

I have read and reviewed the expenses allowed/not-allowed above. Type your name indicating your signature: *

Sammy Chioda

Contact Information

Event Name *

12th Annual Four Corners Invitational Youth Football Championships

Organization Hosting the Event (on W9) *

Tony Dorsett, Touch Down Football League

Event Dates *

October 29, 30, 2022

Contact Person Name *

Sammy Chioda

Contact Person Email *

sammychioda@gmail.com

Contact Person Phone *

5055933737

Organizer Address *

Post Office Box 236 (TDFL)

Interview Questions

Please fill out the questions below with regard to your event and its budget.

Give a 2-3 sentence summary of your event for your event listing on the tourism website- make it a sales pitch! *

Excellence in youth football is presented at the 12th Annual Four Corners Invitational Youth Football Championships when teams from four states and beyond come together to compete for regional honors. Join us for competitive play, divisions in the 6-14 age span.

Describe the schedule of your event- please be specific with dates and times *

Seven 100 yard turfed fields are used, playing games all day Saturday and Sunday, October 29 and 30, starting at 9am daily with finals scheduled for Sunday.

Who is the target audience for your event advertising if you receive the grant funding? Who are you trying to attract to the event? *

Young Families with children participating, and their support group, ie, grandparents, aunts and uncles, cousins and friends.

Describe the regions/cities in which you plan to market your event outside of Gallup. *

Albuquerque, Rio Rancho, Grants, Farmington, Belen, Los Lunas, Bloomfield, Aztec, Kirtland, Jal, Hobbs, Carlsbad, Artesia, New Mexico,....Showlow, Pinetop, Lakeside, Springville, Flagstaff, Snowflake, Springerville, Holbrook, Winslow, Window Rock, Arizona,....Pueblo, Grand Junction, Pagosa Springs, Greater Denver, Trinidad, Dolores, Durango, Colorado,....Moab, Blanding, Monticello, Orem, Utah.

Funding Requests

How much grant funding are you requesting? *

\$20,000

Total anticipated event cost, including marketing? *

\$35,000

Number of anticipated event staff and volunteers *

Up to 75

Anticipated Event Attendance *

6,000 plus (hopefully we'll be back to this number from the 2019 Event

Grant Request- Advertising Budget

Please list your advertising budget.

The items listed within this budget are the only reimbursable items after funds are awarded. • Modifications to your plan may only take place with regards to variation in dates of publication. • Items not listed within the application at the time of approval will not be reimbursed. The Lodgers Tax Committee reserves the right to deny funding of specific items within this budget during their recommendation to City Council. • Only include items here that you wish to have funded by the grant.

Advertising Budget- list advertising company, type of ad, month the ad/promotion will run, and the cost *

Tri Star Trophies	Team Trophies, Player Medallions	October, 2022	\$ 8,000
Butler's Printing	Championship Banners	October, 2022	1,000
Sportsworld	Individual Awards	October, 2022	3,000
iHeart Radio	Regional Radio	October, 2022	1,000
Millennium Media	Regional Radio	October, 2022	2,000
Griffin & Associates	Social Media Outreach	Sep-Oct, 2022	2,000
Gallup Sun	Display Ad	October, 2022	700
Gallup Journey	Display Ad	October, 2022	700
Gallup Independent	Display Ad	October, 2022	800
Navajo Times	Reservation	October, 2022	800

\$20,000

Type your event budget here. This must include your advertising grant request amount. Please specify all costs including personnel, facility rental, security, and other event expenses. *

2022 Projections:

Income

Team Entry Fees	\$11,000
2022 Lodger's Tax	20,000
2022 Local Donations	4,000
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	\$35,000

Expenses

Team Trophies, Medallions	\$ 8,000
Individual/Team Awards	4,000
Media, as outlined	8,000
Hospitality:	
Food & Beverage	6,900
Game Prizes	500
Music/Entertainment	300
Jumpers/Wall	500
Planning Meetings	800
Referee/Announcers/Scorers	5,000
Volunteer Concessions	1,000
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	\$35,000

General Conditions

REPORTING REQUIREMENTS AND GUIDELINES

A. EVENT DATES, CANCELLATIONS, CHANGES

All recipients of Lodgers' Tax funds are responsible for completing the proposed project within the approved time-period upon the application. Changes to event dates must be submitted in writing no less than 30 days prior to the event. Should an event get moved outside of the Fiscal Year the grant award is automatically terminated and a new application must be submitted for the next Fiscal Year. In the instance an event is cancelled due to a governor Public Health Order, Lodger's Tax funding remains intact and will be reimbursed, but may not be rolled into a new fiscal year.

B. TIMELINE FOR FUNDING REQUESTS AND REIMBURSEMENT RULES

No later than 60 days after the event:

1. The organizer of the event/grant recipient will submit to the Tourism and Marketing office the following: receipts/invoices that are indicated paid by the vendor, artwork/images of the advertisements or promotional items, and proof of payment to the vendors (cancelled checks, Credit Card receipts and/or Statements, or bank statements only)
2. Event organizers may submit up to three requests for reimbursement toward their grant allotment.
3. Unless explicitly authorized by the City Council, event promoters may not contract with or authorize payment to themselves, family members (Defined as related by blood, adoption, or marriage to the third degree of kinship and includes spouses, parents, children, siblings, grandparents, grandchildren, aunts, uncles, nieces, and nephews), or any entity in which the event promoter has a financial interest to provide SERVICES (services include design, website update, file downloads,

etc. Services are typically but not always billable by time). In the instance that the event promoter wishes to use the services of a family member as defined above, the event promoter must obtain and submit three written quotes for the required service unless the event promoter submits documentation showing that a good faith review of available sources was conducted and there are not three available sources for the required service. Advertisement placements in radio, print, etc. do not follow the same rules as they are sole-source media.

