

**Cultural and Community Development Grant Application
FY 2014-15**

Event/Project/Organization
for which funds are requested: Race the Lake of the Sky

Event/Project Location: El Dorado Beach 1004 Lakeview Avenue

Name of Organization: South Tahoe SUP, Inc.

Address of Organization: 3115 Harrison Avenue, So. Lake Tahoe, CA 96150

Website: www.racethelakeofthesky.com

Name of Contact Person: Chris Brackett

Telephone Number: 530-545-2217

E-mail address: chris@southtahoepaddle.com

Total Amount Requested: \$5,000.00



Organization: South Tahoe SUP, Inc. (DBA South Tahoe Standup Paddle)

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1. Briefly describe the event/project/organization for which funds are being requested:

Race the Lake of the Sky is a stand up paddle-board event held the weekend before 4th of July.

2. If the request is being made for a specific event/project, please briefly describe the operating organization responsible for the event/project. If the organization has a managing board, please describe the make-up of the board and provide your board bylaws.

The event is presented by South Tahoe Standup Paddle.

3. Briefly describe how Cultural and Community Development funds will be used, if awarded, and what percentage of the funds will go towards the actual event/project:

The funds will be used to help market the event and 100% of the funds will go toward the event.

4. When will the event/project/program occur, and when would Cultural and Community Development funds be used, if awarded:

Race the Lake of the Sky is scheduled for June 27th & 28th, 2015 and the funds would be used prior to the event.

5. What is the target market for the advertising/promotional efforts and how will this target market be reached (pleased include details as to any advertising that will take place in and outside of the County and to encourage attendance from outside the County): *Competitors, elite athletes and companies within the SUP industry will be reached through billboards, printed ads, magazine articles, e-mail campaigns and social media outlets.*

- 6. The Board of Supervisors wishes to encourage tourism, agriculture, and economic development in the County by supporting promotional, community, and cultural activities through the use of Cultural and Community Development funds. Please describe how the event/organization will support tourism, agriculture, community spirit, culture, and/or economic development.**

It is our hope that Race the Lake of the Sky will continue to thrive and become a symbol of excellence. Bigger is not always better but in this case, that is what seems to be happening year by year. As the event grows our aim is to stick passionately to our roots by bringing the SUP community together for a great weekend of paddling and fun. Amateurs and elite athletes alike come together on the water to make memories, enjoy the camaraderie and friendly competition, while pushing each other to paddle a little harder and a little further. Whether you are spectating, cruising, or pushing the limits by giving your best, this event is for everyone of all ages and all abilities.

- 7. What goal is expected to be achieved from the use of Cultural and Community Development funds, if awarded (please detail expected increased tourism, overnight stays, economic impact, etc.), and how will this be measured:**

Race the Lake of the Sky has grown with each year's event. From 2012 to 2013 the athlete race entries almost doubled. The overnight stays, economic impact, etc. from last year's event is attached. The information is tracked through our registration process.

- 8. How will El Dorado County, as a sponsor of the event/project/organization, be recognized in promotional materials and at the event/project/organization:**

10x10 Vendor booth space, Company advertising in event PA announcements, Social media exposure including but not limited to Facebook, Twitter and Blog, Company material included in each competitors swag bag, Company name and logo on all selective marketing, PR and advertising, Company website link from Race The Lake of the Sky.com

- 9. Please provide any information on sponsorships for this event/project/organization:**

**Please see the attached sponsor package*

- 10. If Cultural and Community Development funds are awarded, will the amount be matched (either full or partial) and by what organization:**

No

Organization: *South Tahoe SUP, Inc. (DBA South Tahoe Standup Paddle)*

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HISTORY OF EVENT/PROJECT/ORGANIZATION

1. How long has this event/project/organization been in operation:

*3 years
2015 will be Race the Lake of the Sky #4.*

2. What is the overall attendance (past and future anticipated) of the event/project/organization:

Race the Lake of the Sky 2014 had 462 race participants, 19 out of area vendors and 11 local vendors. The Race attendance is expected to increase by 20%.

3. Have Cultural and Community Development funds been received for this purpose in the past? If so, how much and when? If funds were received, please attach the Post-Event Report for this event.

No

BUDGET FOR EVENT/PROJECT

Please detail all revenue and expenditures associated with the event/project/organization for which funds are being requested (only include guaranteed funds, i.e. not the funds being requested that have not yet been approved).

Additionally, for private non-profit and public organizations, please include a copy of the most recently completed financial statement and a copy of the budget for the event or organization for which funds are requested.

