



CITY OF SURPRISE
Tourism Fund Subcommittee Meeting
16000 N. Civic Center Plaza
Surprise, AZ 85374

Thursday, February 13, 2020 @ 5:00 PM
COUNCIL CHAMBER OVERFLOW ROOM

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Current Events and Reports
- E. Staff Reports
- F. Tourism Fund Subcommittee Agenda

CALL TO THE PUBLIC:

INSTRUCTIONS: In order to address the Board\Commission, you will need to fill out a Call to the Public Form available at the front counter, and then turn it in to the Secretary before the meeting begins.

Note: A.R.S. 38-431.01(H) - During this time members of the public may address the Board\Commission only on issues within the jurisdiction of the Board\Commission which are not an item on the agenda. At the conclusion of the open call, the Board\Commission may respond to criticism, may ask staff to review the matter or may ask that the matter be put on a future agenda. No discussion or action shall take place on any item raised.

CONSENT AGENDA:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|---|--|
| 1. | Citywide | Consideration and action to approve the minutes of January 17, 2020 Tourism Fund Subcommittee meeting. | None

April Irish Sports and Tourism |
| 2. | Citywide | Consideration and action to recommend the use of the Tourism Fund to Council to support a third-party signature event at Mark Coronado Park on April 25-26, 2020. | None

Kendra Pettis Sports and Tourism |
- G. Other Business and Future Agenda Items
 - H. Executive Session

For information purposes: Upon a public majority vote of a quorum ("Commission"), the Commission may hold an executive session, which will not be open to the public, but for only the following purposes: discussion or consideration of records exempt by law from public inspection (A.R.S. §38-431.03(A)(2));

or discussion or consultation for legal advice with the attorney or attorneys of the public body (A.R.S. §38-431.03(A)(3)).

Confidentiality Requirements: Pursuant to A.R.S. §38-431.03(C)(D), any person receiving executive session information pursuant to A.R.S. §38-431.02 shall not disclose that information except to the Attorney General or County Attorney or by agreement of the Commission, or as otherwise ordered by a court of competent jurisdiction.

The Commission may vote to hold an executive session for the purpose of obtaining legal advice from the Commission's attorney on any matter listed on the agenda pursuant to A.R.S. § 38-431.03(A)(3).

I. Adjournment

SHERRY ANN AGUILAR, CITY CLERK, MMC

POSTED: February 12, 2020 at 9:00 AM

SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK'S OFFICE @ 623.222.1200 OR TTY 623.222.1002, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.



**CITY OF SURPRISE
Tourism Fund Subcommittee Meeting**

Council Meeting Date: February 13, 2020
Submitting Department: Sports and Tourism
Staff Recommendations: None

Contact Person: April Irish, City Managers
District: Citywide

Consent: No Regular: Yes Public Hearing: No Report/Discussion: No

Agenda Wording:

Consideration and action to approve the minutes of January 17, 2020 Tourism Fund Subcommittee meeting.

Motion:

I move to approve the January 17, 2020 Tourism Fund Subcommittee meeting minutes.

Background:

The Tourism Fund Subcommittee held their first meeting on January 17, 2020.

Objective Analysis:

Policy Compliant:

Financial Impact:

Budget Impact:

FTE Impact:

ATTACHMENTS:

1. 01172020 Subcommittee of Tourism Funding DRAFT MINUTES
-

CITY OF SURPRISE
Subcommittee on Tourism Funding Meeting
16000 North Civic Center Plaza
Surprise, AZ 85374

Friday, January 17, 2020 – 3:00 p.m.

CALL TO ORDER

Councilmember David Sanders (Chair) called the **Tourism Funding Subcommittee Meeting** to order at 3:00 p.m. at Surprise City Hall, Lobby Conference Room, 16000 North Civic Center Plaza Surprise, Arizona 85374, on Friday, January 17, 2020.

ROLL CALL

In attendance with Chair Sanders was Vice Mayor, Roland F. Winters Jr. (Committee Member) and Councilmember, Patrick Duffy (Committee Member).

STAFF PRESENT

Diane Arthur, Deputy City Manager & Marketing & Communications Director; Kendra Pettis, Sports & Tourism Director; April Irish, Staff Liaison.

CALL TO THE PUBLIC

None.

