

**CITY OF FALLON - CONVENTION & TOURISM AUTHORITY**

**APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) VISION QUEST EVENTS LLC  
Chief Executive Officer: JUSTIN ANDRADE  
Mailing address 1293 COW HOLLOW RD  
City NYSSA State OR Zip 97913  
Phone Number: 916 - 804 - 7895 Email: DIABLORANGE100@AOL.COM
2. How long organized (or in business) Tax I.D. # 84-5006625
3. Purpose of Organization Produce large scale events centered around the western lifestyle
4. Total Annual Budget \$
5. Project Director Chad Denton Phone Number: 530-521-3965  
Mailing address: PO BOX 61  
City BERRY State CA Zip 95916 Email: Chadedent@gmail.com
6. **Project Title** TOP GUN INVITATIONAL
7. **Actual Date of Event** 12/31/23
8. Location of project RAFTER 3 C, FALLON NV
9. Funds requested from FCTA: \$10,000
10. Total cost of project: \$ 111,250
11. Will the Convention Center be used? NO When?
12. Summarize the objectives of this project:  
  
Produce a Professional Bull Riding and New Years Eve concert event in Fallon NV.

### PROJECT BUDGET

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

TELEVISION  
RADIO  
SOCIAL MEDIA  
NEWS PAPER  
POSTERS AND SIGNAGE

PLEASE SEE ATTACHED EXCEL SHEET FOR ALL PROJECTED EXPENDITURE

### PROJECT BUDGET

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

GRANT MONIES  
SPONSORSHIP INCOME  
TICKET SALES  
LIQUOR SALES  
CONCESSION RENTAL

PLEASE SEE ATTACHED EXCEL SHEET FOR ALL PROJECTED EXPENDITURE

### PROJECT BUDGET

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

Grant monies will be put toward advertising expense.

The following is the projected cost for promotion and promotional materials for the 2023 Top Gun Invitational:

- 1) Radio Commercials; Cumulus Media (102.9 Wild, 98.1 FM KBUL, 780 AM News Talk)
- 2) 70 ticket giveaway @ \$30.00 = \$2,100 to be given thru radio promotions
- 3) Poster/Print/Arena Signage \$4,500 VQE social media promotions
- 5) Cowboy Channel Television Broadcast \$5000
- 6) Big Screen Production \$6000
- 7) Cowboy Lifestyle Network (CLN) media and marketing social platforms. \$3000  
(We have a long-standing relationship with CLN. This particular package has a value of over \$5,000.)  
Total views for our Idaho PBR Classic-in Gooding Idaho event on CLN platforms were 1,894,811m.)  
Total projected advertising Budget: \$27,600

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

The short-term goal is to produce a successful event that benefits both The City of Fallon and Vision Quest Events. Our long-term goal is to grow and build on this event annually.

17. Please estimate the total attendance you expect at your event and list your target market areas:  
We estimate total attendance to be between 2,200 and 3,000.

Target market areas Reno, Carson City, Lovelock, Winnemucca, Northern California

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 around 1500 from out of the greater Fallon area.

(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)?

1000 for one night and 200 for two 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?

Between the Cowboy Channel and the Cowboy Lifestyle Network we expect around 2 million

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

Battle Born Broncs brought in 1200 from out of the Fallon area.

(e) How many locals will attend your event?

1,000 - 2,000

(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)?

1500 visitors, estimate 1,000 will stay overnight. approximately 200 will stay 2 nights, most will dine at least once, purchase fuel and other goods. Projected economic impact 200,000.

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

We plan to use:

TV (Cowboy Channels)

Radio (102.9 Wild, 98.1 FM KBUL, 780 AM News Talk)

Social Media (CLN, and other social media outlets)

Posters and signage

Local Media outlets

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.:

Electronic questionnaire on through our online ticket agent (Rodeoticket.com)

Signature of Applicant/Grantee

A handwritten signature in black ink, appearing to read 'Jane Moon', written over a horizontal line. The signature is stylized and extends to the right of the line.

Date

9/20/2023

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](mailto:JMoon@FallonNevada.gov).