the applicant organization been in existence? 2.5 years

Is the organizing entity a registered not for profit? X Yes      No

### **Event Information**

Block Party for America "BPA by YPA" // San Juan & Main Street half block  
Official Event Name Venue

Young Professionals of Alamosa on facebook / Alamosa Chamber website  
Event Website Social Media Handles

### **Event Description**

1. Is this event open to the Public? X Yes      No

\_\_\_\_\_ Yes If Yes, Please explain \_\_\_\_\_

4. Please indicate how many attendees you expect to attend your event:

200 Local Attendees

50 Day Trip Attendees

25 Overnight Visits-Hotel, RV, AirBnB etc,

275 **Total attendees**

5. What is the mission or goal of this event?

\_YPA's goal for this event is to provide a safe, welcoming, and fun event on 4th of July weekend to promote community hospitality, showcase local business & musicians.

## 6. Who is target market?

Local and visiting adults \_\_\_\_\_

7. Is there a unique aspect to your event?

\_\_Showcasing local breweries, local musical acts, likely no other competing events at the same time in Alamosa, provide great networking opportunities in a lively, fun atmosphere.

### 8. Why was the date chosen?

\_\_As 4th of July is on a Monday in 2022, we wanted to provide an opportunity to for local & visiting adults to come enjoy local hospitality and celebrate America!\_\_\_\_\_

9. If grant funds are less than 100% of requested amount what is your plan to successfully execute your event? YPA would leverage sponsorships from local organizations & businesses that have donated in the past. We have relationships with Adams State, Square Peg, and several others!

**Previously Funded Events** (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? 06/30/21

2. What was the amount of funds you received? \$2000



3. Approximate attendance: \_\_\_\_\_~100-150\_\_\_\_\_

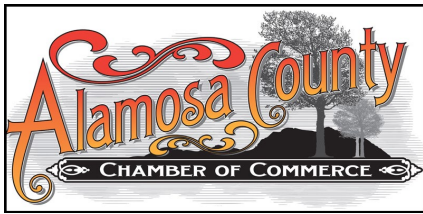
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

We anticipate growth in our event, by providing an early evening/nighttime activity to the community. We hope to draw more folks with this time of day (heat seemed to be an issue last year), we also hope to draw more folks in by showcasing new local musicians and by providing networking & social opportunities implied by being hosted by our group, the Young Professionals of Alamosa. We also hope this event attracts our target audience and we further grow our organization by executing a successful community block party!

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“Connecting Business and Community”



#### Estimated Budget

Expenses:

Beer \$1,500

Entertainment \$2,000

Advertising \$500

Permits/Insurance \$100

Outside Restrooms and Handwashing Stations \$350

Cups \$300

Total Expenses \$4,750



P: 719.589.3681



610 State Ave  
Alamosa, CO 81101



alamosacountychamber@gmail.com  
www.alamosachamber.com



**Estimated Budget:**

- \$500.00 advertising
- \$1000.00 brewery set-up/staff fees
- \$500.00 brewery keg costs (*not included in grant request below*)
- \$2000.00 music/entertainment
- \$350.00 bathrooms/handwashing sinks
- \$200.00 decoration
- \$300.00 plastic cups
- \$100.00 permits/insurance

Total: \$4950.00

**Projected Income:**

- \$4000 sponsorships & grants
- \$4000 beer ticket sales

Asking for \$4200.00

**Contact Info:**

Meredith McCarn  
(817) 729-7495  
youngprofessionalsalamosa@gmail.com

## City of Alamosa 2022 Sponsorship APPLICATION

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Knowing the ever-changing guidelines surrounding COVID-19, the City realizes that events are challenging to plan and that adjustments might be needed as the status with COVID changes.

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Amount Requested \$ 800 + event stage (in-kind)

Total Event Cash Budget \$1,900

Date(s) of event: August, 20th, 2022

Name of Applicant organization: Alamosa Volunteer Search and Rescue

Contact person: Lillian Carrick

Position Title: Board Treasurer

Address: AVSAR PO Box 1604 Alamosa, CO 81101

Email: lilliancarrick@hotmail.com

Phone: 719-641-1582

Event Website: avsar.us / @AVSAR.CO (facebook)

How long has the applicant organization been in existence? Since 1994

Is the organizing entity a registered not for profit? x Yes \_\_\_\_\_ No

### **Event Information**

Official Event Name: Suds4SAR 2022

Venue: San Juan Ave., Alamosa

Event Website: avsar.us

Social Media Handles: AVSAR.CO (facebook) avsar.co (instagram)

### **Event Description**

Sud4SAR is the annual fundraising event for the Alamosa Volunteer Search and Rescue (AVSAR) team. The event is a "block party" and will take place on Saturday, August 20th, 2022 outside of the San Luis Valley Brewing Company. The highlights of the event include live music from local artists, a beer tent, corn-hole tournament, and a silent auction featuring goods and services from local businesses. This year's event will be the 13th annual Suds4SAR!