The Tourism Funding Subcommittee Members recommended the LPGA Legends Proposal as follows:

- A range from \$20,000 to not exceed \$45,000 with the following stipulations:
 - The golf course/tournament must be secured in Surprise
 - Any hotels rooms paid for must be in Surprise
 - The \$20,000 to \$45,000 from the Tourism Fund can reimburse:
 - Marketing/Advertising (must say Surprise, AZ)
 - Facility rental fees (must be in Surprise)
 - Hospitality (must be Surprise businesses)
 - Funding reimbursements must be in compliance with all other Tourism Fund Application requirements
- Staff to present these recommendations to the applicant. Any updated draft agreement will then be subsequently reviewed by the Subcommittee on Tourism Funding before proceeding to the City Council.

Adjournment:

Councilmember Duffy made the motion to close the meeting. Vice Mayor Winters seconded the motion. Chair Sanders adjourned the Tourism Funding Subcommittee Meeting of January 17, 2020 at 3:38 p.m.

Chair, David Sanders

ATTEST:

Staff Liaison, April Irish

DRAFT



CITY OF SURPRISE
Tourism Fund Subcommittee Meeting

Council Meeting Date: February 13, 2020

Contact Person: Kendra Pettis, DIR -
SPORTS/TOURISM

Submitting Department: Sports and Tourism

District: Citywide

Staff Recommendations: None

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Consideration and action to recommend the use of the Tourism Fund to Council to support a third-party signature event at Mark Coronado Park on April 25-26, 2020.

Motion:

I move to recommend the use of the Tourism Fund for final Council approval to support a third-party signature event at Mark Coronado Park on April 25-26.

Background:

In 2018, the City Council approved a Tourism Strategic Plan with a focus area of attracting events and entertainment to Surprise. One of the goals in the plan is to utilize the Tourism Fund to partner with an event management contractor to create signature events.

HDE Agency is an event production company that has been in business since 2008 and has produced over 300 events in the last decade. HDE has created a number of signature events in the Valley including the KNIX Barbecue & Beer Festival and Rockin' Taco Street Festival in Chandler, the Scottsdale Culinary Festival and the Santan Brewing Oktoberfest.

Objective Analysis:

The objective of partnering with a third-party event group is to be able to bring a signature event to the City of Surprise that will attract visitors, bring additional amenities to residents, increase the economic impact within the community and enhance the branding of the City.

Policy Compliant:

This item is compliant with the Tourism Strategic Plan and City policies.

Financial Impact:

There will be a financial impact to the Tourism Fund in the amount recommended.

Budget Impact:

The FY2020 budget would see a reduction from the Tourism Fund in the amount of the approved recommendation.

FTE Impact:

There would be no FTE impact associated with this item.

ATTACHMENTS:

1. HDE Agency_Rib Fest_Proposal Options

2. HDE Agency-2020-Media-Kit-LR
 3. RIB FEST THROWDOWN PROPOSED EVENT OVERVIEW
 4. Rib Fest Throwdown Proposed Event Description
-



**CITY OF SURPRISE
PARTNERSHIP / SPONSOR OPPORTUNITY RIGHTS
@
CITY OF SURPRISE RIB FEST THROWDOWN**

Programming February 1st, 2020 – April 25th, 2020

Mark Coronado Park – 15850 N. Bullard Ave., Surprise, AZ 85374

Event Date & Time: April 25th, 2020 | 12pm – 10pm & April 26th, 2020 | 10am – 5pm

Attendance: 20,000 | www.azribfestthrowdown.com

Your exclusive partnership with the event will be the Official Presenting Sponsor for the City of Surprise Rib Fest Throwdown will intimately brand your company with everything related to the event and will gracefully accompany all promotional materials. Aside from being a meaningful partner, what will you receive out of it? Here's what we look forward to offering you:

Supporting the Greater Cause Foundation, a 501(c)(3) organization

PARTNER NAME AS PRESENTING PARTNER + STRONG BRAND VISIBILITY + MEDIA OPPORTUNITIES

PARTNERSHIP BENEFITS DELIVERED BY HDE AGENCY*

- Presenting Naming Rights w/ Company Logo
- Check Presentation w/ Company Logo
- Inclusion in TV Media Spots
- 10 x 10 Booth Space
- Dedicated Social Media Posts
- Mentions on Social Media Platforms
- Mentions in Event Listings
- Mentions in Event E-Blast
- Mentions in Event Newsletter
- Mentions in Event Press Release
- Advertisement on Event Admission Tickets
- Logo on Printed Marketing Materials
- Logo on Wristbands
- Logo on VIP Credentials & Lanyards
- Logo on Stage Side Scrims & Backdrop
- Logo on VIP Entry Signage
- Logo on Digital Ads
- Logo on Event Website Sponsorship Page
- Step & Repeat
- Sponsored "Thank You" on Stage
- 30 General Admission Comp Tickets

