

# Tourmark Application

## Application for Funding from Tourism and Marketing Committee

Updated November 2018

The committee's purpose is to designate tax funds from room tax to be reinvested in tourism related projects in the City of Sparks. The objective of funding events is to give the City of Sparks the opportunity to introduce and reinforce our brand:

- To promote tourism
- To encourage economic impact
- To stimulate civic pride

### I have a secured permit, date, and venue.

permit is pending

## About the event

### Event Name

Hot August Nights

### First day of event

Wednesday, August 5, 2020

### Last day of event

Saturday, August 8, 2020

### Event Location

Victorian Square

### Anticipated Spectators

80,000

### Describe your event in 100 words or less

Hot August Nights is a nostalgic festival celebrating the music & cars of the 1950's, 1960's & 1970's with 6,000 registered classic vehicles, daily show-n-shines, nightly cruising, free outdoor concerts as well as drag racing & a variety of vendors.

## How many years has this event occurred

10+: Legacy Event

## Amount Requested

30000.00

## Full Legal Organization Name

Hot August Nights, Inc.

## Applicant name

Mike Whan

## Address

1425 E. Greg Street  
Sparks, NV, 89431  
United States

## City of Sparks Business License or Tax ID #

056063

## E-mail

kschaffer@hotaugustnights.net

## Expenses

### What forms of media will you use to promote the event?

Traditional Media: Radio/TV/Print

Outdoor and posters

Online Advertising

Social Media

In house publication "Hot Flashes"

### Are you working with a Professional advertising/PR company?

No

### Percentage of budget spent on marketing in the Reno/Sparks Area:

40

### Percentage of budget spent on marketing outside the Reno/Market:

60

## Revenue

**What are your sources of revenue?**

Ticket Sales

Sponsorships

Vendors

car registrations

**Total Anticipated Revenue**

46.1

**Impact/Tourism**

**Do you have a plan for funding if you do not receive the amount requested? If yes, please describe.**

no

**Number of Participants**

6000

**% of Participants from Reno/Sparks Area**

40

**% of Participants from Out of the Area**

60

**Is your event a fundraiser?**

No

**If yes, how much money are you expected to raise?**

0.0

**Underserved Audience**

Other

**Have you established partnerships with local businesses?**

Yes

**Image/Quality Assurance/Growth**

**Number of years you have been in business.**

34

## How do you measure success for your event?

- 1) Quantity of Registered Car Participants
- 2) Spectator Attendance
- 3) Guests Feedback
- 4) Drag Race Attendance
- 5) Safety of our Guests

## IMPORTANT DOCUMENTS

**Please attach a sponsorship agreement based on the level of funding requested.**



City of Sparks.2020.pdf

SUBMISSION OF THIS APPLICATION DOES NOT INDICATE APPROVAL.

You will be contacted by the Special Events office with a time/place for you to meet the committee and present your event.

If your event is chosen for funding, payment will occur after your event. You must submit a bill for the amount awarded with a current W9 as part of your post report and your check will be sent on receipt of that report.

**If there are inconsistencies between the event proposed and funded and the final product, there may be a reduction or withdrawal of awarded funds.**

**Initial here to confirm that all information provided is true/accurate to the best of your knowledge.**

KSS

**This Application is**

COMPLETE

**POST REPORT This post report is due 60 days after the last day of your event. Failure to submit a post report could result in the rejection of future funding requests. Post report includes: Marketing Report, P&L, Sponsorship Report, Invoice/W9.**

KSS



## **SPONSORSHIP AGREEMENT**

This Sponsorship Agreement (this "Agreement") is made and entered into this \_\_\_Day of \_\_\_\_\_ day of 2020, (the "Effective Date"), by and between Hot August Nights, Inc., a Nevada non-profit corporation ("HAN") and City of Sparks, ("Sponsor").

### **RECITALS**

- A. HAN produces, presents, promotes and sponsors an annual event over a period of days during a portion of the month of August of each year in Reno, Nevada, and other locations in Nevada, known as "Hot August Nights", which is a festival and celebration of the cars, music, and times of the 1950's and 1960's, among other things (the "Event").
- B. To raise funds to pay among other things, the cost of promoting, presenting, and producing the Event and/or such other costs and expenses that HAN may and generally does incur, HAN promotes and advertises, for a fee and/ or service, various sponsors in connection with and during the Event.
- C. Sponsor desires to be involved with the Event as a sponsor, and have HAN, advertise and promote Sponsor in connection with and during certain Events listed in Schedule A, in accordance with the terms and conditions specified herein.
- D. HAN and Sponsor intend by this agreement to fully and completely set forth their agreement and understanding regarding Sponsor's involvement with the Sponsored Event, and the respective duties, obligations, and rights of the parties.

Now, therefore, in consideration of the promises, mutual covenants and agreements provided for herein, HAN and Sponsor agree as follows:

#### 1. **DEFINITIONS.**

- 1.1 "HAN" shall mean Hot August Nights, Inc., a Nevada non-profit corporation, and any reference in this Agreement to the approval of HAN means action by the Officers of HAN or by HAN's Designated Representative.
- 1.2 "HAN's Designated Representative" shall mean Mike Whan or any other individual designated by HAN for purposes of making specific decisions hereunder.
- 1.3 "Sponsor" shall mean City of Sparks and any reference in this Agreement to the approval of Sponsor means action by the Officers of Sponsor or Sponsor's Designated Representative.
- 1.4 "Sponsor's Designated Representative" shall mean the President or any other individual designated by Sponsor for purposes of making specific decisions hereunder.



2. TERM. This Agreement shall commence as of the Effective Date stated above and shall continue in full force and effect until the termination date of December 31<sup>st</sup>, 2020 in accordance with the provisions of this Agreement (the "Term"). This Agreement is solely limited to the Event in the year 2020.

### 3. RIGHTS AND OBLIGATIONS OF HAN

3.1 Identification and Promotion of Sponsor. HAN will identify and promote Sponsor and/or Sponsor's Products as an official sponsor of the Sponsored Event as follows:

3.1.1 HAN shall provide to Sponsor during and in connection with the Sponsored Event for the term of this Agreement, the considerations, services, promotion, and merchandise set forth and described in Schedule "A" attached hereto and by reference made a part hereof. Such consideration, services, promotion and merchandise shall only be provided for and during the Sponsored Event(s), and for no other Event(s).

3.1.2 HAN shall have the right to generate publicity with respect to Sponsor's sponsorship of the Event via press materials or other forms of communications to be distributed to the media and/or the public and identifying Sponsor as a sponsor of the Sponsored Event. During the term of this Agreement, and subject to the prior written approval of Sponsor's Designated Representative, whose approval will not be unreasonably withheld, HAN shall additionally have the right to use the names, trademarks, logos, and/or likeness of Sponsor and/or Sponsor's Products in connection with the sale, advertising, marketing, publicity, and promotion of the Event and/or products relating to the Event. The use by HAN of the names, trademarks, logos, and/or likeness of Sponsor and/or Sponsor's Products pursuant to the terms of this Agreement shall be in the exact form, style, and type as prescribed and approved by Sponsor's Designated Representative, and shall not be modified, altered, or used in such a manner that disparages or portrays Sponsor or its products in a false, competitively adverse or poor light.

