

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company)
Chief Executive Officer:
Mailing address
City State Zip
Phone Number: Email:
2. How long organized (or in business) Tax I.D. #
3. Purpose of Organization
4. Total Annual Budget \$
5. Project Director Phone Number:
Mailing address:
City State Zip Email:
6. Project Title
7. Actual Date of Event
8. Location of project
9. Funds requested from FCTA: \$
10. Total cost of project: \$
11. Will the Convention Center be used? When?
12. Summarize the objectives of this project: Marketing Efforts outside 60-mile radius for Top Gun Invitational, A PRCA Divion 1 Xtreme Bulls event. Bringing the best livestock and cowboys to compete. To produce a top tier spectator event in Fallon drawing a crowd from all over the Western United States.

PROJECT BUDGET

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

Print, Billboard, Signage \$8000
Cowboy Channel, Video production \$4500
Website and online media \$500
Newspaper and print media \$2200
Geofencing and device targeting \$2000
Total \$13,200

PROJECT BUDGET

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

Sponsorships \$80,000
Tourism Grant \$10,000
General Admission tickets \$54,000
Total \$144,000

PROJECT BUDGET

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

Print, Billboard, Signage \$8000
Cowboy Channel, Video production \$4500
Website and online media \$500
Newspaper and print media \$2200
Geofencing and device targeting \$2000
Total \$13,200 This number will increase due to adding to our campaign

16. Please define the long- and short-term goals of this project:

Long term; produce an annual Division 1 PRCA bull riding and concert drawing contestants and event viewers from western United States to Fallon Nevada for the last week of the year.

Short term; increase economic impact in Fallon from last years \$291,203.40 to \$320,000 this year.

17. Please estimate the total attendance you expect at your event and list your target market areas:

3000-3500

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?

Last year was 1100 not counting the bull riding school, I expect 1500-1700 this year due new marketing strategies.

(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)?

660 between school and Top Gun Invitational

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

100 million people are subscribed to Cowboy Channel and Cowgirl Channel, Reno Media group reaches 247,000, last year our media campaign online reached 681,339 people.

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

1100

(e) How many locals will attend your event?

2100 last year.

(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)?

Between the Bull riding school and the Top Gun Invitational \$291,203.40 was the economic impact

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

Event broadcasted on The Cowboy Channel, The Cowgirl Channel, Reno Media Group, we have a billboard, social media campaign, Website, Possible interviews on Reno News Channels and TV commercials. This year I am attending a marketing class focusing on Geofencing and targeting cellular devices.

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.:

Churchill County gives us the numbers from the building using phone tracker, Rodeo Tickets, our ticket company gives us data of where people are buying tickets from.

Signature of Applicant/Grantee

Chad Denton

Date

6/17/2026

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.