ADDITIONAL MEDIA BENEFITS**

- Direct exposure and access to the Phoenix Metropolitan Area
- Cross promotions with other event sponsors/ exhibitors/ distributors
- First rights of refusal for partnership renewal within 60 days of event completion

PARTNERSHIP DELIVERABLES

- Option 1: \$100,000.00 Presenting Sponsorship Investment (Investment per sponsorship deck outlined for exclusivity)
- Option 2: \$50,000.00 Partnership In-Kind + \$50,000 Sponsorship Cash Investment (Partnership in-Kind defined w/ support services waived below, but not limited to for Presenting Sponsorship rights)
 - Permitting & Application Fees + Venue + Staffing where applicable + Traffic & Barricades + Sanitation Roll Offs
- Option 3: 50% Ownership (Event expenses and income split down the middle with equal ownership/partnership rights)

I represent the Sponsor named above and agree to the above-mentioned benefits and deliverables;

Name _____ Signature _____ Date _____

Upon signature of this document, sponsor billing information will be provided to our controller for official contract and invoicing via DocuSign. Sponsorship Payments Due Upon Receipt. Benefits and deliverable are not activated until payment is received.

Thank you for your support!



PROFESSIONAL SPECIAL EVENT SERVICES

An innovative leader in creating, producing, booking, and marketing first-class live entertainment experiences – from festivals to concerts, to community outreach festivals and corporate parties.

MEDIA KIT

2020

PROFESSIONAL EVENT SERVICES

- Event Development
- Event Activation
- Event Consulting
- Event Branding
- Event Marketing Planning
- Program Marketing
- Vendor/Product Sampling
- Sponsorship Activation
- Branded Premiums
- Product Launches
- Consumer Targeting Alternative
- Media Talent and Booking Management
- Integrated Media
- Graphic Design
- Guerilla Marketing
- Street Teams
- Brand Ambassador
- Staffing
- Security Sourcing

EVENT STYLES

- Community Style Festival
- Concerts
- Community Outreach Fundraisers
- Cause Marketing
- Tradeshow/ Conferences
- Grand Openings
- Corporate Parties
- In-House Promotions
- Social Engagements

EVENTS START WITH AN IDEA

HDE Agency® offers a wide variety of services including, but not limited to; event planning, sponsorship acquisitions, consumer targeting, program management, field management and on-site activation. With goals set in place, we take care of every step of our planning process to generate a steady and profitable opportunity for your company without all of the headaches. HDE Agency® creates customized event marketing programs within each plan that bring brands face-to-face with consumers. The special event marketing platform allows HDE Agency® to shape the brand experience unlike any other marketing medium.