3.2 (Exclusive) Non-Exclusive Sponsorship. HAN and Sponsor acknowledge and agree that Sponsor is not the sole or exclusive sponsor of for the Sponsored Events with respect to Casino Hotels with the Sponsored Events, and that HAN shall be entitled to permit other persons or entities to act as sponsors of the Sponsored Event or any other event promoted by HAN in its sole discretion.

3.3 Control of Event. Notwithstanding anything in this Agreement to the contrary, HAN is solely and exclusively responsible for the control, direction, production and promotion of the Sponsored Event, and the manner and method thereof. Sponsor shall have no direction or control of the Sponsored Event in any manner whatsoever.

### 4. RIGHTS AND OBLIGATIONS OF SPONSOR.

4.1 Identification and Promotion of Sponsorship. Sponsor will identify and promote its sponsorship of HAN and the Sponsored Event as follows:

4.1.1 Sponsor shall have the right to generate publicity with respect to Sponsor's sponsorship of the Sponsored Event via press materials or other forms of communications to be distributed to the media and/or the



public. During the term of this Agreement, and subject to the prior written approval of HAN's Designated Representative, Sponsor shall additionally have the right to use the names, trademarks, logos, and/or likeness of HAN and/or the Sponsored Event in connection with the sale, advertising, marketing, publicity, and promotion of Sponsor's Products and/or its sponsorship of the Sponsored Event. The use by Sponsor of the names, trademarks, logos, and/or likeness of HAN and/or the Sponsored Event pursuant to the terms of this Agreement shall be in the exact form, style, and type as prescribed and approved by HAN's Designated Representative, and shall not be modified, altered, or used in such a manner that disparages or portrays HAN or the Event in a false, competitively adverse or poor light.

4.1.2. Notwithstanding the above, Sponsor acknowledges that HAN is the owner of the Trademark "Hot August Nights" and holds the right, title, and interest, in, to and under said trademark and related marks, symbols, and names. Sponsor shall not use the Trademark "Hot August Nights" or similar trademarks, name and symbols without the prior written consent and approval of HAN in any other manner except as specifically allowed by HAN's Designated Representative. HAN reserves all rights both in law and in equity to protect said trademark or logo from unauthorized or unlawful use or infringement. Sponsor agrees that whenever and wherever the logo is used, the trademark symbol "R" must appear clearly in close association with the logo. Sponsor acknowledges and agrees Sponsor shall have no proprietary rights in HAN and the Event and does not acquire any proprietary rights by virtue of this Agreement, except those contractual rights that are expressly granted herein. Upon termination of this Agreement, Sponsor shall promptly return to HAN any and all of HAN's intellectual or proprietary property and/or information in Sponsor's possession and Sponsor shall have no further right to use Sponsor's name, trademark and/or logo. The granting of approval to use HAN's name, trademark and/or logo shall be deemed a non - exclusive privilege or license only. Sponsor shall have no property or other rights in HAN's name or logo, and shall use such name or logo only in connection with the advertising or promotion of the Sponsored Event. Any use of the sponsor's name or logo in a manner inconsistent with the provisions of Paragraph 4 shall give HAN the right to disallow further use of its name or logo and shall constitute cause for termination of this Agreement.

4.2 Sponsor's Name and Logo. Within a reasonable time following the execution of this Agreement, but no later than thirty days following the execution of this Agreement, Sponsor will provide to HAN the design for Sponsor's name, trademark and/or logo to be used by HAN in its promotional and advertising materials for and in connection with the Event. Promotional and advertising materials using Sponsor's name, trademark and/or logo shall be subject to Sponsor's prior written approval. The granting of approval to use Sponsor's name, trademark and/or logo shall be deemed a non - exclusive privilege or license only. HAN shall have no property or other rights in Sponsor's name or logo and shall use such name or logo only in connection with the advertising or promotion of the Event. Upon termination of this Agreement, HAN shall have no further right to use Sponsor's name, trademark and/or logo. Any use of the sponsor's name or logo in a manner inconsistent with the provisions of Paragraph 4 shall give Sponsor the right to disallow further use of its name or logo and shall constitute cause for termination of this Agreement.



## 5. SPONSORSHIP FEE.

5.1. Sponsorship Fees. Sponsor shall pay to Hot August Nights, Inc. the total annual amount of Thirty Thousand Dollars (\$30,000.00). Such total amount shall be paid by Sponsor to Hot August Nights, Inc. in one payment due when invoiced upon execution of this Agreement.

5.2. Payment of Expenses. Unless otherwise specifically set forth in this Agreement or otherwise agreed to between HAN and Sponsor, each party shall be responsible for bearing all of its own expenses arising from the performances of its obligations set forth in this Agreement.

5.3. Default in Payment by Sponsor. In the event Sponsor fails to make any payment when required by this Agreement, and such failure continues for a period of ten (10) days after HAN gives Sponsor written notice of its obligation, HAN shall have the option of cancelling this Agreement upon written notice to Sponsor. In such event, HAN shall have no further obligation to Sponsor following the cancellation of this Agreement pursuant to this Section 5.3 and Sponsor shall remain liable to HAN for all unpaid payments owed for the remaining term of this Agreement, which installments shall be immediately due and payable in full.

6. INDEMNIFICATION. Sponsor shall indemnify, defend and hold harmless HAN from any and all obligations, liabilities, harms, suits, damages, costs, or fees, including attorneys' fees, arising from or caused by any and all actions or omissions of or by the Sponsor, including, without limitation, any allegations of trademark infringement claims arising from HAN's use of Sponsor's name or logo.

## 7. MISCELLANEOUS.

7.1. Insurance. Sponsor will provide its own liability insurance, in the standard amounts presently carried by Sponsor and which amounts are acceptable to HAN Sponsor shall provide HAN certificates evidencing such insurance is in force forty-five (45) days in advance of each Event covered by this Agreement. HAN shall be named an additional insured on such certificates of insurance.

7.2. Relationship of Parties. The parties acknowledge and agree that this Agreement does not constitute or create a franchise, partnership, joint venture, or other business relationship between HAN and Sponsor. Sponsor is independent of HAN and Sponsor is not, and shall not, represent itself to be an agent or representative of HAN

7.3. Termination for Cause. This agreement may be terminated by either party if the other party materially breaches this Agreement and fails to cure such breach within 10 days of the date of receipt of notice of the breach from the non-breaching party. Any notice of the breach must set forth the nature of the breach. If the breach is not cured within said 10 day period, then this Agreement may be terminated only upon notice of the non-breaching party to the other.

7.4. Effect of Termination. Upon termination of this Agreement, whether at the conclusion of the term of this Agreement or as a result of a material breach of this Agreement, Sponsor shall have no further right, title, or interest in or under this Agreement and shall be limited to the remedy provided in this paragraph. In the event of termination of this Agreement as a result of any breach by Sponsor, HAN shall be entitled to retain and keep, as liquidated damages, all funds previously paid to HAN by Sponsor. In the event of termination of





this Agreement, as a result of breach by HAN, then HAN will reimburse Sponsor the amount theretofore paid by the Sponsor for Events that have not occurred.

7.5 Notices. Any and all notices, requests, demands or other communications required or permitted to be given to or upon a party in connection with this Agreement shall be in writing and shall be personally delivered or sent by telecopy or other electronic facsimile transmission, or by certified mail postage prepaid, to the respective designated representative and at the address for each party as designated by the addresses set forth below their respective signatures. Any party may change the party's address by giving written notice of the change to other party. Any notices given prior to the notice of change of address shall not be affected by the notice of change of address.

