

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) **4 years** Tax I.D. # **NV 20232869358**
3. Purpose of Organization **Rodeo Events Production**
4. Total Annual Budget **\$425,000**
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 16-18, 2026**
8. Location of project **Rafter 3C Arena**
9. Funds requested from FCTA: \$ **25,000**
10. Total cost of project: \$ **\$375.000**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:

We produce an elite, Professional Rodeo Cowboys Association sanctioned Bareback and Saddle Bronc Riding event bringing in the top contestants in the world to Fallon. We also produce a youth camp, and a Western artist and makers market that is open to the public. In 2026 we are adding the Battle Born Jr. Roughstock Challenge, (the event we produced for the Canteloupe Festival in 2024) bringing in more contestants and fans for multiple days, doing our part to help shape the next generation of rodeo athletes. Our fundraising focus for the year will shine a light on Fallon's Domestic Violence Intervention Center. We hope to raise money and awareness during our event and throughout the year in order to help meet the needs of the local organization and the people it supports.

PROJECT BUDGET

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

Battle Born Broncs: Roughstock \$41,400, Payout \$60,000, Awards \$8500, Event Production Crew \$30,000, Photography and Video Production \$8,500, Advertising \$25,000, Hotels \$12,000, Fees \$5,000, Insurance & Licences \$1,000, Junior Event Production \$30,000, Cleaning \$3,000, Admin & Production \$40,000, Misc. Business Expenses \$3,000, Misc. Labor \$3,000, Scholarships and Donations/Sponsorships \$15,000, Branded Merchandise \$35,000, Camp \$10,000, Printing and Signage \$8,000, VIP Experience \$35,000, Facility \$3-\$5,000

PROJECT BUDGET

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

Goals for 2026: Sponsorships/VIP Tickets \$320,000, Grants \$25,000, Vendor Income \$6,000, Ticket Sales \$50,000

PROJECT BUDGET

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

This grant is used for advertising on TV, radio and in print. Video production is used for broadcast, streaming and replays throughout the year on the Cowboy Channel, all over social media, and on our website. Sponsors, BBJRC and Battle Born Broncs contestants along with youth camp registrants and our production crew all receive our super popular branded merch advertising our event and the City of Fallon wherever they go.

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

Our goal is the same. We strive to improve our production every year, drawing in existing and new fans to Fallon for multiple days. Our 2025 goal to produce more youth events is becoming a reality with the addition of the BBJRC, a Jr. NFR Direct Qualifier. Helping the next generation of rodeo athletes is something we plan to do for many years to come.

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

4000-5000 from the State of Nevada and surrounding states over three days. We will add more targeted advertising this year in the Reno Tahoe area and the Sacramento area as well.

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. The heat map from our 2025 ticket sales was eye opening. We saw ticket sales all over Nevada, Northern and Southern California, Washington, Oregon, Idaho, Arizona, Colorado, and New Mexico along with sales sprinkled across the rest of the country. With the addition of the Jr. Event, we expect to have contestants and their families come from all of these states, and Canada. In 2024 we had families travel here from North Dakota and Wyoming for the BBJRC and we filled the stands in the outdoor arena.

(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 addition of the Jr event and the high school rodeo being on the same weekend we expect to draw a lot of them to Fallon early and to stay longer. 1500 people x 2-4nights.

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

We will be televised both nationally and internationally on broadcasts and streaming along with extra Cowboy Channel coverage and local media coverage for use on many platforms. We accepted a Bronc Riding Nation "Visionary" Award in Las Vegas this year during the NFR and that coverage has exposed us to an even larger audience. We promoted and planned for it during our 16 days in Vegas inside the Battle Born HQ-our booth at Stetson Country Christmas, and we cross promote along with Battle Born Boots at various trade shows throughout the year.

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

Surprisingly, according to the heat map, the majority of our online ticket sales were from outside the 60 mile radius. We only sold cash tickets at the door.

(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)?

\$500,000

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

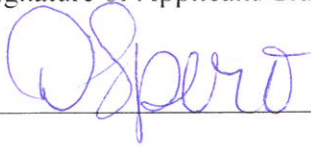
We have been featured on the Cowboy Channel and other TV and radio stations talking about the changes for the event, and we partner with other organizations throughout the year to spotlight our event and the City of Fallon. Our involvement and support of other events and groups is important to us. Attending trade shows where new fans and sponsors can be met and marketed to is our focus in addition to our social media marketing where we collaborate with other brands to help each other grow our audiences and businesses.

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 always has new features and we work with the creators of the app to add more features that will be useful to us. We added a new feedback form to our website in 2025. Typically we book many rooms for our production crew for several days including before and after Battle Born Broncs, and in my conversations booking those, I've learned that typically the majority of (usable and appropriate) rooms are booked during our events. In conversations with sponsors and other attendees and vendors, we hear the same feedback. Asking the questions in person and in emails and polling on social media is probably the best form of gathering feedback we have found so far.

Thank you for continuing to be dedicated to the success of Battle Born Broncs. We realize that there are many events you support and we don't take your contributions over the years lightly. Cheers to a new year and a bigger and better Battle Born Broncs in 2026!

Signature of Applicant/Grantee

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

Date

01/6/2026

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.