2020 CALENDAR OF SIGNATURE SPECIAL EVENTS

Phoenix New Times Tacolandia

Margaret T. Hance Park, Phoenix, Az
SATURDAY, JANUARY 25

Arizona Strong Beer Festival

Steele Indian School Park Phoenix, Az
SATURDAY, FEBRUARY 8

Angry Crab Southwest Cajun Fest

Dr. A.J. Chandler Park Chandler, Az
SATURDAY, FEBRUARY 15

Stinkin' Good Chili Bourbon Festival

Dr. A.J. Chandler Park, Chandler, Az
SATURDAY, FEBRUARY 29

KNIX Barbeque & Beer Festival

Tumbleweed Park, Chandler, Az
SATURDAY, MARCH 28

Rib Fest Throwdown

State Farm Stadium, Glendale, Az
FRIDAY, APRIL 24 | SATURDAY, APRIL 25

Moms & Mimosas

Dr. A.J. Chandler Park, Chandler, Az
SATURDAY, MAY 9

Canacopia

Mesa Convention Center, Mesa, Az
SATURDAY, MAY 16

A'Fare & Art Slam

Unexpected Art Gallery, Phoenix, Az
SATURDAY, MAY 23

Cars & Cigars

Mesa Convention Center, Mesa, Az
SATURDAY, MAY 30

Suds & Slides

Mesa Riverview Park, Mesa, Az
SATURDAY, JUNE 20

Town of Gilbert 4th of July

Desert Sky Park, Gilbert, Az
SATURDAY, JULY 4

Real Wild & Woody

Phoenix Convention Center, Phoenix, Az
SATURDAY, JULY 25

Rockin' Taco Rumble

Dr. A.J. Chandler Park, Chandler Friday
FRIDAY, SEPTEMBER 18

Rockin' Taco Street Festival

Dr. A.J. Chandler Park, Chandler, Az
SATURDAY, SEPTEMBER 19

DTPHX Oktoberfest

Civic Space Park, Phoenix, Az
SATURDAY, SEPTEMBER 26

Gilbert Oktoberfest

Civic Center Park, Gilbert, Az
SATURDAY, OCTOBER 3

Tacos & Sombreros

Historic Downtown Glendale, Az
SATURDAY, OCTOBER 17

It's a Doggy Dogs World Pet Expo

Mesa Convention Center, Mesa, Az
SATURDAY, OCTOBER 24

Off the Street Music Fest

Desert Sky Park, Gilbert, Az
SATURDAY, NOVEMBER 7

Arizona Harvest Festival

Dr. A.J. Chandler Park, Chandler, Az
SUNDAY, NOVEMBER 8

Balloons Gone Wild

Crossroads Park, Gilbert, Az
SATURDAY, NOVEMBER 14

Park West Christmas Story

Park West Mall, Peoria, Az
SATURDAY, DECEMBER 8

IT'S MORE THAN JUST A PARTY, THE RULES OF ENGAGEMENT ARE CHANGING

DATA & STATS

COMMUNITY

22 community style festivals produced by HDE Agency® annually

ATTENDANCE

Over 2,000,000 patrons have attended an HDE Agency event since inception

TICKETS

Over 143,000 tickets sold each year

CONTRIBUTIONS

More than \$156,000 donations to local charities

VENDORS & SPONSORS

Over 400 vendors & sponsors that participated in HDE Agency events throughout the years

MARKETING PLATFORMS

TV | Radio | Print
Website | Microtargeting
Digital Ads | Onsite
Social Media | Email

PARTNERSHIPS

Our community partnerships are what sets HDE Agency® apart from the competition.

HDE Agency® provides community special event platforms that generate local economic impacts on a grander scale. Our goals are strategically outlined to help meet requirements that allow the event to be successful, safe and beneficial following our FSA programs (Fun, Safety, and Awareness). These goals are set in place to meet high quality standards; generating awareness to its municipality and business community, while benefitting a charitable organization. We guarantee a rewarding and satisfying experience to be delivered, while continuing to build future family-oriented events in your city and to those participating in the event.

PUT OUR CREATIVE AGENCY TO WORK, LET US TELL YOUR STORY TO THOUSANDS OF ATTENDEES



DONATIONS

Giving back to our community one event at a time

“ ”

At HDE Agency® we believe festivals encourage community diversity, bringing neighbors together into dialogue through the love of food, live music and the arts. Festivals increase civic pride through civic pride through creativity and help bolster neighborhood well-being.





HDE Agency® is a marketing agency with a 15+ year history of targeting, captivating, and inspiring consumers through the power of entertainment. Since inception, HDE Agency® has maintained a singular mission while constantly reinventing local market strategies and festivals across California, Arizona, and Nevada. Our event marketing strategies focus on community style festivals that support local business, local charity and community.

HDE Agency® offers a wide variety of services including, but not limited to; event planning, sponsorship acquisitions, consumer targeting, program management, field management and on-site activation. Our goal is to provide experiences that will move consumers and deliver results. Taking care of every step of our planning process will generate a steady and profitable opportunity for your company. HDE Agency® creates customized marketing programs that bring brands face-to-face with consumers. The special event marketing platform allows HDE Agency® to shape the brand experience unlike any other marketing medium. Whether it be product sampling, logistics, acquisition programs, street teams, public relations, entertainment, HDE Agency® brings communities to life and delivers unique experiences for all to enjoy.

CONTACT



PROFESSIONAL SPECIAL EVENT SERVICES

Visit HDE Agency® online at hdeagency.com for a complete list of services and learn about our current projects, events and community engagements through the HDE Agency® blog at hdeagency.com/blog.

HDE Agency® can help you expand your reach!





RIB FEST THROWDOWN

The Battle of Texas vs. Kansas City Style BBQ

@KANSAS CITY/ TEXAS STADIUM
15850 N. Bullard Ave, Surprise, AZ 85374

SATURDAY APRIL 25, 2020 | 12pm – 10pm

SUNDAY APRIL 26, 2020 | 10am – 5pm

www.arizonaribfest.com

RIB FEST THROWDOWN

HDE Agency announces the Inaugural **RIB FEST THROWDOWN** set for two days April 25th & 26th, 2020 in the City of Surprise, Arizona.

Showcasing 20 of our country’s finest Ribbers as they sprawl upon the stadium grounds – armed with delicious, irresistible mouth-watering ribs.