7.6 Assignment. Neither party shall be permitted to assign their respective rights and obligations under the terms of this Agreement without the prior written consent of the other party.

7.7 Successors. Notwithstanding the anti-assignment provisions of this Agreement above, in the event of any successor, transferee, or assignee of either party should acquire any interest in this Agreement, then, in such event, the terms and conditions of this Agreement shall be fully binding upon such third party and inure to such third party's benefit and/or detriment.

7.8 No Conflict. Each party represents and warrants to the other that the party has the right and authority to enter into this Agreement, and that this Agreement presents no conflict with any obligation of the party with any third party.

7.9 Entire Agreement. Except as otherwise specifically provided for herein, this Agreement sets forth the entire understanding and agreement of the parties regarding and/or relating to the Event and the subjects covered by this Agreement, and the Agreement supersedes all prior representations, negotiations and agreements.

7.10 Attorney's Fees. In the event of any legal action to enforce the terms and provisions of this Agreement, the prevailing party in such action shall be entitled to recover from the other reasonable attorney's fees incurred in each connection with any such action.

7.11 Compliance with Laws. Each party agrees that it will comply with all laws, rules, and regulations effecting this Agreement or the performance thereof.

7.12. Time of the Essence. Time is of the essence regarding this Agreement.

7.13 Competing Events. Sponsor will not sponsor, promote, or be associated in any way with any event of a nature similar to the Event the week prior to, the week of, or the week after the Event(s) during the term of this agreement.

7.14 Amendment and Modification. This Agreement may be amended or modified only by a written agreement signed by both parties.

7.15 Headings. The section headings used in this agreement are for convenience only and are not intended to broaden or limit this agreement or the interpretation thereof.



7.16 Choice of Law; Jurisdiction and Venue. To the maximum extent permitted by Nevada law, the parties hereto agree that this Agreement shall be governed by and construed in accordance with the laws of the State of Nevada as in effect from time to time without giving effect to conflict of laws principles. The parties hereby agree that all litigation resulting under this Agreement shall be under the sole and exclusive jurisdiction of the Second Judicial District Court in and for the County of Washoe, State of Nevada, and the parties hereby submit to exclusive jurisdiction and venue thereunder.

7.17 Anti-Waiver. The failure of either party to enforce any provision of this Agreement shall not be construed or considered a waiver or release of such provision and such provision shall remain in full force and effect. The waiver by any of the parties of the time for performing any act shall not constitute a waiver of the time for performing any other act or of any identical act required to be performed at a later time. The exercise of any remedy provided for in this Agreement shall not constitute a waiver of any other remedy provided by law.

7.18 Counterparts and Facsimile Transmission. This Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument. Further, this Agreement may be executed via facsimile or electronic transmission, provided, that each party executing a facsimile or electronic transmitted copy of this Agreement agrees to deliver by mailing or personally delivering to the other party the executed original of this Agreement.

7.19 Severability. The unenforceability, invalidity, or illegality of any provisions of this Agreement shall not render any other provisions unenforceable, invalid, or illegal.

7.20 Injunctive Relief. It is expressly agreed that a material breach of this Agreement will cause irreparable harm to the non-breaching party and that a remedy at law would be inadequate. Therefore, in addition to any and all remedies available at law, the non-breaching party will be entitled to an injunction or other equitable remedies in all legal proceedings in the event of any threatened or actual violation of this Agreement.

Dated the day and year first written above:

<b>HAN</b> HOT AUGUST NIGHTS, INC.  By: _____  Name: Mike Whan  Title: Executive Director	<b>SPONSOR</b> City of Sparks  By: _____  Name: _____  Title: _____
--	--



## **EXHIBIT A**

As a Sponsor of Hot August Nights, The City of Sparks shall receive the following benefits and considerations:

1. Sponsor will be identified as a Sponsor in all of our advertising where all Sponsors are identified.
2. The City of Sparks Victorian Square will be recognized and promoted as a major Hot August Nights venue.
3. Sponsor will be granted the rights to the use of the registered Trademarked Hot August Nights name and logo in its advertising and promotional pieces. All advertising and promotional pieces must be approved by Hot August Nights in writing.
4. Sponsor will be entitled to place coupons and/or merchandise in the 6,000 car participant packets that go to all owners who officially register their cars in Hot August Nights. Items must be delivered to the Hot August Nights office by July 1<sup>st</sup> of each year.
5. Sponsor will be entitled to place coupons and/or merchandise in all of the 600 member packets of Hot August Nights. Items must be delivered to the Hot August Nights office by May 1<sup>st</sup> of each year.
6. Sponsor will have the opportunity to place your banners at each of our venue sites (maximum size is 3'x10'). Installation and removal will be handled by our staff. However, we will not be responsible for loss or damage to any of the banners. Banners must be at the Hot August Nights office by July 1st.
7. Sponsor will receive three (3) full page four color ads in the official Hot August Nights publication "Hot Flashes" that is published three times a year. This publication goes to all registered Hot August Nights car participants, member/volunteers and sponsors.
8. Sponsor will have its name/logo hyper linked from the Hot August Nights website to Sponsors website. The Hot August Nights website ([www.hotaugustnights.net](http://www.hotaugustnights.net)) receives in excess of one million hits per year. Further it is agreed that the Hot August Nights website will be hyper linked to Sponsor's website.
9. You will receive the following VIP accommodations:
  - Twenty (20) Hot August Nights Posters
  - Twenty (20) daily credentials to the Hot August Nights Corporate Hospitality Tent which is located at the Grand Sierra Venue site. This facility is open from 10:30 AM until 9:30 PM and serves a full complimentary lunch and evening meal together with a full complement of refreshments.

Revised 1/14/20



## 2020 TENTATIVE SPARKS VENUE TIMELINE

Wednesday, July 29th

Nugget Drags venue

- K-rail set up
- Perimeter fencing install begins

Thursday, July 30th

Nugget Drags venue

- Lot needs to be completely emptied of cars
- Temporary offices delivered
- Grandstands delivered
- 50 Water barrels delivered
- Fencing goes up

Friday, July 31st

Nugget Drags venue

- Golf carts delivered
- Forklift & JGL lift delivered
- Portable restrooms delivered

Saturday, Aug 1st

Nugget Drags venue

- Generators delivered
- Event security begins at 3pm

Sunday, Aug 2nd

Victorian Avenue

- Merchandise tent constructed (outside NEC) Dolphin tents

Monday, Aug 3rd

Victorian Avenue

- Sani hut building delivered if needed
- Sani hut port a potties delivered
- Operations lot- Golf carts delivered
- Sani hut building delivered if needed
- Sani hut port a potties delivered

Tuesday, Aug 4<sup>th</sup>

Victorian Avenue & Drag Races Venue

All other equipment arrives and is set up

- Fire Dept walk through venues @ 2pm (Drags venue)
- Information booth is set
- Overnight security for Operations lot begins

