



CITY OF NEW PORT RICHEY  
SPECIAL EVENT IN-KIND SPONSORSHIP  
APPLICATION

I. EVENT INFORMATION:

- a. Organization: Farrell Cares, Inc.
- b. Name of Event: Cotee River Bike Fest
- c. Event Dates (beginning, ending): Oct. 11-13, 2019
- d. Event Coordinator (name, address, phone, email) Farrell Cares, Inc /  
Tina Farrell 6835 Commerce Ave Port Richey  
FL 34668, 727-271-6848, tina@goteamfarrell.com
- e. Please describe the proposed event to include type of event and scope of activities: Charity fundraiser - 3-day Bike fest,  
music, bike shows, vendors including food,  
Battle of the Bands, Entertainment  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- f. Please indicate other events provided by your agency and the amount (if any) currently funded by the City: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- g. How are the events specified assessed for effectiveness? vendors &  
participants receive suggestion/report cards & reviewed by com m.tee.
- h. Please provide a statement setting forth the specific use of net proceeds derived from the special event and how the proposed use benefits the city: proceeds donated back to Pasco County  
Charities.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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II. MARKETING AND ADVERTISING

- a. Which specific advertising mediums will be used? magazines, radio,  
social media, billboards, banners,
- b. Identify advertising campaign duration and amount for each medium: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- c. Will the City of New Port Richey be identified as a sponsor on all promotional/advertising materials? yes

III. ECONOMIC IMPACT

- a. Describe the overall economic benefit to NPR: bring new visitors  
to the New Port Richey area
- b. Will the event compliment or compete with existing downtown businesses?  
Compliment
- c. Please describe in what way(s) and to what degree? There are no  
food vendors down town to compete with  
restaurants and no liquor sold at event  
to compete with bars - Food & beer vendors  
are restricted to Sims Park. No liquor sales at all  
in Sims Park

IV. EVENT IMPACT

- a. How many consecutive years has this event been held in NPR? \_\_\_\_\_
- b. What is the target audience for this event? music lovers  
& bikers  
& motorcycle aficionados



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c. Are you proposing any notable changes in the event from previous years? If yes, then please explain: yes - not holding bikini contest

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**V. REQUIRED DOCUMENTS**

- a. Adopted agency budget for current fiscal year.
- b. Audited Financial Statement (for 2018 or a IRS Form 990)
- c. Certificate of Incorporation
- d. Federal Tax ID Number



## 2018 Cotee River Bike Fest Budget

### Income

510400 - Fundraising - Sponsorship	75,000
510401 - Advertising (Merchandise)	15,000
510550 - Fundraising - Vendor Booths	30,000
510900 - Fundraising - Other	60,000

Total Income 180,000

### Expense

810300 - Professional Services	5,000
810400 - Website Development/Maintenance	2,000
810500 - Insurance	2,500
810600 - Travel and Meetings	50
811000 - Marketing/Promotions/PR	40,000
811001 - Event Merchandise	7,500
811100 - Printing	4,000
811200 - Gifts/Awards	2,400
811400 - Supplies	800
811600 - Food and Beverage	23,000
811900 - Dues and Fees	2,000
811950 - Event Fees	7,500
812400 - Grants and Contributions	1,000
812900 - Entertainment	35,000
813000 - Equipment Rentals	20,000
813100 - Taxes	5,000
813600 - Bad Debt	0

Total Expense 157,750

Revenue 22,250

\* Donated- \$10,000 to Childrens Burn Camp \$8,000 to Angelus House

2019 Beginning Balance \$4,250