The Rib Fest Throwdown is family friendly for all to indulge, experience and enjoy two days filled of ribs, live entertainment, carnival rides/games, themed competitions, activities and more...

Our guests are in for a meaty treat and will receive the ultimate BBQ experience with 20 Ribbers’ competing for a cash prize & circuit bragging rights. Meat that falls off the bone, smoked to perfection, basted with a barbecue sauce or seasoned dry rub... *This community festival is sure to be a finger lickin’ good time!*

Event proceeds to benefit the Greater Cause Foundation– for ticket and event information please visit www.arizonaribfest.com



2020 RIB FEST THROWDOWN – EVENT MARKETING STRATEGY

MEDIA - A 12-week marketing campaign during the months of February, March and April. Media matrix to include, but not limited to:

- *Broadcast TV commercials*
- *Radio programming exclusive with TBD*
- *Outdoor Media*
- *Print Advertising in local publications with National exposure (TBD)*
- *Distribution of 10,000 flyers and 200 posters will be passed out over the course of the campaign to over 100 retailers, restaurants, sponsored businesses and affiliates throughout Metro Phoenix & Glendale areas.*
- *Social media and digital marketing efforts will be implemented*
- *Major emphasis on our public relations that will play a large role in awareness*
- *Our reach for this campaign will target over 2,000,000 residents.*

DEMOGRAPHICS - HDE Agency will work with local affiliates to target our niche audience. Our expertise will identify both the ideal market and audience for this to gain the awareness and tickets sales for success. Our demographic reporting will also allow us to find any challenges Surprise has faced with past events so that we will be better able to create and implement a successful event.

GOALS - Our special event goals are outlined to help meet requirements that allow the event's campaign to be successful, safe and beneficial following our FSA programs (Fun, Safety, and Awareness). These goals consist of striving to meet high quality standards and create the general awareness to Surprise. A rewarding and satisfying experience will be delivered, while branding for future family-oriented events in Surprise and to those participating in the event.

ADVERTISING - Many advertising avenues will be used to generate the maximum exposure this event will need. Advertising will provide consumers with the information needed on when, where, and who will be participating in **Rib Fest Throwdown**. *This event will be advertised through television, radio, digital and print, brochures, letters, flyers, and mailers. (see producer for ad checklist & schedule)*

RESPONSIBILITY - HDE Agency is excited to have you participate in the Inaugural Rib Fest Throwdown. On behalf of HDE Agency - our participating sponsors, vendors, and distributors, we expect you all to enjoy the event and to end on a happy note. Since this is an alcohol-related event please be responsible for yourselves and your surroundings.





NATIONAL TALENT



RIB COMPETITION



CARNIVAL RIDES



CARNIVAL GAMES



LAWN GAMES



DRAFT LOUNGE



VENDOR FAIR



EATING COMPETITION

2020 RIB FEST THROWDOWN – EVENT PROGRAM

APRIL 25, 2020 FULL EVENT SCHEDULE

12 p.m. **EVENT OPENS**
12 p.m. – 10 p.m. **RIBBERS MARKET**
12 p.m. – 10 p.m. **ENTERTAINMENT**
12 p.m. – 9:30 p.m. **CARNIVAL**
12 p.m. – 9:30 p.m. **ACTIVITIES**
10pm **EVENT ENDS**

ENTERTAINMENT MAIN STAGE

12:00 p.m.
2:30 p.m.
4:00 p.m.
6:30 p.m.
8:00 p.m.

PIE EATING COMPETITION

1:45 pm 1st Round
3:30 pm 2nd Round
6 pm Final Round

RIB EATING COMPETITION

3:45 pm 1st Round
5:30 pm 2nd Round
6:30 pm Final Round

APRIL 26, 2020 FULL EVENT SCHEDULE

10 a.m. **EVENT OPENS**
10 a.m. – 5 p.m. **RIBBERS MARKET**
10 a.m. – 5 p.m. **ENTERTAINMENT**
10 a.m. – 4:30 p.m. **CARNIVAL**
10 a.m. – 4:30 p.m. **ACTIVITIES**
5pm **EVENT ENDS**

ENTERTAINMENT MAIN STAGE

10:00 a.m.
12:00 p.m.
2:00 p.m.
3:00 p.m.
4:00 p.m.

PIE EATING COMPETITION

1:45 pm 3rd Round
3:30 pm 4th Round
4:30 pm Final Round

RIB EATING COMPETITION

2:45 pm 3rd Round
3:30 pm 4th Round
4:30 pm Final Round

RIB JUDGING

On day competition, \$2,000 up for grabs the "Overall, Best of event" winners.