Wednesday, Aug 5 <sup>th</sup>	<p>Event begins – 9am</p> <p>Show n Shine on Victorian between 14<sup>th</sup> &amp; Pyramid 9am-4pm</p> <p>Controlled Cruise – 7pm-10pm</p> <p>Free concerts at NEC – 8:15pm-10pm</p> <p>Drag Races at the Nugget- 6pm-12am</p>
Thursday, Aug 6 <sup>th</sup>	<p>Show n Shine on Victorian between 14<sup>th</sup> &amp; Pyramid 9am-4pm</p> <p>Controlled Cruise – 7pm-10pm</p> <p>Free concerts at NEC – 8:15pm-10pm</p> <p>Drag Races at the Nugget- 6pm-12am</p>
Friday, Aug 7 <sup>th</sup>	<p>Show n Shine on Victorian between 14<sup>th</sup> &amp; Pyramid 9am-4pm</p> <p>Controlled Cruise – 7pm-10pm</p> <p>Free concerts at NEC – 8:15pm-10pm</p> <p>Drag Races at the Nugget- 6pm-12am</p>
Saturday, August 8 <sup>th</sup>	<p>Show n Shine on Victorian between 14<sup>th</sup> &amp; Pyramid 9am-4pm</p> <p>Controlled Cruise – 7pm-10pm</p> <p>Free concerts at NEC – 8:15pm-10pm</p> <p>Event ends – 10pm</p> <p>Drag Races at the Nugget- 6pm-12am</p> <p>Event ends at 12am</p>
Sunday, August 9 <sup>th</sup>	<p>Venue breakdown</p> <p>Vendors out</p> <p>Tents begin coming down</p> <p>All other equipment begins to leave</p> <ul style="list-style-type: none"> <li>• Victorian and C Street will remain closed until 12am</li> </ul>
Monday, August 10 <sup>th</sup>	<p>Operations lot will be cleared of all HAN equipment</p>



## Post Event Report

### POST REPORT for Tourism and Marketing Committee

Updated November 2017

The committee's purpose is to designate tax funds from room tax to be reinvested in tourism related projects in the City of Sparks. The objective of funding events is to give the City of Sparks the opportunity to introduce and reinforce our brand:

- To promote tourism
- To encourage economic impact
- To stimulate civic pride

### About the event

#### Event Name

Hot August Nights

#### First day of event

Wednesday, August 7, 2019

#### Last day of event

Saturday, August 10, 2019

#### Event Location

Victorian Square

#### Attendance

80000

#### Number of Participants

5394

#### Number of Spectators

80000

#### Number of Vendors

47

#### How did you arrive at the attendance number?

Based on 2016 UNR survey. We now have more

visitors due to more parking for classic cars due to new Nugget stage & entertainment.

**Full Legal Organization Name**

Hot August Nights, Inc.

**Number of Entertainment Acts**

9

**Applicant name**

Mike Whan

**E-mail**

mwhan@hotaugustnights.net

**Marketing/Expenses**

**What forms of media did you use to promote the event?**

Direct Mail

Traditional Media: Radio/TV/Print

Online Advertising

Social Media

**Did you work with a professional advertising/PR company? If yes, who?**

no

**% of Marketing Budget Spent in the Reno/Sparks Area**

18

**% of Marketing Budget spent outside the Reno/Sparks Area**

82

**Total Budget of Expenses**

87000

**Revenue**

**What were your sources of revenue?**

Ticket Sales

Sponsorship

vendors

**Total Revenue**

-110423.16

### How did you arrive at this number?

numbers were provided by the Nugget Casino Resort

### Did you have a Sparks Hotel Partner?

Yes

### Have you established partnerships with local businesses?

No

## Volunteerism

### Estimated Room Nights

7000

### Number of Volunteers?

62

### Total Volunteer Hours

4000

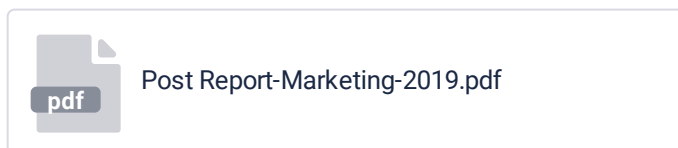
## Image/Quality Assurance/Growth

### How do you measure success for your event?

- \* Safety of our guests
- \* Quantity of registered car participants
- \* Spectator attendance
- \* Guest's feedback

## Attachments

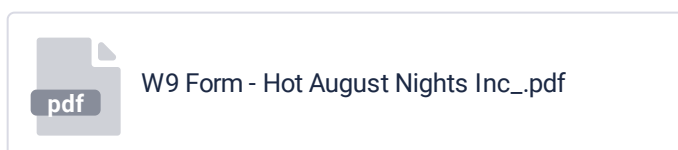
### Marketing Materials



### Invoice for Award



### Current W9



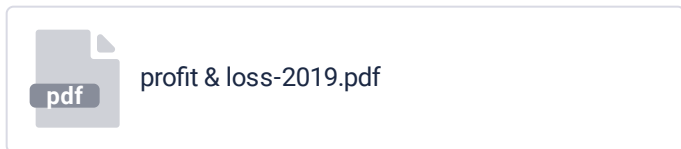
### Please list any concerns, issues, or successes we should be aware of.