1. Is this event open to the Public? ☒ Yes ☐ No

2. What is the cost (if any) to attend event? free admission

3. Is attendance limited in any way? ☒ No

☐ Yes If Yes, Please explain \_\_\_\_\_

4. Please indicate how many attendees you expect to attend your event:

160 Local Attendees

40 Day Trip Attendees

20 Overnight Visits-Hotel, RV, AirBnB etc,

**220 Total attendees**

5. What is the mission or goal of this event?

AVSAR is a 501(C)3 non-profit and a 100% volunteer organization. Proceeds from the Suds4SAR event help the team purchase or maintain rescue gear and send team members to trainings. The event also raises local awareness of our organization. AVSAR team members volunteer countless hours each year attending trainings, meetings, and responding to mission call-outs. Often, team members put themselves in dangerous situations in the mountains "so that others may live." Furthermore, AVSAR uses the event to recruit new volunteers to a team that is always in need of able and willing members.

6. Who is the target market?

The target market for Suds4SAR is primarily San Luis Valley local residents and local families. This year we do plan to target visitors to our event from outside the SLV. In 2021 we advertised to visitors from outside the SLV using targeted social media paid advertisements. Funds from a pending grant application from the Alamosa Marketing District will allow us to pay for these social media ads. Our event also tends to draw visitors to San Juan Ave. that just happen to be driving through Alamosa and/or stopping for dinner.

7. Is there a unique aspect to your event?

Our event is unique in the sense that guests will learn about a little-known non-profit organization in Alamosa and hear thrilling stories of rescues from the high-alpine in the mountains surrounding Alamosa. This event is also unique in that we bring a high quality silent auction featuring dozens of local businesses to the Alamosa downtown which is open to the public.

8. Why was the date chosen?

The date was chosen after discussing options with Alamosa Parks and Recreation to ensure the event stage was available, and in coordination with SLV Brewing Company to make sure the date worked for them. Additionally, we communicated with other non-profit organizations to make sure the date did not conflict with other major events. We settled on August 21st taking into account these factors.

9. If grant funds are less than 100% of requested amount what is your plan to successfully execute your event?

Suds4SAR has relatively low overhead costs. We have relied in previous years on the generosity of local musicians and businesses to put on the event cost effectively. If the City of Alamosa awards less money than requested, we will still put on a successful event. The event may just be less well attended, we may not be able to afford to bring in as many bands, and overall our net proceeds will be less.

**Previously Funded Events** (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? May 28th, 2021
2. What was the amount of funds you received? \$500
3. Approximate attendance: 200
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

In 2021, despite the ongoing pandemic, we had the most succesful Suds4SAR on record in terms of net proceeds and attendees. This was in part due to the grant awarded by the City of Alamosa to AVSAR as well as the support of the Alamosa Marketing District. We hope to continue the momentum of the highly successful 2021 event into 2022. We will rely on social media marketing, posters, newspaper advertisments, radio ads, and word-of-mouth advertising to continue to bolster a well established event. Additionally, funding from the City of Alamosa through this grant allows us to pay the musicians at Suds4SAR and attract quality talent which in turn increases attendance. This City of Alamosa grant is key to our strategy to continually grow the event.