SITE PLAN





RIB FEST THROWDOWN

The Battle of Texas vs. Kansas City Style BBQ

EVENT DESCRIPTION

HDE Agency announces the Inaugural RIB FEST THROWDOWN set for April 25th & 26th, 2020 in City of Surprise, Arizona. Showcasing 20 of our country's finest Ribbers as they sprawl upon the stadium grounds – armed with delicious, irresistible mouth-watering ribs. The Rib Fest Throwdown is family friendly for all to indulge, experience and enjoy two days filled of ribs, live entertainment, carnival rides/games, themed competitions, activities and more...

Our guests are in for a meaty treat and will receive the ultimate BBQ experience with over 20 Ribbers' competing for a cash prize & circuit bragging rights. Meat that falls off the bone, smoked to perfection, basted with a barbecue sauce or seasoned dry rub...

EVENT DETAILS

<p>TITLE Rib Fest Throwdown DATE April 25th & 26th, 2020 TIME 12pm – 10pm 10am – 5pm LOCATION: City of Surprise Mark Coronado Park 15850 N. Bullard Ave., Surprise, AZ 85374</p>	<p>EVENT WEBSITE: www.azribfestthrowdown.com</p> <p>SOCIAL HANDLES: FOLLOW US AND SHARE Facebook – www.facebook.com/ribfestthrowdown Twitter – www.twitter.com/ribfestthrowdown Instagram – www.instagram.com/ribfestthrowdown</p>
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<p>GENERAL ADMISSION Pre-Sale - 2 Tickets for \$16 Pre-Sale - Group Admission (4 pack): \$30 Pre-Sale - Family Pack (Includes 6 tickets): \$40 Pre-Sale - Stay & Play Pack (Includes 1 Room Night & 2 tickets) \$100 Day of General Admission - \$10 Veteran Admission - \$10 Day of Family Children 12 and under FREE</p> <p>CORRAL PASS ADMISSION \$50 ADULT ADMISSION TWO-DAY \$75</p> <p>VIP ADMISSION \$100 ADULT ADMISSION TWO-DAY \$150</p>	<p>ATTENDANCE 20,000 +</p>	<p>NON-PROFIT the Greater Cause Foundation, a 501(c)(3) organization</p>
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Portion of Proceeds to Benefit:

A portion of the proceeds from the Inaugural Rib Fest Throwdown will benefit Greater Cause Foundation. Greater Cause Foundation is a non-profit organization that gives back to our communities greater causes; overall children's welfare, equality, anti-bullying, hunger, sickness, disaster relief, homeless families, abuse of another human or animal, fallen heroes, education and so much more. There is so much that takes place in our daily lives, it can be easy to overlook the fact that we are a part of something much greater than ourselves, causes that when compared side by side, would warrant themselves as a greater cause. Because of our propensity to forget this, all too often, we focus just on the short-term, tangible gain to ourselves without worrying about the struggles of others.

Greater Cause Foundation thrives to generate contagious positive energy while working in unison to Pay it Forward by participating in unique and memorable events benefiting charities, groups and causes that are in need of fundraising assistance. For more information visit www.GreaterCauseFoundation.org

Event Schedule – SATURDAY APRIL 25 & SUNDAY APRIL 26

FRIDAY, APRIL 24

6 a.m. - 10 p.m. Equipment Set-up
2 p.m. - 10 p.m. Set-up & Vendor Support

SATURDAY, APRIL 25

6 a.m. - 12 p.m. Set-up & Vendor Support
10 a.m - 11 a.m Inspections
12 p.m. - 10 p.m. Main Event

SUNDAY, APRIL 26

5 a.m. - 10 a.m. Set-up Continues
9 a.m - 10 a.m Inspections
10 a.m. - 5 p.m. Main Event

Activities & Entertainment

- National Concert Lawn
- Family Zone
- Experience Quarters
- Harley-Davidson Pavilion
- Gamming Arena
- Earnhardt Auto Centers & RV Show
- Off-Road Area
- VIP Lounge
- BBQ Island Pit Row
- Arizona Inflatable Events Carnival & Kid Zone
- plus*
- Fry's Backyard Throwdown Competition
- Battle of the Bands – Live & Local
- Eating Competitions
- plus*
- Photo Booth
- Flair Performances
 - o Balancing
 - o Flame Throwing
 - o Sword Swallowing
- Lawn Games
 - o Cornhole
 - o Jenga
 - o Connect Four
 - o Checkers
 - o Beer Pong
 - o Kong Pong
 - o Ladder Golf
 - o Ring Toss
 - o Maze