new stage and Nugget partnership has been very

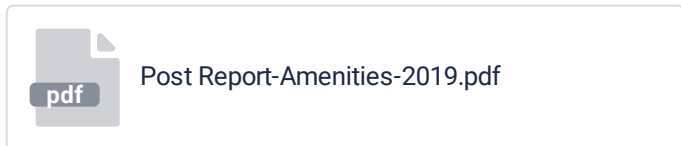


successful

### **Profit/Loss Statement**



### **Report on event amenities and benefits**



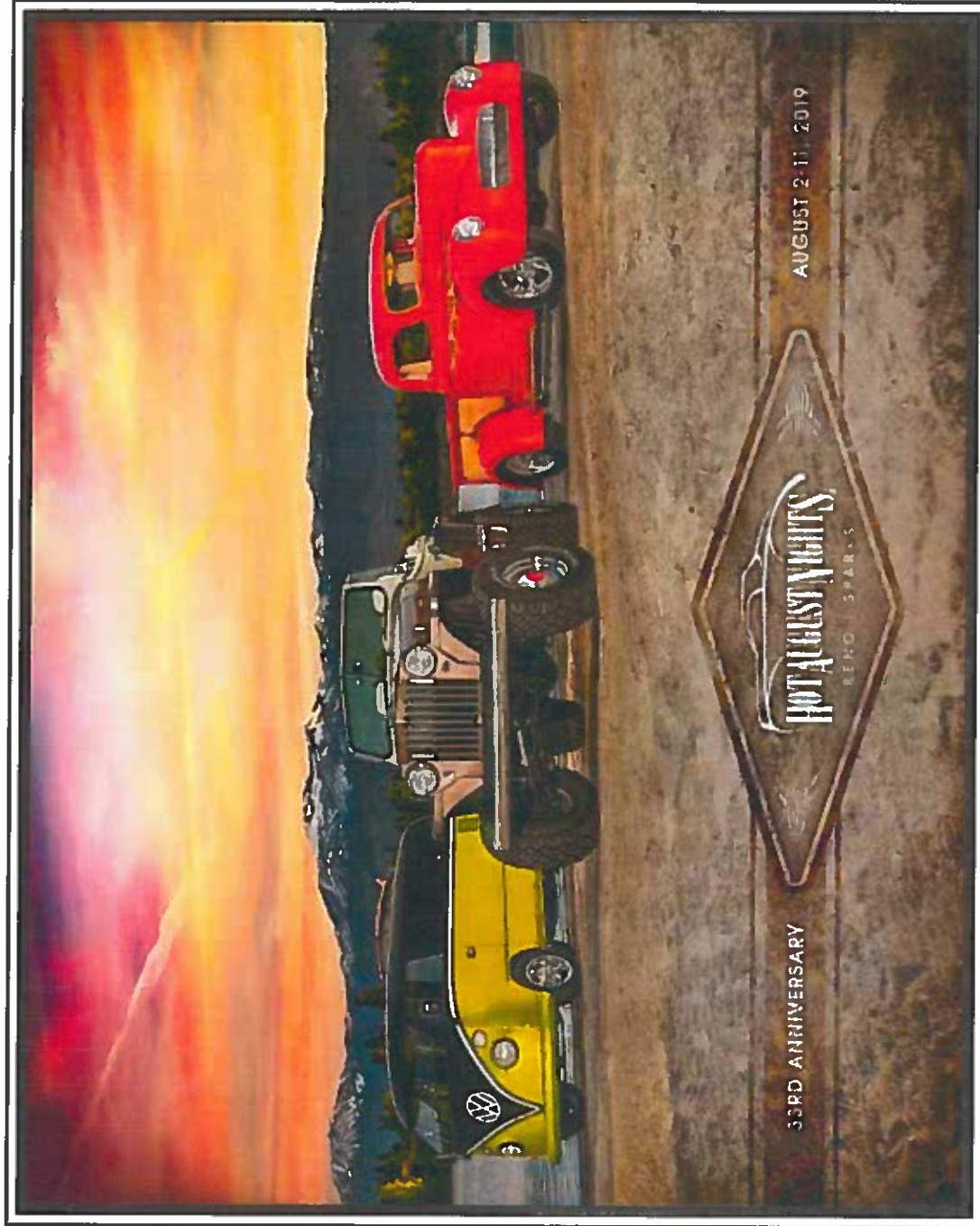
**Initial here to confirm that all information provided is true/accurate to the best of your knowledge.**

MW

**This post report is**

COMPLETE

# 2019 OFFICIAL HOT AUGUST NIGHTS POSTER



Hot August Nights is proud to announce the 33rd Anniversary Poster winners are Paul McCain with his 66' VW Bus, Mark Lipkowitz with his 48' Willys Overland Jeepster and John Machen with his 41' Willys Overland. The photo was taken at Sparks Marina Park. Photography taken by Marcello Rostagni [MarcelloRostagni.com](http://MarcelloRostagni.com).

## Event Update

**No Sunday Pre-Event Show-n-Shine on August 4th** – Our Club Members and Staff of five works tirelessly around the clock to put on this elaborate event. So, in the best interest of our Club Members and Staff, it was decided to cancel the pre-kickoff Sunday Show-n-Shine. We thank you for your continued support and appreciate your understanding.

**Sparks Parking Garage** – The “Victorian Square Parking Garage” also known as the “Theater Garage” will be open for parking during the main event. This garage can hold up to 700 cars. Entrance is on Victorian Plaza Circle. Take Pyramid to C Street turn onto Victorian Plaza Circle and into parking garage or take Avenue of the Oaks and follow it around to Victorian Plaza Circle to the entrance.

**Sparks Shuttle** – Hot August Nights has partnered with BGCTM for continuous shuttles back and forth from the Summit Racing Equipment building located at 960 E Glendale Ave. Spectators can park their vehicle at Summit Racing and be shuttled directly to the Drag Races in Sparks. This shuttle is FREE and will run Wednesday, August 7th – Saturday, August 10th from 5:30pm – 12:30am. Shuttle will drop off/pick up next to the Drag Races.

**RTC Don't Drive Arrive** – Hot August Nights has partnered with the RTC to provide free transit on both RAPID lines (Lincoln Line from downtown Sparks to downtown Reno & Virginia Line from downtown Reno to Meadowood Mall). This free transit service is offered to the public Wednesday, August 7th through Saturday, August 10th from 5pm to 12:30am; and on Sunday all day.

**AutoCross & Drifting** – As Reno continues to grow so does our event, we had to take a look at the space that is needed to successfully run this event. Unfortunately due to limited space and availability, we are not able to accommodate AutoCross & Drifting for the 2019 event.

**Hot August Nights Swap Meet, Cool Car Showroom and Outdoor Car Coral** – Due to popular demand, these events have moved back to the Reno Livestock Event Center.

**Tomorrow's Classics** – This event is for our modern vehicle enthusiasts with vehicles 1980 and newer. This event will be held on Saturday, August 10th only from 10am - 8pm at the parking lot at the Sands Regency Hotel Casino. \$10.00 to participate with your vehicle, pre-registration is recommended. Only 100 vehicles accepted, register today!

# 2019 SPONSORS

A & W Family Restaurants  
 Adam's Polishes  
 Al's Rod & Custom  
 Allstate Insurance  
 AMSOIL INC.  
 AT&T Nevada  
 Atlantis Casino Resort Spa  
 Baldini's Casino  
 Bumblebee Blooms Flower Boutique  
 Capriotti's Sandwich Shop  
 CarfBarn  
 Champion Awards & Engraving  
 Champion Chevrolet  
 City of Reno  
 City of Sparks  
 Club Cal Neva  
 Concours Body Shop  
 Crystal Ice Company  
 D&D Overhead Door  
 Delta Saloon  
 Dolphin Event Services  
 Dynagraphic Printing  
 Evergood Sausage Co.  
 Famous Dave's Bar-B-Que  
 FedEx  
 First Independent Bank  
 Going Places  
 Grand Sierra Resort & Casino  
 Granite Construction Co.

Harrah's Casino Hotel Reno  
 Jaguar Land Rover Reno  
 Jasper Engines and Transmissions  
 Jersey Mike's Subs  
 Kimmie Candy  
 KNPB Channel 5 Public  
 Broadcasting  
 Laid-Back USA  
 Lincoln Electric Cutting Systems  
 LMC Truck  
 L/P Insurance Services, Inc.  
 Maxwell Mechanical  
 Moana Nursery  
 Motorsport Auction Group  
 Mustang Ranch Lounge  
 National Automobile Museum,  
 The Harrah Collection  
 Nevada Home Connections  
 New West Distributing  
 • Coors  
 • Coors Light  
 • Blue Moon  
 • Hop Valley  
 Nothing Bundt Cakes  
 Nugget Casino Resort  
 NV Energy  
 O'Reilly Auto Parts  
 Peppermill Resort Spa Casino Reno  
 Port of Subs

Proslat Inc.  
 QDOBA Mexican Eats  
 Reno Forklift  
 Rocket Fizz Soda Pop  
 & Candy Shops  
 Safety Resourcing LLC  
 Sands Regency Hotel Casino  
 Sani-Hut Company Inc.  
 Sierra Electronics  
 Signature Landscapes  
 Siri's Casino  
 Special Event Services & Rental Inc.  
 State of Nevada/Nevada Threat Analysis  
 Summit Racing Equipment  
 Swire Coca Cola  
 The Antos Agency  
 The Bonanza Saloon & Cafe  
 The ROW  
 • Eldorado Resort Casino  
 • Circus Circus Resort Casino  
 • Silver Legacy Resort Casino  
 Town of Minden  
 Virginia City Convention & Tourism Authority  
 Washoe County  
 Western Nevada Transport LLC.  
 Whitney Peak Hotel  
 Wild River Grille

