

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) **Battle Born Events, LLC**
Chief Executive Officer: **Darcie Spero**
Mailing address **PO Box 1321**
City **Fallon** State **Nevada** Zip **89407**
Phone Number: **775-741-9780** Email: **BattleBornDarcie@gmail.com**
2. How long organized (or in business) **3 years** Tax I.D. # **NV 20232869358**
3. Purpose of Organization **Rodeo Events Production**
4. Total Annual Budget **\$375,000**
5. Project Director **Darcie Spero** Phone Number: **775-741-9780**
Mailing address: **PO Box 1321**
City **Fallon** State **Nevada** Zip **89407** Email: **Info@battlebornbroncs.com**
6. **Project Title** **Battle Born Broncs**
7. **Actual Date of Event** **April 18-20, 2025**
8. Location of project **Rafter 3C Arena**
9. Funds requested from FCTA: \$ **25,000**
10. Total cost of project: \$ **325,000**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:
Producing an elite PRCA event, camp and vendor market to draw fans and contestants to Fallon for multiple days.
Video production for use throughout the year on television, social media and our websites to showcase Fallon as a premier event location.

PROJECT BUDGET

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

<p>Roughstock \$41,400, Payout & Awards \$60,000, Event Production Crew \$25,000, Photography and Video Production \$8,500, Advertising \$25,000, Hotels \$10,000 Fees \$5,000, Insurance & Licenses \$1000</p>	<p>Branded Merchandise \$35,000, Donations \$5,000, Miscellaneous Labor \$2000, Banners & Signage \$6000, VIP \$30,000, Printing \$2500, Cleaning \$2,500, Camp \$10,000, Admin/Production Costs \$37,000, Misc Business Expenses \$3,000, Scholarship Fund \$10,000</p>
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PROJECT BUDGET

14. REVENUE: Please itemize all revenue including requested grant monies.

Sponsorships \$200,000, Grants \$25,000, Vendor Income \$4,000, Ticket Sales \$45,000

PROJECT BUDGET

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

Advertising, Event & Video Production, Camp and Contestant swag advertising the event and the City of Fallon.

16. Please define the long- and short-term goals of this project:
To continue to improve our production every year, drawing in existing and new fans to Fallon for multiple days, and to produce more youth and professional events in the future.

17. Please estimate the total attendance you expect at your event and list your target market areas:
4000 from the State of Nevada and surrounding states.

18. Local economic impact (complete the following as it pertains to your project):

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

We expect to draw at least 2,500 from outside a 60 mile radius. We have a new feature on our ticketing app which will provide a map of the areas where tickets are purchased.

(b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?

With the high school rodeo being on the same weekend we expect to draw a lot of them to Fallon early and to stay longer. 1000 people x 2-3 nights.

(c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

This event will be televised both nationally and internationally along with Cowboy Channel coverage and local media coverage for use on many platforms.

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

Because of the timing of the event and planning, our numbers were down, but this year will be phenomenal. We will definitely sell out.

(e) How many locals will attend your event?

2000

(f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?

650,000

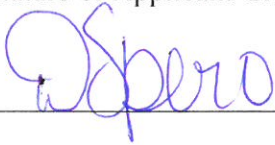
19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

We have already been featured on the Cowboy Channel talking about the changes for the event and the camp and we partner with other organizations throughout the year to spotlight our event and the City of Fallon.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

Our ticketing app has new features, we are working with the creators of the app to add more features that will be useful to us as well as adding a new feedback form to our website.

Signature of Applicant/Grantee

A handwritten signature in blue ink, appearing to read "W. Spero", is written over a horizontal line.

Date

01/10/2025

For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.