

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Title of Project: Arena Wars MMA Cage Fighting Series
Funds Requested: \$5000
Organization Applying: Rogue Promotions
Contact Person: Matthew Phillips
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Brief Description of Project including date, time and location: Arena Wars MMA Cage Fighting Series, Klamath County Fairgrounds, Nov. 12th, Gate open @ 5:30pm, fights start @ 7:00pm. Please feel free to check out Ashley Olsen's most recent news article related to my April 9th event that was recently held in Grants Pass. (Ashley Olsen KDRV Arena Wars MMA Cage Fighting Series)

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Matthew Phillip Date 04-23-16

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Organization n/a Date n/a

- 1) The Arena Wars MMA Cage Fighting Series will feature approximately 22 amateur and 4 professional athletes that come from all over Oregon, Northern & Central California & Nevada to compete. It will be a family friendly action packed night of fights, food, music and entertainment.
- 2) Based off of our past events it's fairly easy to estimate what the hotel needs and travel patterns will be for a fight weekend.
 - a) $\frac{3}{4}$ of the fighters are from out of the area, as are their trainers and coaches, which equals 2 per athlete.
 - b) The gyms follow the fighters to the event in order to show support for their team members as do their family and friends from their hometowns. The amount of people that draws varies by athlete ranging from a low end of 10 followers to a high end of 127 followers per athlete. These numbers are current and based off of our April 9th event. The numbers are accurate and tracked based off our ticketing sales and system.
 - c) Weigh ins are held on Friday night and Fights are always on Saturday night. Fighters will be in town a minimum of 2 nights along with their coaches & trainers. Their followers usually start rolling in on the day of the event. I personally paid for 20 rooms myself for the out of town athletes for our April 9th event.
 - d) The families, fans and friends pay for their own rooms, food, fuel etc.... The Oregon Athletic Commission brings in 14 staff members for the 2 days as well. Hotel, food, fuel and entertainment needs are definitely boosted over a fight weekend.
- 3) On April 9th we drew approximately 2500 spectators from all over Oregon, Northern & Central California and Washington.
- 4) The event is great boost for the community because of the entertainment value it brings, the additional room, fuel and food purchases that are made, the influx of outsiders we bring into the county, the community/business partnerships we build and for the amount of media coverage it provides.

- 5) I've owned and operated Rogue Promotions for more than 10yrs. We come in fully contained with staff in place and a solid working plan. I've suffered zero losses and zero incidents at any of our events. I form community partnerships and work closely with the local Police Departments, Security Companies and media outlets in order to make my events a staple in the community and a success for years to come. My staff and I are ready to roll 100% of the time. Please feel free to check out my past events, website and Facebook Page so you can have a better idea of what we bring to the table.
- 6) My team and I have successfully operated Music Festivals, Fairs, Redneck Games, Arena Wars Cage Fighting Series as well as ad campaigns for Ashley Furniture and Avista Utilities.
- 7) I will include Klamath County in all of the advertising that we do for the event. (Posters, Post Cards, Banners, Mobile Ads, Social Media, Web Banners, Sponsored by announcements and radio ads)
- 8) Our marketing campaign usually starts 90 days in advance of the event and has a slow uptick in frequency as the event gets closer, with the major marketing push taking place approximately 2 weeks out from the event.
- 9) Target market audience typically range from ages 12-60, men, women and children
- 10) Marketing for the out of town audience includes, posters, fliers, radio. Social media as well a partnership with the out of town gyms.
- 11) This grant will help in making this event a success by increasing my budget for out of town marketing while at the same time freeing up money which will allow me to grow the event on a local level.
- 12) We measure attendance at our events by our ticket sales. All tickets are numbered individually based off of seating capacity of the venue and seating section.
- 13) If you look at any of my past events you'll see that I spend a lot of time gathering up sponsors for the event. Some include trade assistance for advertising opportunities, but most of which is monetary sponsorship for advertising opportunities.
- 14) Our goal is to put on 2 of these events @ the Klamath County Fairgrounds yearly and to make it a staple of the community

Thank you for all your time and consideration and we look forward to bringing the Arena Wars MMA Cage Fighting Series along with other future events to Klamath County.