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

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### 2022 Suds4SAR Budget

**Income**

Beer Sales	\$ 650
Silent Auction	\$ 3,000
Cash Donations	\$ 1,000
Marketing District Grant	\$ 800
City of Alamosa Event Grant	\$ 800
Stage (in-kind)	\$ 500
In-Kind Volunteer Hours (\$28.53*80hrs)	<u>\$ 2,282.40</u>

Total \$9,032.40

**Expenses**

Poster Design	\$ 150
Poster Printing	\$ 150
Newspaper Ads	\$ 300
Social Media Ads	\$ 200
Stage (in-kind)	\$ 500
Band/Sound	\$ 1,100
In-Kind Volunteer Hours (\$28.53*80hrs)	<u>\$ 2,282.40</u>

Total \$4,682.40

**Net Profit (Team Proceeds)**

\$4,350

# City of Alamosa

## 2022 Sponsorship APPLICATION

Amount Requested \$ 1,000.00Total Event Cash Budget \$ 8,800.00Date(s) of event: Sat, July 9, 2022Name of Applicant organization SLV Habitat for HumanityContact person: Audrey LiuPosition Title: Executive DirectorAddress: P.O. Box 1197 Alamosa, CO 81101Email: audrey@slvhabitat.orgPhone: 589-8678Event Website: slvhabitat.org/bike-2-buildHow long has the applicant organization been in existence? 25+ yearsIs the organizing entity a registered not for profit? X Yes        No

### Event Information

Bike 2 Build, San Luis Valley Century

Official Event Name

The great outdoors beneath the foreverVenue reaching San Luis Valley blue skiesslvhabitat.org/bike-2-build

Event Website

facebook, slvhabitat.org, active.com, slvjunction.com,Social Media grandfondoguide.com, bikereg.com

### Event Description

Come pedal 30 miles or a Metric Century embraced by the dramatic 14,000 peaks of the Sangre de Cristo and San Juan Mountains. Experience breathtaking Colorado and the great expanse of the San Luis Valley, one of the world's largest and highest alpine valleys. Pedal beneath the forever reaching blue skies. Bike 2 Build is a benefit bike ride for Habitat for Humanity.

Is this event open to the Public?  X  Yes   No

1. What is the cost (if any) to attend event?  Raise \$75-\$100 for affordable housing

2. Is attendance limited in any way?  X  No

Yes If Yes, Please explain

3. Please indicate how many attendees you expect to attend your event:

25  Local Attendees

25  Day Trip Attendees

20-30  Overnight Visits-Hotel, RV, AirBnB etc,

50-75  **Total** attendees

### Marketing Plan

4. What is the mission or goal of this event?

Our goal is to create an amazing outdoor cycling adventure to experience and explore the natural beauty of our Valley. We are attracting local cyclists and out of town visitors to come pedal amidst the majestic mountains while raising funds and social awareness to make a positive, lasting impact in our community.

5. Who is target market?

Our target market is anyone who would like to ride a bicycle, with the bonus of creating a positive social change. We offer various distances to attract riders of all interests.

6. Is there a unique aspect to your event?

We are the only fully supported road bike event in the San Luis Valley and, as all Habitat for Humanity's work, our event is mission driven to help make a difference in our community.

7. Why was the date chosen?

We did not want to be in conflict with similar rides around the state.

8. How will you market to attendees outside of the San Luis Valley?

We have a presence on the web through different athletic sites & cycling clubs; we invite every rider who has ever participated; we post on the radio, newspapers, in our newsletter; we share event info with different rides throughout Colorado and also in various states.

9. If grant funds are less than 100% of requested amount what is your plan to successfully execute your event?

Because of the presence of covid, we have hosted our ride virtually the past two years. This will be our first in-person event since the onset of the pandemic. The largest event cost is the insurance policy coverage for all riders and the event as a whole. The other costs to put on our cycling event are pretty steady: printing and publishing costs, porta-potties needed, snacks for all the riders, bike socks, vehicle support. Our goal is to work on increasing the number of riders participating each year and to increase the amount of funding raised by the riders to further our mission work in the community.

**Previously Funded Events** (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? This is our first application for City event sponsorship funding
2. What was the amount of funds you received? \_\_\_\_\_
3. Approximate attendance: \_\_\_\_\_
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

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## Project Budget

### Funds Available for Event/Project

Donations and Grants (pledged or paid)	\$ _____
Expected Revenue from Event/Project	\$ 5,000
Other Income <u>event sponsorship</u>	\$ 3,800
Funds carried over from previous year	\$ _____

TOTAL FUNDS AVAILABLE	\$ 8,800
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### ITEMIZED EXPENSES

Event Insurance	\$ 1,500
Porta Potties	\$ 150
Snacks, beverages	\$ 300
SAG vehicle support, Staff	\$ 400
Brochure, Business Cards, Printing	\$ 500
Bike Socks	\$ 450
Postage	\$ 500
_____	\$ _____
_____	\$ _____
_____	\$ _____