Revenue for event/project:

1. Funding/Contributions:

Source	Amount
<i>*Please see the attached Race the Lake of the Sky 2014 Income & Expense Summary</i>	
Total:	

2. Other earnings (i.e. admission fee, retained earnings, sale of products, etc.):

Type	Amount
<i>*Please see the attached Race the Lake of the Sky 2014 Income & Expense Summary</i>	
Total:	

3. Describe any in-kind assistance/match funds you expect to receive from individuals, businesses or other community groups in support of this event/project/organization, which have not be confirmed or detailed above:

Expenditures

1. Expenditures for advertising and promotions (should correlate with revenue sources stated above):

<u>Expenditures</u> Item or service	<u>Cost:</u>	<u>Funded By</u>
<i>*Please see the attached Race the Lake of the Sky 2014 Income & Expense Summary</i>		
Total:		

Organization:

SUBMITTAL

The undersigned, declares that he/she has carefully examined the El Dorado County Cultural and Community Development Program and fully understands its contents and implications, and if funds are awarded the proposer will contract with the County to furnish the services as specified, in accordance with this grant application attached. The undersigned further attests that all information contained in this application is accurate to the best of his/her knowledge. Advertising funds are awarded, that proposer

Signature: Chris Brockett

Title: Event Director

Applicant Organization: South Tahoe Standup Paddle

Date: 11/13/14

Race the Lake of the Sky 2015 Projected Budget

Projected Expenses

Estimated

Total Expenses

\$96,450.00

Estimated

Advertising	
Blogging/Online Marketing	\$ 4,000.00
Flyers & Posters	\$ 1,000.00
Industry Magazine Ads	\$ 5,000.00
Live Webcast	\$ 5,000.00
Local Newspaper Ads	\$ 750.00
Signage	\$ 750.00
Social Media Advertising	\$ 4,000.00
Sponsor/Vendor Package	\$ 500.00
Web Hosting	\$ 2,000.00
Videography/Drones	\$ 7,500.00
Totals	\$ 30,500.00

Athlete Expenses	
Food and Promo	\$ 12,000.00
Race Bibs	\$ 700.00
Course Maps	\$ 600.00
Registration	\$ 1,500.00
Swag Bags	\$ 1,500.00
Trophies	\$ 6,000.00
Totals	\$ 22,300.00

Contracted Services	
Clinic Instructor Fees	\$ 5,000.00
Contracted Labor	\$ 2,000.00
Music/DJ	\$ 2,000.00
Photography	\$ 2,000.00
Security Services	\$ 2,500.00
Set Up Expense	\$ 1,000.00
Timing Services	\$ 3,000.00
Totals	\$17,500.00

Estimated

Equipment & Facility	
Banners	\$ 1,500.00
Equipment Rentals	\$ 1,000.00
Facility Usage Fee	\$ 2,500.00
Finish Line Arch	\$ 2,500.00
Totals	\$ 6,000.00

Miscellaneous	
Beer Garden/Wine Bar	\$ 6,500.00
Non-Profit Contribution	\$ 1,000.00
Pre-Registration Event	\$ 2,000.00
Supplies	\$ 1,500.00
VIP Party	\$ 6,500.00
Water Safety	\$ 350.00
Totals	\$ 17,850.00

Staff & Volunteers	
Staff Shirts	\$ 300.00
Volunteers	\$ 2,000.00
Totals	\$ 2,300.00

Race the Lake of the Sky 2014 Income & Expense Summary

Total Income	\$67,000.00
Total Expenses	(\$78,000.00)
	(\$11,000.00)

Advertising	
Blogging/Online Marketing	\$ 1,950.00
Flyers & Posters	\$ 560.00
Local Newspaper Ads	\$ 600.00
Signage	\$ 1,200.00
Sponsor/Vendor Package	\$ 260.00
Tents, Blades & Banners	\$ 7,962.00
Web Hosting	\$ 1,650.00
Videography/Drones	\$ 6,800.00
Totals	\$ 20,982.00

Athlete Expense	
Food & Promo	\$ 8,870.00
Race Bibs	\$ 570.00
Course Maps	\$ 480.00
Registration	\$ 1,100.00
Swag Bags	\$ 1,100.00
Trophies	\$ 5,150.00
Totals	\$ 17,270.00

Contracted Services	
Clinic Instructor Fees	\$ 4,550.00
Contracted Labor	\$ 2,500.00
Music/DJ	\$ 2,000.00
Photography	\$ 1,100.00
Set Up Expense	\$ 500.00
Security Services	\$ 2,475.00
Timing Services	\$ 2,350.00
Totals	\$ 15,475.00

Equipment, Facility, Supplies	
Board Racks/Storage	\$ 3,700.00
Equipment Rental Fee	\$ 420.00
Facility Rental Fee	\$ 2,350.00
Supplies	\$ 1,115.00
	\$ 7,585.00