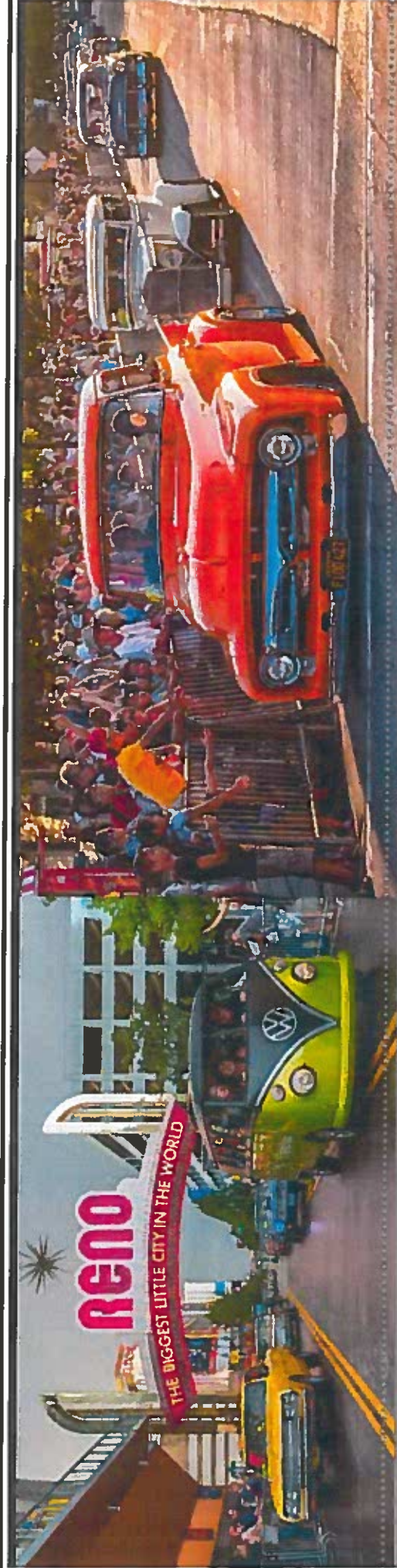
# NIGHTLY CRUISES

## Reno & Sparks Nightly Cruises

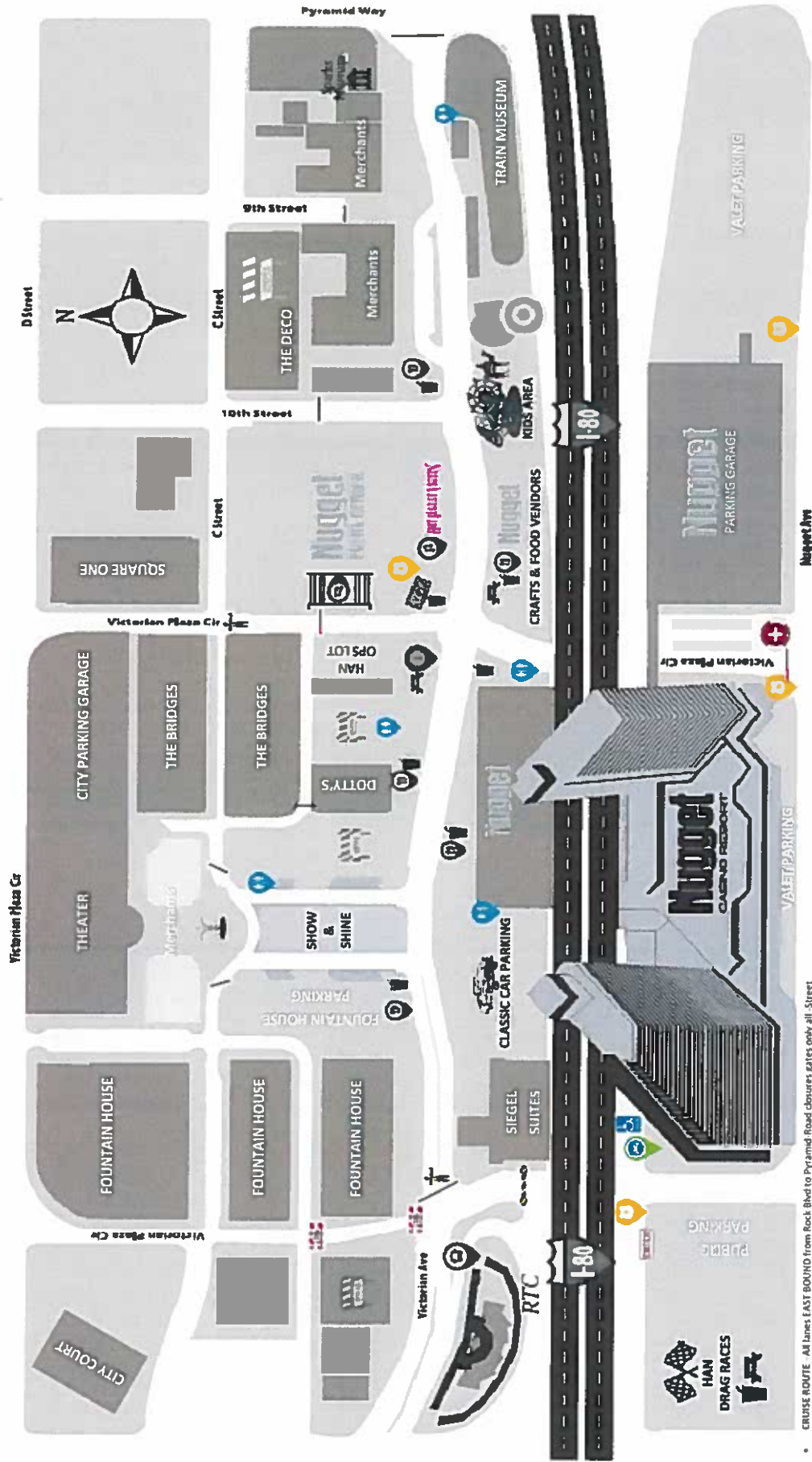
**Downtown, Reno and Victorian Avenue, Sparks**  
Wednesday, August 7th • Saturday, August, 10th 7pm – 10pm

Cruising is a staple for Hot August Nights participants! It doesn't matter if you are a participant or a spectator; it's a crowd pleaser for all. You never know what you will see or hear cruising past you. From a poodle with goggles to a fire breathing roadster, there are thousands of beautiful and unique sights to be seen. Make sure to grab your sunblock and mark your calendars because the best way to fully appreciate these vintage stunners is see them in action. The downtown Reno and Sparks cruises are open to all 2019 Hot August Nights participants. Route can be subject to change based on input from law enforcement.

Make sure to refer to your participant goodie bag (inside The Nutshell) for a cruise route map and information.