TOTAL ITEMIZED EXPENSES	\$ 3,800
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BALANCE	\$ <u>5,000 to build</u> affordable housing
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City of Alamosa  
**2022 Sponsorship APPLICATION**

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Amount Requested \$ 600

Total Event Cash Budget \$ 0

Date(s) of event: December 17, 2022

Name of Applicant organization Samantha Wisener, Piano Teacher

Contact person: Samantha Wisener

Position Title: Piano Teacher

Address: 1523 7th Street

Email: LaArtistaSamantha@outlook.com

Phone: 1719-937-3556

Event Website: not applicable

How long has the applicant organization been in existence? 8 years

Is the organizing entity a registered not for profit? ☐ Yes ☒ No

### **Event Information**

December Piano Recital  
Official Event Name

Alamosa Society Hall  
Venue

not applicable  
Event Website

not applicable  
Social Media Handles

### **Event Description**

I hold a piano recital for my piano students every May.

Since Covid, I can't host them at ASU. So we have had to move to other venues.

My two new venues are Alamosa Society Hall and The Barn in Alamosa.

I would like to make this piano recital free to parents and friends, and the public.

1. Is this event open to the Public? ☒ Yes ☐ No
2. What is the cost (if any) to attend event? Free
3. Is attendance limited in any way? ☒ No ☐ Yes If Yes, Please explain \_\_\_\_\_

4. Please indicate how many attendees you expect to attend your event:

100-200 Local Attendees

0 Day Trip Attendees

0 Overnight Visits-Hotel, RV, AirBnB etc,

100-200 **Total** attendees

5. What is the mission or goal of this event?

The goal is to hold a piano recital for local kids, and offer free entry to the public.

6. Who is target market?

San Luis Valley, about 100-150 people

7. Is there a unique aspect to your event?

my event is unique because it is for piano students; and there are few events just for them

8. Why was the date chosen?

I chose it to avoid local graduations, and memorial day, and so the kids are still in school, and not on summer vacation.

9. If grant funds are less than 100% of requested amount what is your plan to successfully execute your event?

If I don't get the money, I will pay for the Hall myself, and take pictures myself,  
and make the refreshments myself.



**Previously Funded Events** (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? none
2. What was the amount of funds you received? \_\_\_\_\_
3. Approximate attendance: \_\_\_\_\_
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

My growth depends on how many students I have. I anticipate anywhere from 60-200 people.

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Samantha Wisener, Piano Teacher Budget for Event Sponsorship.

My budget is: \$300 for the Rental of Alamosa Society Hall/The Barn (whichever is available at the time).

\$100 for an hour of dress rehearsal at the rental, prior to December 17th.

\$200 for an hour and a half of Recital on December 17th.

\$150 for hiring a local photographer/videographer for the Recital

\$150 for Refreshments.

City of Alamosa  
**2022 Sponsorship APPLICATION**

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**Grant Criteria, Requirements and Guidelines**

- Event should demonstrate its ability for economic and/or social impact.
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- The grantee must complete the application with as accurate information as possible when estimating items.
- A complete budget must be attached in order for the application to be considered.
- Grant funds are to be treated as a sponsorship. Any Marketing or PR **must include** the City of Alamosa logo.

**Application Review Process**

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- Funding will be awarded on a competitive basis and is not guaranteed. Applicants should be aware that they may not receive the full amount of the grant requested.
- Previous funding allocations do not set precedent for future years.

*Applicants are strongly encouraged to expand their event. The City of Alamosa is favorable to events that are sustainable and have shown growth opportunities, not only with the event, but with the potential exposure and recognition to the Alamosa community. **Applications must be typed.***

Amount Requested \$ 3,000.00

Total Event Cash Budget \$ 8,125.00

Date(s) of event: August 27, 2022

Name of Applicant organization San Luis Valley Pride

Contact person: Nancy Harris

Position Title: Treasurer

Address: P.O. Box 1948, Alamosa, CO 81101

Email: sanluisvalleypride@gmail.com nancy@sundweller.com

Phone: 970-570-9737

Event Website: https://www.slvpride.org

How long has the applicant organization been in existence? 3 years

Is the organizing entity a registered not for profit? ☒ Yes ☐ No

### **Event Information**

SLV PrideFest 2022

Official Event Name

Cole Park, Alamosa, CO

Venue

https://www.slvpride.org

Event Website

https://www.facebook.com/SLVPride/

Social Media Handles

### **Event Description**

This event is the fourth annual SLV PrideFest in Alamosa. The festival will be held in Cole Park, Alamosa, and will include a parade, informational booths, vendors, food trucks, kids activities, music and performances. The event is free and open to the public.

