



Tourism Event Sponsorship Grant Program Application

Project Title: Zafarrancho con los Mesia

Full Legal Name of Applicant/Organization: La Fritanga LLC

Applicant's Address: 1450 veterans Dr. Richland Center WI 53581

Name of Primary Contact: Marlon Lacayo

Telephone: 608-475-0536

Email: la.fritangaw@gmail.com

Website:

Location of Project: Ramada "The white house"

Event Date(s): September 30th 2023

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

Social Media, Facebook, Instagram, Tik-Tok, Newspaper, Radio

Description of event or activity and how it relates to tourism: Laten Concert, bring people from another cities and towns

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

Target Audience: Laten Community

Total Event Budget: \$20,000=

Amount for Advertising: \$3,000=

In-Kind Value: \$5,000=

Grant Request: \$1,500=



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?
Zafarrando con los Mejia Ramada Hotel 1450 Veterans Drive.
Richland Center WI 53581.
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. La Fiestanga open April 5th 2023, our team has 20 years in the
Restaurant business, we are partner with Restaurant Los Amigos, we are growing little
by little. Thanks to the Richland Center Community and with a lot of work
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. We have a community
from Chicago, Madison, Milwaukee, we have a extensive word of mouth
communication.