ENTERTAINMENT

SATURDAY MAIN STAGE

12:00 p.m. - 1:00 p.m. Opener –
2:00 p.m. - 3:45 p.m. Support –
4:00 p.m. - 5:45 p.m. Support –
6:00 p.m. - 7:30 p.m. Support –
8:00 p.m. – 9:30 p.m. Headliner –

SATURDAY LIVE & LOCAL STAGE

12:30 p.m. - 1:30 p.m. – Pick & Holler
1:45 p.m. - 2:45 p.m. – Jim Bachman & the Day Drinkers
3:00 p.m. - 4:00 p.m. –
4:15 p.m. - 5:15 p.m. –
5:30 p.m. - 6:30 p.m. –

SUNDAY LIVE & LOCAL STAGE

10:00 a.m. - 11:00 a.m. –
11:30 a.m. - 12:45 p.m. –
1:00 p.m. - 3:00 p.m. –
3:30 p.m. - 5:00 p.m. –

Flair Performances

2:00 p.m. – 2:20 p.m. Hula Hoop Show
3:00 p.m. – 4:00 p.m. Stilt Walkers
4:00 p.m. – 5:00 p.m. Freak Show
5:00 p.m. – 6:00 p.m. Stilt Walkers
7:00 p.m. – 7:20 p.m. Fire Performance

FRY'S BACKYARD BBQ Battle of the BBQ (TX vs KC)

4 p.m. Competition results announced in best booth, crowd favorite, unique menu item

PIE EATING COMPETITION

1:45 pm	1st Round
3:30 pm	2nd Round
6 pm	Final Round

RIB EATING COMPETITION

3:45 pm	1st Round
5:30 pm	2nd Round
6:30 pm	Final Round

RIB JUDGING

On day competition, \$2,000 up for grabs the "Overall, Best of event" winners.

Overall Best of Event Ribber:

1st Place - Grand Champion - \$500
2nd Place - Reserve Grand Champion - \$250
3rd Place - \$125

TICKETING BENEFITS

- * General admission begins Saturday at 12 p.m., event ends at 10 p.m. & Sunday 10 a.m., event ends 5 p.m.
- * All ages event, kids 12 and under are free both days
- * This is a rain or shine event; no refunds or transfers allowed
- * Re-entry allowed with proper stamp

CORRAL PASS ADMISSION TICKETS

\$50 presale ONLY ONLINE! Two-day Corral Pass \$75 presale ONLY ONLINE

The Corral Pass is for entertainment fans! You'll enjoy front and side stage access in a gated area + these great benefits!

- * Corral admission begins at 12 p.m., event ends at 10 p.m. & Sunday 10 a.m., event ends 5 p.m.
- * Beer Bucket Included: four craft beer beverages, Includes souvenir bucket & unlimited water
- * Snacks Included: Beef Jerky + Chips
- * 21 & over only
- * Front Stage Access/View
- * Private Restrooms
- * Private Seating
- * This is a rain or shine event
- * No refunds or transfers allowed
- * Re-entry allowed with proper stamp

VIP ADMISSION TICKET

\$100 presale ONLY ONLINE! Two-day VIP Pass \$150 presale ONLY ONLINE

- * VIP admission begins at 12 p.m., event ends at 10 p.m. & Sunday 10 a.m., event ends 5 p.m.
- * Beverage Included: includes six alcohol beverages, unlimited soft drinks and water
- * Food Included: includes catering from local BBQ Restaurant throughout the day
- * 21 & over only
- * Front Stage Access/View
- * Private Restrooms
- * Private Seating
- * This is a rain or shine event
- * No refunds or transfers allowed
- * Re-entry allowed with proper stamp

SPONSORS

City of Surprise
Earnhardt – Presenting
Huss – Entertainment
Fry's – Off Premise Retail
Crescent Crown – Beverage
Breakthrough – Beverage
Bar & Restaurant Insurance – Activities
US Foods – Competition
Pork Council – Competition
Harley-Davidson – Activities
Ride Now Powersports – Activities
Main Event – Activities

FOOD VENDORS

NICHE FOOD & BEVERAGE

Vendors: See Vendor Application

Logistics: visit event website at www.azribfestthrowdown.com

Sponsors: See Sponsorship Opportunities

MEDIA OUTLETS

EVOLVE (PR)

Local TV, Local Print, Local Radio, Local Digital

Press Release – Save the Date, Entertainment & restaurant highlight, Gear Up

Social Event Page

MATERIALS

200 11 x 17 Posters

10,000 4 x6 flyers

20,000 2x 5.5 GA tickets

50,000 1 x 2 drink tickets

PUBLIC RELATIONS

Press releases and active pitching to all valley food, entertainment and event writers + all local TV channels including 10, 3, 7, 12 and 15.