1. Is this event open to the Public? ☒ Yes ☐ No
2. What is the cost (if any) to attend event? \$0
3. Is attendance limited in any way? ☒ No ☐ Yes If Yes, Please explain \_\_\_\_\_

4. Please indicate how many attendees you expect to attend your event:

500+ Local Attendees

100 Day Trip Attendees

50 Overnight Visits-Hotel, RV, AirBnB etc,

650+ **Total** attendees

5. What is the mission or goal of this event?

Our mission is to raise awareness about and celebrate the LGBTQIA+ community in the San Luis Valley.

6. Who is target market?

The LGBTQIA+ community and anyone who wants to learn about and support this community.

7. Is there a unique aspect to your event?

This is the fourth annual SLV PrideFest and is the largest such event in the San Luis Valley.

8. Why was the date chosen?

Availability of Cole Park, consideration of other pride events in the area, and when college students are in session.

9. If grant funds are less than 100% of requested amount what is your plan to successfully execute your event?

If we are unable to obtain 100% of the requested funds, we will scale back on the entertainment.

We will also increase booth fees for vendors and informational entities and we will expand our merchandise offerings. We are also seeking funds elsewhere in the form of grants and corporate sponsorships.

**Previously Funded Events** (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? 2019; 2020
2. What was the amount of funds you received? \$2,000; \$2,500
3. Approximate attendance: 500-700 (2019); 200-300 (virtual - 2020)
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

The inaugural SLV PrideFest in 2019 was a great success - we anticipated 300 visitors but had over twice that amount. Visitors came from all over the Valley as well as from other areas of our region, such as Pueblo and Taos. Due to COVID-19 the 2020 PrideFest was held virtually. In 2021 we returned to an in-person festival in Cole Park, and while we didn't get the same turnout as in 2019 (due to COVID), it was a huge success. This year, we hope to build on the past three years' success by moving the parade route to Main St., including more performers and having more vendor booths. Ultimately we seek to increase the inclusive and welcoming nature of the San Luis Valley, while having a beneficial impact on the local economy and tourism.

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## SLV PRIDEFEST 2022 BUDGET

### Income

Booth Fees	\$750.00
Corporate Sponsorships	\$1,000.00
Donations	\$350.00
Grants	\$5,000.00
In-kind (stage, tent & park)	\$525.00
Merchandise Sales	\$500.00
<b>Total Income</b>	<b>\$8,125.00</b>

### Expenses

Advertising	\$500.00
Decorations	\$500.00
Entertainment	\$2,500.00
Hotel rooms for performers	\$750.00
Meals & gas for musicians	\$250.00
Merchandise	\$400.00
Port-a-Potties	\$550.00
Printing/Copying	\$350.00
Sound for Musicians	\$600.00
Stage, tent, park (in-kind)	\$525.00
Supplies	\$1,200.00
<b>Total Expenses</b>	<b>\$8,125.00</b>

City of Alamosa

# 2022 Sponsorship APPLICATION

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## Grant Criteria, Requirements and Guidelines

- Event should demonstrate its ability for economic and/or social impact.
- The event must be open to the public.
- All events must take place within Alamosa city limits.
- The grantee must complete the application with as accurate information as possible when estimating items.
- A complete budget must be attached in order for the application to be considered.
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## Application Review Process

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Amount Requested \$ \$500.00

Total Event Cash Budget \$ 3,600

Date(s) of event: 13 August 2022

Name of Applicant organization Splashland Annual "Kid's Only" Triathlon

Contact person: Michael Bush

Position Title: General Manager/ Race Director

Address: 25178 US Hwy 285 South

Email: splashlandllc@hotmail.com

Phone: 719.298.0662

Event Website: www.splashlandllc.com

How long has the applicant organization been in existence? 12 years +

Is the organizing entity a registered not for profit?      Yes X No

### **Event Information**

Splashland Annual "Kid's Only" Triathlon  
Official Event Name

Venue

www.splashlandllc.com  
Event Website

Facebook Splashland LLC  
Social Media Handles

#### Event Description

7th Annual "Kid's Only" Triathlon offering 3 different courses for Boy's & Girl's ages 3-14.

This is an introduction to healthy lifestyles through activities in running, bicycling & swimming.