# MAP OF DOWNTOWN SPARKS

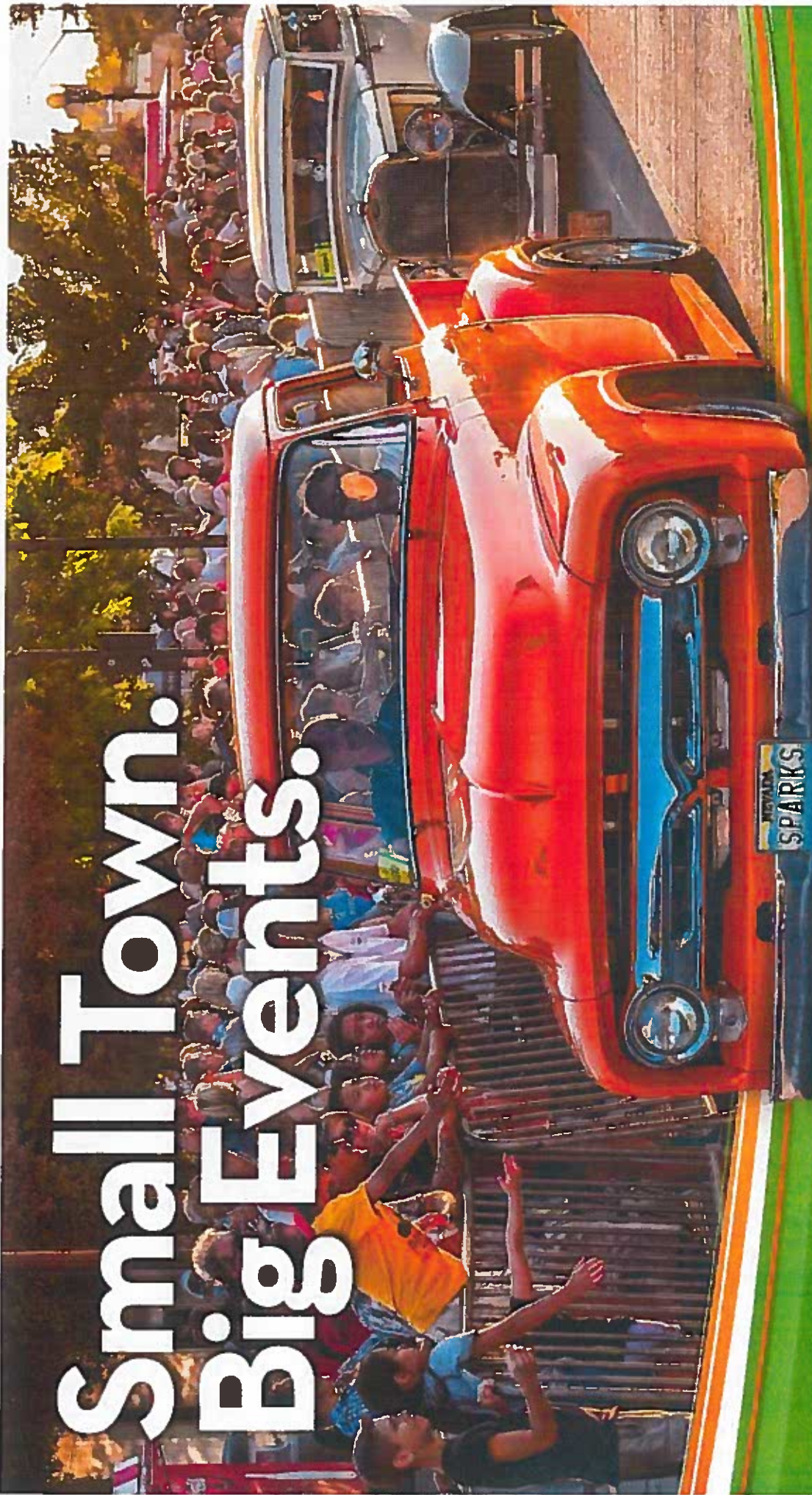


- CRUISE ROUTE - All lanes EAST BOUND from Rock Blvd to Pyramid Road closures gates only all Street
- Nugget Event Center: Highly Concerts, DI, Official HAN Merchandise, F & B, Seating Area
- Plaza/Victorian Ave: Show & Shine, Crafts and Food Vendors scattered with Bleachers Victorian All
- Nugget Beverage: 6 on street, 2 @ drag, Nugget Event Center, Lemonade
- HAN OPS Lot: Garage/Production Lot
- Oyster Bar Lot: Classic Car Parking Only (HAN Slicker required)
- Showroom Lot: Mids Area (possible Carnival rides), Food Vendors & Crafts
- West Lot: Drag Races, 1-2 Food Vendors + Full Bar & picnic tables (Nugget Security for traffic control)
- Show & Shine Access: Victorian Avenue Circle/Nugget Ave (Nugget Security for traffic control)
- Horsehoe lot, Handicap and ride share
- Nugget Security - Drags, Nugget/Vet Plaza, HCC & Garage
- Temporary Closure on 14th during cruise hours only between bus & Siegel suites - Open during day



DRAFT 5.7.19 /MS

# Small Town. Big Events.



**SIERRA NEVADA LAVENDER  
& HONEY FESTIVAL**  
June 23, 2019

**STAR SPANGLED SPARKS**  
July 4, 2019

**SPARKS HOT AUGUST  
NIGHTS EVENTS**  
August 7 - 10, 2019

**BEST IN THE WEST  
NUGGET RIB COOK OFF**  
August 28 - September 2, 2019

**NUGGET SOUTHERN  
FARE ON THE SQUARE**  
October 6 - 7, 2019

**PUMPKINPALOOZA**  
October 20, 2019

**HOMETOWNE CHRISTMAS  
CELEBRATION**  
December 6 - 7, 2019

City of  
**Sparks**  
It's Happening Here!

Parking available in City of Sparks Movie Theatre Parking Garage.  
Shuttles are available. See [hotaugstnights.net/visitor-info](http://hotaugstnights.net/visitor-info) for details.

[SparksItsHappeningHere.com](http://SparksItsHappeningHere.com)

## Downtown Sparks Entertainment

Our Sparks casino partner, The Nugget Casino is in the process of converting the old Bourbon Square Casino into their new amphitheater. With plans for completion before Hot August Nights, the Nugget Casino will be providing all of the entertainment in downtown Sparks. We are excited for this new addition to the venue and for the bands that will perform during our event. Please check The Nugget and our website for the upcoming schedule.

**All performances are free and scheduled to start at 8:15pm unless noted.**

**All performances are scheduled to start at 8:15pm unless noted.**



Wednesday, August 7th  
GREG GOLDEN BAND



Friday, August 9th  
DON FELDER



Thursday, August 8th  
MUMBO GUMBO



Saturday, August 10th  
CHUBBY CHECKER

Schedules subject to change. Visit, [HotAugustNights.net](http://HotAugustNights.net) for most recent updated schedule.



Worried about parking? We have you covered! In Sparks FREE parking is available at the Theater Garage or at Summit Racing Equipment parking lot - 960 E. Glendale Ave. with free daily shuttles that will take you directly to the Drag Races. RTC Don't' Drive Arrive program will also offer FREE rides on both RAPID Lines. For more information on these parking options click [here](#).

## Official HAN Merchandise

Kick off this year's event in new 2019 merchandise! Grand Sierra Resort Registration, Peppermill, and Atlantis venues will all be open for shopping today. Merchandise can sell out quick, so shop early for the best selection!



Buy Now!