DEMOGRAPHICS

HDE Agency will work with local affiliates to target our niche audience. Our expertise will identify both the ideal market and audience for this to gain the awareness and tickets sales for success. Our demographic reporting will also allow us to find any challenges City of Surprise has faced with past events so that we will be better able to create and implement a successful event.

MEDIA STRATEGY

A 16-week marketing campaign that will include broadcast commercials on the SPEED Channel, FOOD Network, TLC, and VH1 with live radio mentions exclusive on 102.5KNIX. Our advertising prints will be in local ad publications such as AZ Republic, azcentral.com, City of Surprise Star, Phoenix New Times, Entertainer Magazine with National exposure in (TBD) during the months of February, March and April. Distribution of 50,000 flyers, 500 posters and 1,500 Table Tents will be passed out over the course of the campaign to over 300 retailers, restaurants, sponsored businesses and affiliates throughout metro Phoenix area. Outdoor will be a new added component this year with 5 billboards stationed on major commuter paths in City of Surprise, Phoenix, and Scottsdale. Social media and digital marketing efforts will be implemented with major emphasis on public relations per local & national interests that will play a large role in the word of mouth and attract national attention. The reach for this campaign will target over 2,000,000 businesses and residents regionally and nationally combined.

ADVERTISING

Many advertising avenues will be used to generate the maximum exposure this event will need. Advertising will provide consumers with the information needed on when, where, and who will be participating in **Rib Fest Throwdown**. *This event will be advertised through television, radio, digital and print, brochures, letters, flyers, and mailers. (see producer for ad checklist & schedule)*

RADIO

15k media buy four-week production with 5 radio remotes & 200 commercials on, in studio and off-premise features - 4 live DRIVE TIME mentions daily (2) Morning & (2) Afternoon, 5 remotes and an In studio acoustic set / video

Sponsors – Pork Council w/ vendor feature in Zone.

The Mountain Stage as a mountain format with rock, alternative, reggae mix genre.

Retail Extension – 36 location support with POS and Ticket HUB with Catalina Marketing Program

Fry's – Weekly Circular scheduled for TBD circulars - 1.6 million circulation for each.

Fry's & KNIX on Site Radio Remotes:

Catalina said they can make it work. The only issue was that I need the entire UPC list ASAP or it could delay the printing start date. They have to set it up all at once or it becomes a separate program. She has most of the UPC's and can get it started but the beer UPC's are needed as soon as possible.

With the UPC's we have currently the liability on a \$15 purchase is about 8,500 ticket so we still have quite a bit of room when we add the beer. With my \$3,000 fee we get 25,000 prints. If we go over a little, I'm good with that since Fry's will be getting sales of product that will offset any additional expense.

PRINT

10k media buy four-week production w/ full page ads in Phoenix New Times/ City of Surprise / Entertainer and many more trade and industry related publications.

OUTDOOR

10k media buy four-week production w/ 4 locations in Phoenix Location TBD

MATERIALS

200 11 x 17 Posters, 6 24 x 36 Posters, 10,000 4 x 9 flyers, 500 table tents, 5,000 8.5 x 11 passport guides, 20 3 x 8 street banners in downtown district, 20,000 2x 5.5 GA tickets, 2,000 Comp Tickets and 50,000 1 x 2 drink tickets

DIGITAL

1k media buy four-week production AZ central.com & Cox Communications (You Tube & Cox Communications Commercial) and 100,000 hits to event website www.azribfestthrowdown.com (ask for industry related links)

SOCIAL MEDIA

Facebook, Twitter, Email Newsletter, and local blogs (via the event, participating sponsors, vendors, and affiliates)

GOALS

Our special event goals are outlined to help meet requirements that allow the event's campaign to be successful, safe and beneficial following our FSA programs (Fun, Safety, and Awareness). These goals consist of striving to meet high quality standards and create the general awareness to City of Surprise. A rewarding and satisfying experience will be delivered, while branding for future family-oriented events in City of Surprise and to those participating in the event.

RESPONSIBILITY

HDE Agency is excited to have you participate in the Inaugural Rib Fest Throwdown. On behalf of HDE Agency - our participating sponsors, vendors, and distributors, we expect you all to enjoy the event and to end on a happy note. Since this is an alcohol-related event please be responsible for yourselves and your surroundings.