4. Please indicate how many attendees you expect to attend your event:

\_\_\_\_ Overnight Visits-Hotel, RV, AirBnB etc,

**65-80 Total attendees**

- To raise awareness and introduce children to activities they can do all throughout their lives.

Side benefit of haaving fun in sports.

- Children of all ages, Youngest 3 years to 14

- Children participating in scaled down version of adult triathlons.

- Last weekend before school starts and finish off summer on a high note.

- Community bussiness's sponsorships or make do with what we have to work with.

**Previously Funded Events** (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? n/a
2. What was the amount of funds you received? n/a
3. Approximate attendance: 65-80 children.
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

This is the 7th year holding this event. Each year it grows in number of children

We attract children from all across the San Luis Valley and Northern New Mexico. We have alot of returning children participating in new age groups and we have their names on the leader board at the pool by age groups.

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## Splashland "Kid's Only" Triathlon – 2022 Proposed Budget

<u>Income Source</u>	<u>Proposed</u>	<u>Actual</u>
City of Alamosa Grant Sponsorship	\$ 500.	
Community Sponsors	\$1,800.	
Registrations (60 appx)	<u>\$ 900.</u>	
TOTAL	\$3,200.	

### Expenses

Timing	\$1,750.
Posters	\$ 250.
Bibs	\$ 80.
Medals	\$ 200.
T-shirts (100 shirts)	\$ 900.
Advertising	<u>\$ 500</u>
TOTAL	\$3,680

City of Alamosa  
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**Grant Criteria, Requirements and Guidelines**

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**Application Review Process**

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Amount Requested \$ 1,000

Total Event Cash Budget \$ 7035.

Date(s) of event: Oct 15 2022

Name of Applicant organization Splashland Annual Benefit Sprint Triathlon

Contact person: Michael Bush

Position Title: General Manager/ Race Director

Address: 25178 US Hwy 285 South

Email: splashlandllc@hotmail.com

Phone: 719.298.0662

Event Website: www.splashlandllc.com

How long has the applicant organization been in existence? 12 years +

Is the organizing entity a registered not for profit? Yes ☒ No

### **Event Information**

Splashland Annual Benefit Sprint Triathlon  
Official Event Name

\_\_\_\_\_  
Venue

www.splashlandllc.com  
Event Website

Facebook Splashland LLC  
Social Media Handles

### **Event Description**

8th Annual Benefit Sprint Triathlon offering 3.5 mile run, 10 mile bike and 400 yard swim in geothermal water at the pool. We are the 4th leg in the Great Southwest Triathlon Series.(Los Alamos, Gunnison, Montrose and Alamosa, Sprint Triathlons make up the series.

2. What is the cost (if any) to attend event? \$65.00
3. Is attendance limited in any way? XXX No  
\_\_\_\_\_ Yes If Yes, Please explain \_\_\_\_\_

4. Please indicate how many attendees you expect to attend your event:

## 25 Local Attendees

50 Day Trip Attendees

---

40 + Overnight Visits-Hotel, RV, AirBnB etc,

75-80 **Total** attendees

5. What is the mission or goal of this event?

To raise funds to purchase ADA equipment for the pool. And offer visitors opportunity to visit Alamosa and Sand Dunes in conjunction with our event.

6. Who is target market?

Triathletes of all ages, Youngest 9 years old oldest 76 yrs. young

7. Is there a unique aspect to your event?

3 endurance events for sompetition or to check off bucket list, can do individually or team of 2 or 3

8. Why was the date chosen?

Last triathlon of the year in Colorado and doesn't conflict with other events.

9. If grant funds are less than 100% of requested amount what is your plan to successfully execute your event?

Community bussiness's sponsorships or make do with what we have to work with.

**Previously Funded Events** (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? 2021
2. What was the amount of funds you received? \$500.00
3. Approximate attendance: 73 triathletes
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

This will be the 8th year holding this event. Each year it grows in number of individuals & teams.

