

# Sponsorship Application

Events that draw substantial out-of-county overnight visitors to Sweetwater County without the need to advertise (i.e. conventions, culminating events, member events, events at registration capacity, or events that have other sources of advertising funding) may qualify for a sponsorship grant.

## Applicant Information

Organization Name: National Trappers Association  
 Mailing Address: 2815 Washington Avenue  
 City/State/ZIP: Bedford, Indiana 47421  
 Phone: 802 227-9670  
 Email: skurski@nationaltrappers.com

Type of Organization:  
 WY non-profit 501c3  
 WY non-profit (not 501c3) Code section of exemption:  
 For profit incorporated  
 Individual Ownership

## Event Information

Event Name: 2012 National Trappers Association  
 Type of Event: Trapping and Outdoor Expo  
 Primary Contact: Dan Skurski, Convention Coordinator  
 Location of Event: Sweetwater Events Complex  
 Date(s) of Event: June 1-3, 2012  
 Projected Attendance: 700  
 Do you require membership in your organization for individuals to participate?  Yes  No

Est. # of out-of-county participants staying overnight: 650  
 Arrival Date: 5/31/12      Departure Date: 6/3/12  
 Total est. # of room nights generated by this project: 200  
(Example: Estimated number of people requiring lodging: 600 people, average 2 people per room, 300 rooms required per night. Length of stay: 2 nights, arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).  
 Will this be an annual event in Sweetwater County?  Yes  No  
 Has the event been in Sweetwater County before?  Yes  No  
 If yes, how many out-of-county participants came last year?

## Sponsorship Information

Sponsorship Requested: \$ 4000.00  
 Total Event Budget: \$ 17149.00  
 Has the T&T funded this project in the past?  Yes  No  
 If yes, number of times: 1  
 Total funding received from T&T to date: \$ 3900.00  
 How will the event proceed if not funded by the T&T?  
 The National Trappers Association would pay for the event.

Mark all sponsorship benefits available to T&T:

T&T banner at event site (required; provided by T&T)  
 T&T logo on awards (required; stickers provided if needed)  
 T&T logo on posters, registration forms, programs, letterhead or all that are applicable to this event (required)  
 T&T logo on t-shirts provided to the participants (required)  
 2 event tickets for T&T (required)  
 Complimentary advertising space in program:  
 Size of ad:                      Inches X                      Inches  
 Color  Black & White  
 Public address announcements for T&T  
 Other:

How will you promote out-of-county attendance/participation?  
 We will be advertising in 5 different national magazines: Fur-Fish-Game, The Trapper and Predator Caller, Trapper's Post, Trapper's World, and the American Trapper. We also will have the information listed on our website www.nationaltrappers.com We have over 8000 members throughout the country.

Sponsorship Grant funds will be used for:

Event Stationary       Speakers/Presenters at Event  
 Event Registration Forms       Rental Equipment for Event  
 Entertainment at Event       Event Space Rental  
 Event Officials/Judges       Free Event Programs  
 Event Awards (given away)       On-site Event Brochures  
 Event T-Shirts       On-site Event Posters  
 Postage (out of county mailings)       Refreshments/Food at Event

Total budgeted for out-of-county promotion: \$ 3900.00

How will you promote in-county attendance/participation?  
 Local radio station announcements.

Total budgeted for in-county promotion: \$ 100.00

Signature: *Daniel Skurski*

Date: *10/11/11*

Read and follow the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is **20 days** prior to Grant Hearing.

## For Completion by T&T Staff

Estimated Total Economic Impact: \$

Formula: Number of out-of-county participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Example: 200 people x 2.5 days = 500; multiplied by a \$150 daily expenditure; for a \$75,000 estimated total economic impact.

## **Description of Event**

This will be the National Trappers Associations 11<sup>th</sup> Annual Western Regional Trapping and Outdoor Expo. It will be held at the Sweetwater Events Complex in Rock Springs, Wyoming, June 1-3, 2012. It will start on June 1 at 8AM. The inside vendor building will close at 6PM, but there will be a live auction that evening which will be open to the public. On Saturday, June 2, the event will open again at 8AM with the inside vendor closing at 6PM. There will be a free dance that evening with a live band. On Sunday, June 3 the event will again open at 8AM. The event will close at 12 noon on June 3. The location of the event is determined by a winning bid from the state trappers association. Last year the event was in Oregon, the year before that it was at the Sweetwater Events Complex in Rock Springs, and before that Montana and Utah. The expo has vendors from all over the Western states participating with sales of various trapping items. There are also vendors who sell things that may not have a direct link to trapping but are sporting items. This event allows the trappers of Wyoming; along with the trappers throughout the West a chance to meet vendors and see what is new on the market, as well as getting good buys on traditional trapping equipment.