Miscellaneous	
Beer Garden and Wine Bar	\$ 6,355.00
Non Profit Contribution	\$ 1,000.00
Pre-Registration Event	\$ 500.00
VIP Party	\$ 6,550.00
Water Safety	\$ 250.00
	\$ 14,655.00

Staff & Volunteer	
Staff Shirts	\$ 250.00
Volunteers	\$ 1,800.00
	\$ 2,050.00

Race The Lake Of The Sky 2014

Attendance

Out of area participants:	80%	368
Local participants:	20%	92
Out of Area Vendors: 19 with average of 4 in each group		76
Local vendors: 11 with an average of 2		22
Out of area Spectators: 2.5 x 460 out of area participants		1150
Local Spectators:		300
Local volunteers:		75

Economic Impact

Total out of area vendors and participants	460
Average stay / room nights	<u>x 2.5</u>
Total room nights	1150
Average daily rate	<u>x \$200</u>
	\$230,000
	<u>x 3</u>
Total economic impact:	\$681,000

RACE THE LAKE OF THE SKY





Race The Lake Of The Sky, aka “The Feel Good Race of the Summer” or “Gathering of the Tribes” has quickly become the premiere flat water stand up paddleboard (SUP) race in the country. The venue at El Dorado Beach, the nearby accommodations, restaurants and nightlife all provide the perfect setting, on the South Shore of beautiful Lake Tahoe.

We have been diligently working to upgrade the event each year. It is our hope that Race the Lake of the Sky will continue to thrive and become a symbol of excellence. Bigger is not always better but in this case, that is what seems to be happening year by year. As the event grows our aim is to stick passionately to our roots by bringing the SUP community together for a great weekend of paddling and fun. Amateurs and elite athletes alike come together on the water to make memories, enjoy the camaraderie and friendly competition, while pushing each other to paddle a little harder and a little further. Whether you are spectating, cruising, or pushing the limits by giving your all out best, this event is for everyone of all ages and all abilities.

[Preview Highlight from Race the Lake of the Sky 2014!](#)

Emerald Bay Package | Title Sponsor

The Emerald Bay Package will feature prominent display for the title sponsor on all marketing and PR materials, media ads in addition to event branding and website presence. We are committed to maximizing the return on your investment by providing:

- **Category Exclusivity**
- **10x20 Vendor booth space in prime location**
- **8 athlete entries**
- **Invitation to the Exclusive VIP Welcome Reception**
- **Company name and logo displayed on all marketing, PR and advertising materials**
- **Company name and logo on event t-shirts (most prominent)**
- **Company name and logo on finish line arch**
- **Company name and logo on awards podium**
- **Premium placement of company banners throughout the venue**
- **Logo featured on race trophies**
- **Company advertising in event PA announcements**
- **Social media exposure including but not limited to Facebook, Twitter and Blog**
- **Company material included in each competitors swag bag**
- **Company name and logo on all competitors race bibs**
- **Company name and logo on event sticker**
- **Featured in the Race the Lake of the Sky 2015 Video**
- **Company website link from Race The Lake of the Sky .com**

Investment | \$25,000
Cash, Product, Advertising

Mt. Tallac Package | Presenting Sponsor

The Mt. Tallac Package will feature prominent display on all marketing and PR materials, media ads, event branding and website presence. We are committed to maximizing the return on your investment by providing:

- **Category Exclusivity**
- **10x20 Vendor booth space in prime location**
- **6 athlete entries**
- **Invitation to the Exclusive VIP Welcome Reception**
- **Company name and logo displayed on all marketing, PR and advertising**
- **Company name and logo on event t-shirts**
- **Company name and logo on finish line arch**
- **Company advertising in event PA announcements**
- **Social media exposure including but not limited to Facebook, Twitter and Blog**
- **Company material included in each competitors swag bag**
- **Company name and logo on all competitors race bib**
- **Company name and logo on event sticker**
- **Featured in the Race the Lake of the Sky 2015 Video**
- **Company website link from Race The Lake of the Sky .com**