We attract the front range communities, out-of-state competitors coming from New Mexico, Utah and all of Co

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# **Splashland TRI 2022 Proposed Budget & Actual**

## **Income:**

	<b>Proposed</b>	<b>Actual</b>
Alamosa County Local Marketing District Board Grant		
(Promotion & Advertising)	<b>\$2,500.00</b>	
Business Sponsorships	\$3,100.00	
Registrations = On-line , Pool & Series	<u>\$3,000.00</u>	
<b>TOTAL</b>	<b>\$8,600.00</b>	

## **Expenses:**

BCC Chip Timing & Results	\$1600.00
303 Endurance Network	<u>\$ 150.00</u>
Radio Ads	<u>\$ 600.00`</u>
Southwestern Colorado Triathlon Series promotions	<u>\$ 400.00</u>
Colorado Life Magazine ad's - 4 issues	<u>\$ 1,200.00</u>
 Crown Awards              Triathlon Medals/Trophies	 \$ 800.10
Event Insurance	\$ 250.00
O & V Printing Posters	<u>\$ 250.00</u>
Miscellaneous, Safety pins, copy paper, duct tape	\$ 35.00
Triathlon Shirts - long sleeve	<u>\$ 1,600.00</u>

<b>Base Endurance Products</b> Powder drink plus 100 gel packs	
Dominoes Pizza      25 large @ \$6.00	\$150.00
	<b>\$ 7035.00</b>

Promoting/marketing expenses	Proposed \$ 2,600.00
	Actual \$

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Amount Requested \$ 800.00

Total Event Cash Budget \$ 30,500

Date(s) of event: August 26, 2022

Name of Applicant organization: Tu Casa Inc.

Contact person: Shelly Martinez

Position Title: CAC Program Director

Address: 202 Carson Ave Alamosa

Email: Shelly Martinez

Phone: 719-589-2465 ext 17

Event Website: \_\_\_\_\_

How long has the applicant organization been in existence? 40 years

Is the organizing entity a registered not for profit? X Yes        No

### **Event Information**

2nd Annual Starry Night Ball      Multi-Use Pavilion/Ice Rink  
Official Event Name      Venue

\_\_\_\_\_      Facebook, Instagram & Tik Tok  
Event Website      Social Media Handles

### **Event Description**

The Starry Night Ball Annual Tu Casa, Inc. fundraiser is one opportunity for the SLV communities to come together to celebrate and support Tu Casa, Inc. and the Children's Advocacy Center of the San Luis Valley. The event will include live performance, live music, live auction, cocktails, dinner and a dance to end the night. The check-in will begin at 5:15 and the event is scheduled to end around 11pm. All the proceeds from the event will be used to strengthen the amazing services provided by Tu Casa, Inc. and SLV CAC, and in addition, replacing technology such as phones and computers to ensure that the safety and security of those we serve is always a priority.

- \_\_\_\_\_ Yes If Yes, Please explain \_\_\_\_\_

250 **Total attendees**

6. Who is target market? The San Luis Valley

- Tu Casa, Inc. has a budget that is approved for fundraising and the monies budgeted will be used to successfully execute the event.

1. When did you receive the funds? \_\_\_\_\_

2. What was the amount of funds you received? \_\_\_\_\_

3. Approximate attendance: \_\_\_\_\_

4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

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The Starry Night Ball Fundraiser 2022				
Income			Actual Income	
	Donations			
	Sponsorships	\$15,000		
	Ticket sales \$50/ticket (150)	\$ 7,500.00		
	Fund-a-need (FAN)	\$ 5,000.00		
	Liquor Sales	\$ 3,000.00		
Total Income		\$ 30,500.00	0	
	Inkind Donations			
	Semillas	\$ 300.00		
	Mariachi San Luis	\$ 400.00		
	Auctioneer Time	\$ 500.00		
	Photographer	\$ 250.00		
	Pepsi	\$ -		
	Check in/out services	\$ 720.00		
			\$0	
	Estimated Expenses	\$ 2,170.00	Actual Expenses	
	Staff time	\$ 3,000.00		
	Dry Cleaning	\$ 500.00		
	Stage	\$ 200.00		
	Venue	\$ 405.00		
	Event and Liquor license	\$ 100.00		
	Printing	\$ 200.00		
	Catering/food	\$ 3,500.00		
	Dessert	\$ 500.00		
	Postage/Posters/Physical Tickets/Printing	\$ 25.00		
	Sponsorship Materials	\$150		
	Decorations	\$ 500.00		
	Liquor	\$ 500.00		
	Entertainment	\$ 500.00		
	Awards	\$ 700.00		
	Photographer	\$ 200.00		
	Auctioneer	\$ 500.00		
	Bartenders	\$100		
	Chair Covers	\$500	0	
	Table clothes	\$400	0	
	Total Expenses	\$ 12,480.00	0	
		Total Income	0	