There will be free demonstrations put on during the event on trapping and other items of interest. These could be from how to set a proper snare to live trapping, to how to clean a porcupine. The demonstrations are done by some of the best trappers in the trapping business and they come from all over the Western United States.

With our advertising we expect people to attend from every state in the West, and some from Canada. This is the only opportunity for people living in the Western states to attend one of our trapping and outdoor expos and they look forward to it every year.

We are requesting funds from the T & T to cover the cost of the facility and to have a dance with a live band as entertainment on Saturday night. The National Trappers Association traditionally does this trapping and outdoor expo as a convenience and a benefit for all the Western trappers, and normally expects the expenses to be more than the income generated from ticket sales.

The impacts on the local economy will be in the hotel bookings, restaurants, sport shops, gas stations and other retail establishments.

## **Promotion/Marketing Plan**

The 2012 National Trappers Association 11<sup>th</sup> Annual Western Regional Trapping and Outdoor Expo will be advertised in five different national magazines: *Fur-Fish-Game*, *Trapper and Predator Caller*, *Trapper's Post*, *Trapper's World*, and *American Trapper*. The information is also listed on the National Trappers Association official website [www.nationaltrappers.com](http://www.nationaltrappers.com). The magazine ads and the website will not only give information about the event, it will list area lodging facilities. These magazines, the NTA website, and a website called [www.trapperman.com](http://www.trapperman.com) are the primary sources of trapping information throughout the country and therefore the best places to advertise.

**Projected Budget for the 2012 11<sup>th</sup> Annual Western Regional Trapping and Outdoor Expo**

**Expenses**

|                               |           |              |
|-------------------------------|-----------|--------------|
| Event Complex                 | \$        | 3500         |
| Camping hook-ups              | \$        | 510          |
| Programs                      | \$        | 500          |
| Photocopying/Printing         | \$        | 135          |
| Postage and Shipping          | \$        | 500          |
| Posters for local advertising | \$        | 100          |
| Banner                        | \$        | 170          |
| Credit card charges           | \$        | 175          |
| Advertising                   |           |              |
| Trapper and Predator Caller   |           |              |
| 1/16 page ads                 | \$        | 109          |
| 1/4 page ad                   | \$        | 220          |
| 1/2 page ads                  | \$        | 430          |
| full page ad                  | \$        | 735          |
| Fur-Fish-Game                 |           |              |
| 1/9 page ad                   | \$        | 143          |
| 1/8 page ad                   | \$        | 169          |
| 2 1/4 page ads                | \$        | 450          |
| 1/3 page ad                   | \$        | 335          |
| Trappers Post                 |           |              |
| 1/6 page ad                   | \$        | 30           |
| 2 1/2 page ads                | \$        | 400          |
| Trappers World                |           |              |
| 2 full page ad                | \$        | 300          |
| 1/2 page ad                   | \$        | 88           |
| American Trapper              |           |              |
| No cost for ads               |           |              |
| (magazine owned by            |           |              |
| National Trappers Assoc.)     |           |              |
| Radio Advertising             | \$        | 700          |
| Total Advertising             | \$        | 4119         |
| Volunteer shirts and hats     | \$        | 540          |
| Convention Patches            | \$        | 210          |
| Admission buttons             | \$        | 300          |
| Supplies                      | \$        | 130          |
| Band                          | \$        | 1000         |
| Contest plaques               | \$        | 495          |
| Travel Director               | \$        | 965          |
| Travel Office                 | \$        | 1450         |
| Travel Coordinator            | \$        | 1750         |
| Auctioneer                    | \$        | 600          |
| <b>Total Expenses</b>         | <b>\$</b> | <b>17149</b> |

**Income**

|                                       |           |              |
|---------------------------------------|-----------|--------------|
| Admission/Tailgating/camping receipts | \$        | 5095         |
| Auction                               | \$        | 2000         |
| Inside booth rental                   | \$        | 5600         |
| Program ads                           | \$        | 350          |
| T & T (if approved)                   | \$        | 4000         |
| <b>Total Income</b>                   | <b>\$</b> | <b>17045</b> |