Investment | \$12,500
Cash, Product, Advertising

Cascade Package | Official Sponsor

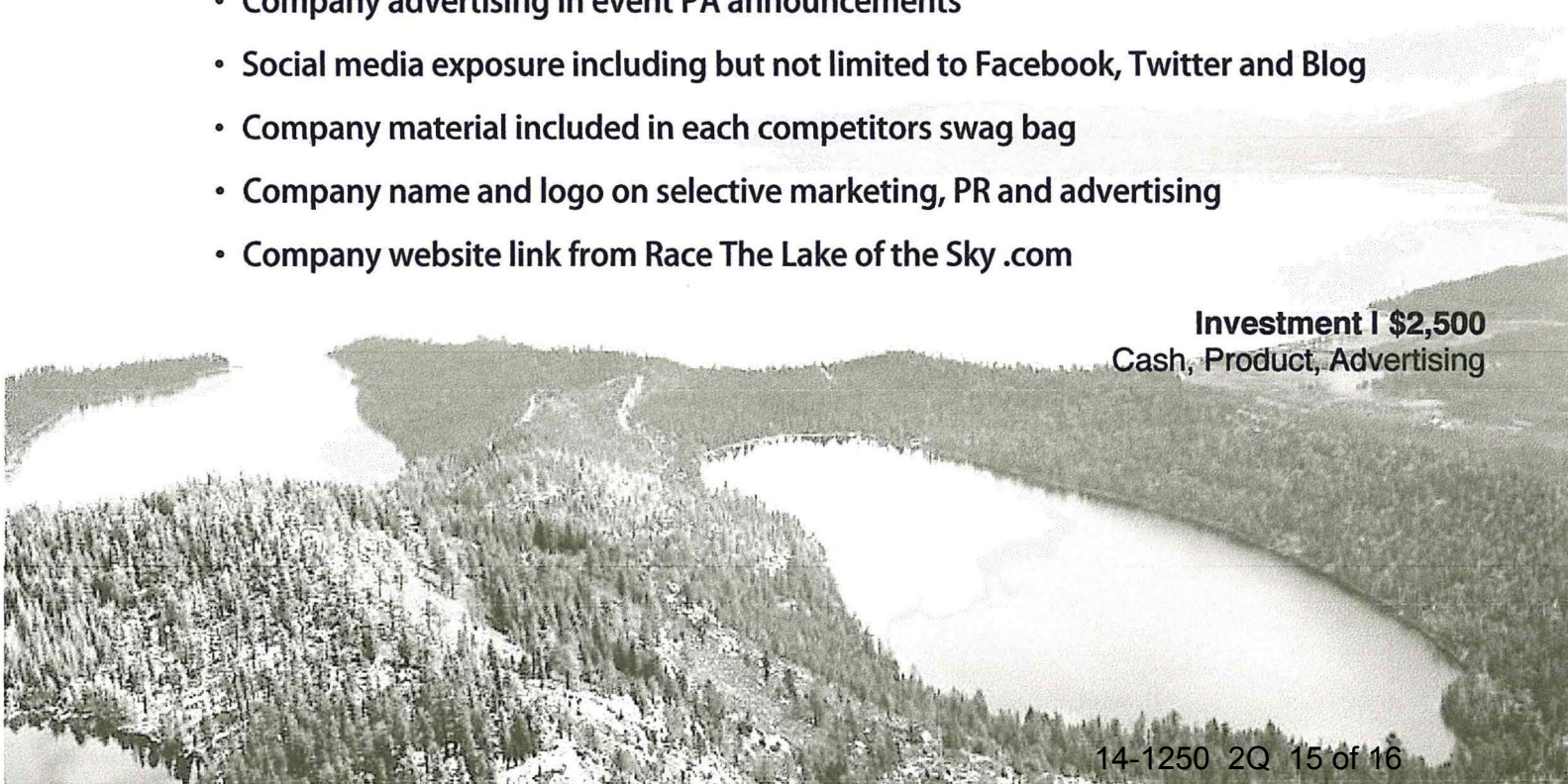
- 10x20 Vendor booth space in prime location
- 4 athlete entries
- Invitation to the Exclusive VIP Welcome Reception
- Company name and logo displayed on all marketing, PR and advertising
- Company name and logo on event t-shirts
- Company name and logo on finish line arch
- Company advertising in event PA announcements
- Social media exposure including but not limited to Facebook, Twitter and Blog
- Company material included in each competitors swag bag
- Company website link from Race The Lake of the Sky.com

Investment | \$5,000
Cash, Product, Advertising

Fallen Leaf Package | Supporting Sponsor

- 10x10 Vendor booth space
- Company advertising in event PA announcements
- Social media exposure including but not limited to Facebook, Twitter and Blog
- Company material included in each competitors swag bag
- Company name and logo on selective marketing, PR and advertising
- Company website link from Race The Lake of the Sky .com

Investment | \$2,500
Cash, Product, Advertising



Event Team | Contact Info

Chris Brackett | Event Director
Email: chris@southtaoesup.com

Jared Brackett | Event Coordinator
Email: jared@southtaoesup.com

Robin Bender | Event Coordinator
Email: robin@southtaoesup.com

Christina Kurth | Event Manager
Email: christina@southtaoesup.com

