

SLO Happenings Event Promotion Sponsorship

APPLICATION

EVENT NAME: Mission Prep Christmas Classic

EVENT DATE(S): December 19-23

EVENT VENUE LOCATION: 682 Palm Street, San Luis Obispo

EVENT WEBSITE URL: mcpchristmasclassic.com

EVENT ORGANIZATION: Mission College Prep High School Non-Profit For Profit

ORGANIZATION ADDRESS: 682 Palm Street, San Luis Obispo

WEBSITE URL: missionprep.org ORGANIZATION'S PHONE NUMBER: 805-543-2131

POINT OF CONTACT: Terrance Harris PHONE NUMBER: 805-748-9075

POSITION/TITLE: Basketball Coach and Tournament Director EMAIL: terrancel.harris@yahoo.com

IS APPLICATION WRITER DIFFERENT FROM LISTED POINT OF CONTACT: SAME DIFFERENT

*Please add application writer's contact information here if different:

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Application Date:	Application Status:
Committee Review Date:	Total Net Score:
# of Room Nights Requested:	Estimated \$ Hosted:
Requested group/individual hosted:	
Committee Notes:	

EVENT QUESTIONS

1. Event Description: The Mission Prep Christmas Classic is a premier high school basketball tournament. For the last 25 years, we have had the pleasure of hosting teams from across the country and even a few international teams for this tournament. The tournament has been successful for a few key reasons. There is quality competition, great hospitality, and people love the location on the central coast. This is a destination tournament because of our destination location. In order to attract teams to this tournament, we end up helping teams with their travel accommodations. This is a sticking point for many of the teams we have been able to attract, including a high school team from Germany this year. Over the years, the tournament has played host to dozens of players that have gone on to play professional sports including names like James Harden, Jared Goff, Jdru Holiday (and his brothers Justin and Aaron), Demar Derozen, Jalen Green, and the list goes on. Fans from around the central coast attend this event and have told us that it is their favorite sporting event in the area. This year we will have teams from the San Diego area, Bakersfield, Fresno, Santa Barbara, Los Angeles, Sacramento, and Germany.
2. Describe how you track your event, success and attendees (ticket sales, actual event attendance, attendee demographics, survey of event satisfaction, etc.) We sell daily tickets as well as tournament passes.
3. Provide information on event ticketing (ticket requirement, price range, ticket platform used, etc.). Tickets range from \$5 for seniors and students to \$10 for adults.
4. Describe your event's target audience (including but not limited to age, interests, area of residence, household income, families/couples, etc.). the target audience is sports fans from the area as well as fans and family who travel with the teams. We typically have students from local high schools and their families attend this tournament even when their schools are not playing. We will also have general members of the community who attend. All of the teams who travel traditionally bring fans with them which makes for a great atmosphere.
5. Historical event attendance (n/a if first time event. An annual event with a new series, speaker, team, musician or show does not constitute as a new event)
Over the course of the four days of last year's tournament, we had approximately 4,000 in attendance. In addition, there is a significant amount of website and live stream activity around this tournament. For the last cycle, we had 9,200 website views and an additional 7,700 YouTube live stream views. This means that in addition to the in person traffic, the sponsorship would provide prominent viewing opportunities for your organization.

6. Historical percentage of in-county versus out-of-area event attendees (must equal 100%)
 - 20% of Local/In-County Event Attendees
 - 80% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)
 - ___ n/a New startup event

7. Expected total number of event attendees:

*the numbers provided are in relation to the visiting teams. The majority of these teams will be coming from out of town and have historically done so. The fan base is a bit harder to determine as there are a good mix (though not specifically documented) from both within the community and from the traveling teams.

8. Expected percentages of in-county and out-of-area event attendees
 - 10% of Local/In-County Event Attendees
 - 90% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)

9. Have you requested funding from other organizations/entities: Yes ___ No
 - If yes, please provide the names of these organizations and funding entities:
We do request sponsorship in a number of ways from businesses within the community.

10. What are you willing to offer the City and TBID members in exchange for the in-kind hosted lodging sponsorship for your event. SELECT ALL That APPLY
 - Exclusive lodging partnership
 - Promotion for event attendees tied to SLO lodging
 - Complimentary tickets for additional promotional use
 - Other

11. Please provide any additional information on what sets your event apart from others taking place in San Luis Obispo: While there are plenty of sports tournaments, none have had the level of attention for a broad audience as ours. In addition, we have several teams that are coming from areas that make them likely to be repeat visitors to the San Luis Obispo area. Our tournament has a large number of high school students who will play in our downtown location, and subsequently walk around, shop, and eat in the downtown area bringing an added economic impact to the community. We require teams to stay in our hotels, and their parents follow meaning hotel occupancy during a traditionally slower time of the year helps sustain some of the local hotels.

12. *Hosted Lodging Plan -please provide a robust and complete plan for the option(s) applying for. Attach additional pages or supporting documents to support the hosted lodging plan and request.*

a. Media

- a. Estimated # of Rooms Requested: _____
- b. Estimated # of Nights Requested/Room: _____
- c. Estimated \$ Amount Requested: _____
- d. Lodging/Room Type Specifics or Requests:

- e. Who will be hosted: _____
- f. Benefit of hosting:

b. Event Speakers/Influencers

- a. Estimated # of Rooms Requested: 90-100
- b. Estimated # of Nights Requested/Room: 4-5
- c. Estimated \$ Amount Requested: 15,000
- d. Estimated # of Teams Hosted: 12
- e. Lodging/Room Type Specifics or Requests: Double Queens
- f. Who will be hosted: Multiple visiting teams
- g. Benefit of hosting: Many of these teams would not attend our tournament if we were not able to help them with lodging. They would attend other tournaments in other areas who are able to take care of this aspect.