C. EVALUATION FORM

An evaluation is not required for FY23 events.

D. EXPENDITURES REPORT

A final report with substantiating documentation of expenditures is required 60 days after event. Recipients are responsible for filing financial reports and timely evaluation reports. After 60 days applicants will be given a first notification via email and then two weeks later a final notification in certified mail. After the final notification, the award will be cancelled.

E. BRANDING REQUIREMENTS

All recipients of Lodgers' Tax funds must list the City of Gallup Lodger's Tax as a Contributor on all advertisements, brochures and other mediated materials by using the Visit Gallup logo. No previous Lodgers Tax logos will be accepted on materials. Logos and guides are available by visiting the city website or https://yourbandwagon.filecamp.com/s/Visit_Gallup_Brand/p

F. PHOTO REQUIREMENT

After the event/project you are required to submit a minimum of three (3) high resolution photos of your event to the City of Gallup Tourism and Marketing Manager for use in promotion on the City Tourism website and in additional tourism marketing. Please provide a letter from the photographer with permission for usage in digital and print media that states how the photographer wishes to be credited.

LODGERS' TAX FUNDS GENERAL CONDITIONS 2022-2023 PROPOSALS

The City of Gallup's Lodgers' Tax Committee invites proposals to promote tourism and related activities. Best funding is available for grant applicants the earlier they apply for their event. Note: These documents constitute a "Request for Proposals" or RFP. It is a request for an offer. As such, it allows alternate offers or proposals to be considered and the terms and conditions may be subject to negotiations to reach best and final offers. All information requested for submittal should be included with the offer, and exceptions or alternates clearly noted.

NON-DISCRIMINATION: The City of Gallup does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in the employment or the provision of services. Contractors shall be in compliance with the A.D.A. requirements. **INTERVIEWS:** Interviews will be conducted with all responsible Offerors who submit proposals found to be reasonably likely to be selected for award. Offerors submitting proposals will be afforded an opportunity for discussion and revision after submission and prior to award for the purpose of obtaining best and final offers. The awards shall be made to the responsible Offeror(s) whose proposals are most advantageous in promoting tourism in the City of Gallup. Proposals shall be evaluated on the basis of demonstrated competence and qualification for the type of service required, and based on the criteria set forth in the request for proposal. The Lodgers' Tax Committee will evaluate all proposals and conduct interviews.

The City is under no obligation to conduct any interviews or discussions with an Offeror. This request and all attachments will be considered part of the resultant contract and/or purchase order.

APPROPRIATIONS: The terms of this agreement are contingent upon sufficient monies being made available by the City of Gallup for the performance of this agreement. If sufficient appropriations and authorizations are not made by the City of Gallup, this agreement shall terminate upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final.

CONTACTS: If clarification is needed on the General Conditions of this proposal, contact the Tourism Office at (505) 863-1227.

INCURRING COST: Any cost incurred by the Offeror in preparation, transmittal, cancellation, presentation of any proposal or materials submitted in response to this RFP shall be borne solely by the Offeror.

AWARD: Tentative awards will be made by the Lodgers' Tax Committee with recommendations to the City of Gallup Council, for final approval.

Notice to Offeror(s): Unnecessarily elaborate responses beyond that sufficient to present a complete and effective response to the solicitations are not desired and may be construed as an indication of the Offeror's' lack of cost consciousness. Unless specifically requested in the solicitation, elaborate art work, corporate brochures, lengthy narratives, expensive paper, specialized binding, and other extraneous presentation materials are neither necessary nor desired.

THE CITY RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS IN WHOLE OR IN PART, TO WAIVE INFORMALITIES

OR TECHNICALITIES AT ITS OPTION, AND TO ACCEPT THE PROPOSAL IT DEEMS TO BE IN THE BEST INTERESTS OF THE CITY OF GALLUP.

The undersigned certifies that they have read and understand the above general conditions and that they accept these condition and submit the attached proposal in full compliance with these conditions and the applicable proposal specifications. In submitting this proposal, the offeror represents that the offeror has familiarized themselves with the nature and extent of the request for proposals dealing with Federal, State, and Local requirements which are a part of these request for proposals. The offeror will comply with all applicable federal and state laws, local ordinances, and the rules and regulations of all authorities having jurisdiction over the services being proposed.

Evaluations and financial statements are a requirement of the proposal and must be submitted in a timely manner, but no later than sixty (60) days after the event or project is completed. Failure to submit appropriate reimbursement materials and accurate evaluation statements may jeopardize future awards.

Type your name to acknowledge you have read the general conditions *

Sammy Chioda

Financial Disclosures

I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds as required and approved by the City of Gallup, and will deliver an evaluation report to the City no more than (60) days after the event or project completion. TYPE YOUR NAME AS A SIGNATURE *

Sammy Chioda

I/We agree that if I/we am/are awarded Lodger's Tax by the City of Gallup it can only be used for advertising, publicizing, promoting and marketing of the above named event and agrees to use GallupRealTrue logos in their materials. I/we further understand and agree that the Lodger's Tax funds awarded will not be advanced by the City of Gallup, but that upon presentment of PAID RECEIPTS with proof of payment and appropriate artwork/proofs/copy by undersigned to the City of Gallup, the City of Gallup will reimburse undersigned for the advertising, publicizing, promoting and/or marketing expenses incurred. TYPE YOUR NAME AS A SIGNATURE *

Sammy Chioda