



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

I. EVENT INFORMATION:

- a. Organization: Chasco Fiesta Inc
- b. Name of Event: Chasco Fiesta
- c. Event Dates (beginning, ending): March 27 - April 4, 2020
- d. Event Coordinator (name, address, phone, email) Patty Deremer
6330 US 19, New Port Richey, FL 34652
727-300-5540 office / 727-243-5137 cell
director@chascofiesta.com
- e. Please describe the proposed event to include type of event and scope of activities: 9 day music/native american festival to benefit 20+ non-profits through special events such as parades, bowling & golf tournaments, coronation ball, 5K run, walk + food sales
- f. Please indicate other events provided by your agency and the amount (if any) currently funded by the City: none
- g. How are the events specified assessed for effectiveness? 98 year model - 1922 inception
- 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: The Chasco is "THE" event of the year in Pasco. It is the longest consecutive running event. It draws 350K people to downtown NPR, business, hotels + highlights and promotes the city positively from out of town attendees and possible future residents. Huge economic impact.



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II. MARKETING AND ADVERTISING

- a. Which specific advertising mediums will be used? News-Print, TV, Radio - traditional + streaming, billboards, social media platforms - Facebook, twitter, youtube
- b. Identify advertising campaign duration and amount for each medium: Radio - 6 months out-event, social media - 6 months, News - 1 week prior, TV - 2 week prior, Billboards - 1 month prior - end of event.
- 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: it brings 350K people downtown visiting local businesses such as restaurants, bars, hotels over the 9 days - promotes New Port Richey as a great destination and beautiful event filled city.
- b. Will the event compliment or compete with existing downtown businesses? compliment - brings extra people above + beyond normal foot traffic before, after, and during event +
- c. Please describe in what way(s) and to what degree? to a great degree it boosts the business of downtown bars + restaurants as well as along US9, hotel benefit as well as short term rentals such as VRBO + AIRBNB.

IV. EVENT IMPACT

- a. How many consecutive years has this event been held in NPR? Since 1922
- b. What is the target audience for this event? all ages fun community event. Mostly targeting 30-60 age



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c. Are you proposing any notable changes in the event from previous years? If yes, then please explain: yes - Park N Ride.

Dragon boat races, Roth Eckerd more presence.
Soccer tournament, street shooting event.

- V. REQUIRED DOCUMENTS *-separate email will be sent with all*
- 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



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Overall Proposed Statement of Revenue & Expenditures
(Detailed line-item budget)

| Revenues | Previous Year* | Current Year |
|-------------------------------|-----------------------|---------------------|
| <i>Ex. - City Sponsorship</i> | \$ | \$ |
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| Total Revenue | | |

| Expenses | Previous Year* | Current Year |
|-----------------------|-----------------------|---------------------|
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| Total Expenses | | |

**A profit & loss statement may be provided in lieu of the requested detail*