



Tourism Event Sponsorship Grant Program Application

Project Title: Wheels of Time

Full Legal Name of Applicant/Organization:

Hill Country Classic Power

Applicant's Address:

23328 County Hwy DD, Richland Center, WI 53581

Name of Primary Contact:

Deborah Paasch

Telephone:

608/647-8064

Email:

Website:

Location of Project: Richland County Fairgrounds

Event Date(s): Oct 4, 5, 6th 2024

Intended Ad Placement (List Publication and Location with Sample wording/ad Layout):

Description of event or activity and how it relates to tourism:

Projection of the project's ability to generate overnight stays:

Target Audience:

Total Event Budget: \$5000.00

Amount for Advertising: \$1000.00 - \$1,500.00

In-Kind Value:

Grant Request: \$2000.00



To be completed by the Richland Center Tourism Commission:

Award _____ NO Explanation: _____

_____ YES Amount of Award: _____

Tourism Meeting Agenda Date: _____

Date of Approval: _____

Signature of Commission Chair _____

Application Narrative Richland Center Tourism Commission Tourism Event Sponsorship Grant Program Application

Please answer the following questions.

1. What is the name and location of the event?
 2. Describe the event in as much detail as possible. Include a proposed timeline that you will follow to plan and run your event. (We recommend that your timeline begin at least six months prior to the start date of your event and end no sooner than two months after the end date of your event.)
 3. Provide a brief history of your organization or business. Include how long your organization or business has been in existence. List any partner businesses or organizations that will help you to coordinate or run this event. _____
 4. Describe how you will market the event to participants from outside 60 miles and describe any media coverage (if applicable) you anticipate the event will receive. _____
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Full legal name of Applicant/Organization: Hill Country Classic Power

Applicant's Address: 23328 County Hwy DD, Richland Center, WI 53581

Name of Primary Contact: Deborah Paasch

Telephone: 608/647-8064

Email: N/A

Website: none at this time

Location of Project: Richland County Fair Grounds/ Richland Center, WI

Event Dates: October 4, 5,6th, 2024

Intended Ad Placement (List Publication and Location with Sample wording/ad layout)

Shopping News posters distributed over an eight state area, ad is in the Farm Collectors show directory (which is nation wide), and the Wheels of Time (National Truckers Magazine), WRCO radio spots. We are adding banners that will be placed at locations sixty miles away. There will also be community calendars thru out the tri-state region.

Description of event and how it relates to tourism:

We try to educate people on the history of agriculture and the trucking industry. The social connection of this show brings people together from all over the United States year after year. These people eat/sleep and shop in the Richland area.

Projection of the project's ability to generate overnight stays:

SW Wisconsin ATHIS Club will book approx. 80 rooms. Others will stay at campgrounds and airbnb's in the area. With the addition of a truck drive on Friday and tractor drive on Saturday, more of the travelers are now coming in on Thursday. All will explore the Richland County area.

Target Audience:

General Public, especially those interested in the history of antique trucks, tractors, and farm machinery. We encourage families.

Total Event Budget: \$ 5000.00

Amount for Advertising: \$1000.00-1500.00

In-Kind Value:

Grant Request: \$2000.00

1. What is the name and location of the event? Wheels of Time held at the Richland County Fair Grounds.

2. Wheels of Time officially start on Friday morning with a truck ride showing of the scenic beauty of Richland County. Saturday is busy with a tractor ride. New this year we are adding, tractor peddle pull for the kids. In the afternoon is a parade showing off many of the exhibitors. Cowboy church starts our Sunday off. There will be a 50/50 raffle, silent auction and the RC FFA will be raffling off a tractor that they restored. The show ends with many tearful good byes.

At Wheels of Time, plans start for the following year. November advertising needs to be submitted in some nation wide publications. By April, we have business cards and posters made that will go nation wide. June thru August, we will be fine-tuning the agenda. Insurance and any food plans for the exhibitor diner will be made. September is all banners and advertising done.

3. Danny Sheafor and Mark Welte started the Wheels of Time as an afternoon picnic back in the 1980's. This has evolved from an afternoon event into a 3-day show. It was always held at the Sheafor property until Dannys' passing. We have been holding the show at the RC fairgrounds since 2015. With the help of the Southern Wisconsin chapter of the American Truck Historical Society, we (Hill Country Classic Power) have been able to keep the show going and growing.

4. We use many different types of advertising but to this day word of mouth is still the best. Posters are taken with members of both clubs and spread nation wide. We advertise in magazines that go worldwide. There will be banners through out southern Wisconsin. We are working on getting on-line opportunities.

Last year we had a father and son come from Idaho after seeing a add in one of the magazines.