**VIRGINIA CITY**  
**AUGUST 2<sup>nd</sup> - 3<sup>rd</sup>**

**RENO/SPARKS**  
**AUGUST 6<sup>th</sup> - 11<sup>th</sup>**

**CELEBRATE AMERICA'S LOVE AFFAIR WITH CARS AND ROCK N' ROLL**

Start your engines! Hot August Nights 2019 officially kicks off at the Peppermill today! Join us at our Official Kick-Off Party featuring a free outdoor showing of Elvis Presley in

# Hot August Nights offers more than one way to get around Sparks this year

We are making it easier to come down and enjoy some of your favorite Hot August Nights activities in Sparks. Visitors can take advantage of three FREE parking choices! So don't stress, we have parking for everyone. The "Victorian Square Parking Garage also known as the "Theater Garage" will be open for parking during the main event, and it holds up to 700 cars! With the help of Summit Racing and the Boys and Girls Club, shuttles will be running continuously from the parking lot at the Summit Racing Equipment building on Glendale, dropping spectators off next to the Drag Races entrance Wednesday – Saturday from 5:30pm – 12:30am, again for free! If you still were looking for another free way to get around, RTC has rolled out the Don't Drive, Arrive program offering buses for FREE transit on both RAPID lines. (Lincoln Line from downtown Sparks to downtown Reno & Virginia Line from downtown Reno to Meadowood Mall). This free transit service is offered to the public Wednesday, August 7th through Saturday, August 10th from 5pm to 12:30am; and on Sunday all day.

Nothing can stop you now from coming down and check out the daily Show-n-Shines, nightly cruises, Drag Races presented by AMSOIL and much more! Visit: [HotAugustNights.net/event-schedule/](http://HotAugustNights.net/event-schedule/) for all current events.

[Register Now!](#)

**REGISTER FOR  
VIRGINIA CITY**

**REGISTER FOR  
MAIN EVENT  
RENO/SPARKS**

**CLICK HERE FOR ALL APPLICATIONS**

You bring the passion. We've got the rest.

There's a reason automotive enthusiasts prefer Summit Racing—and it's because we share your passion. Like you, we see every vehicle not for what it is, but for what it can be.

Visit [SummitRacing.com](http://SummitRacing.com) today, and together we'll bring out the best in yours.



[HOT NEWS](#)

[EVENT SCHEDULE](#)

[MEMBERSHIP](#)

[BECOME A SPONSOR](#)



*Copyright © 2019 Hot August Nights. All rights reserved.*



**Media Contacts:**

Heather Libretti, Hot August Nights  
775-997-9546 [HLibretti@hotaugustnights.net](mailto:HLibretti@hotaugustnights.net)

**FOR IMMEDIATE RELEASE**

**Hot August Nights Announces 2019 Entertainment Lineup**

*Get ready to sway and groove with Hot August Nights legendary entertainment*

**RENO-SPARKS, Nev. (Feb. 12, 2019)** — Hot August Nights (HAN) is celebrating 33 years of tradition with musical legends headlining the week-long festival dedicated to classic cars and rock n' roll. Attendees can get their boogie shoes on and enjoy an array of free, live entertainment from Aug. 6–10, 2019 at outdoor venues throughout the Reno-Sparks area.

This year, don't miss out on great seats! The Garage allows guest to enjoy preferred seating during the Hot August Nights entertainment at the Grand Sierra Resort (GSR). This 21+ area will allow you to enjoy complimentary drinks in comfort and style. Day passes range from \$50 to \$75 and all week passes are \$300. Purchase your entrance by visiting the Hot August Nights office located at 1425 E. Greg Street in Sparks, Nev. or by calling the office at 775-356-1956 x0.

Starting off the Hot August Nights entertainment series on Tuesday, Aug. 6 at the GSR outdoor stage, "Turn the Page – a Tribute to Bob Seger and The Silver Bullet Band", will faithfully recreate all the "Classic" Bob Seger material including "Old Time Rock and Roll", "Night Moves", "Against The Wind", and of course "Turn the Page". On Wednesday, Aug. 7, Pablo Cruise brings the energy and excitement to the crowd with songs such as "Love Will Find a Way" and "Whatcha Gonna Do When She Says Goodbye".

On Thursday, Aug. 8 at the GSR; dubbed "the best singing band in the world" Little River Band will take the stage. Audience members won't be able to help sing along to the top hits like, "What If You're Wrong" and "Forever You, Forever Me". "Get Ready" for Friday night, Aug. 9! With more than fifty years under their belt, The Legendary Temptations are sure to please with their high energy performance and beloved hits, "Since I Lost My Baby", "Ain't Too Proud to Beg", "Papa Was a Rolling Stone", and the hit single known by everyone "My Girl", this is one performance you don't want to miss.

Three time Grammy Award winner including Album Of The Year, KC and The Sunshine Band will have you "Shake, Shake, Shake, Shake Your Booty" as you "Get Down Tonight", with your "Boogie Shoes", on Saturday Aug. 10, because "That's The Way I Like It"!



In collaboration with our downtown Sparks casino partner, The Nugget Casino will break in their new amphitheater, "The Nugget Event Center" with rock band Greg Golden Band on Wednesday, Aug. 7. The 7-piece band, Mumbo Gumbo will take center stage with their unique musical stew of soul, zydeco, folk, blues, rock, Cajun, Caribbean, and country all mixed into one on Thursday, Aug. 8.

On Friday, Aug. 9 renowned former lead guitarist of The Eagles, Don Felder will bring his innovated riff-generating songs to the stage. Audience members will rock out to his new album "American Rock 'N' Roll", as well as the the funky crunch of "Hearts on Fire", to the fierce, unrelenting declaration of "Rock You", and the mutual heartfelt honesty of "Falling in Love" and "You're My World". Concluding the weekend on Saturday, Aug. 10, legend Chubby Checker will have you doing "The Twist" as he sings the night away to his top hits, "Pony Time", "Dance the Mess Around", "Good, Good Lovin'", "Let's Twist Again" and many more. Audience members will be able to travel back in time at the downtown Sparks Nugget Event Center.

Free nightly entertainment will begin at 8:15 p.m.. Dates, times and locations are subject to change. For a complete event schedule, visit [hotaugustnights.net](http://hotaugustnights.net).

**Event Schedule:**

**Tuesday, Aug. 6**

- "Turn the Page – a Tribute to Bob Seger and The Silver Bullet Band", at Grand Sierra Resort and Casino outdoor stage

**Wednesday, Aug. 7**

- Pablo Cruise, at Grand Sierra Resort and Casino outdoor stage
- Greg Golden Band, at the Nugget Event Center

**Thursday, Aug. 8**

- Little River Band, at Grand Sierra Resort and Casino outdoor
- Mumbo Gumbo, at the Nugget Event Center

**Friday, Aug. 9**

- The Legendary Temptations, at Grand Sierra Resort and Casino outdoor stage
- Don Felder, at the Nugget Event Center

**Saturday, Aug. 10**

- KC and The Sunshine Band, at Grand Sierra Resort and Casino outdoor stage
- Chubby Checker, at the Nugget Event Center



###

**About Hot August Nights:**

Hot August Nights, a nonprofit organization, is the world's premier classic car event, annually drawing hundreds of thousands of spectators and participants to northern Nevada to revel in nostalgia, enjoy top entertainers from the '50s, '60s and '70s and participate in a variety of events including Show-n-Shines, controlled cruises, an auction, drag races, and more. For more information, call [\(775\) 356-1956](tel:7753561956) or visit [hotaugustnights.net](http://hotaugustnights.net). For the latest updates on Hot August Nights, visit [Facebook.com/HotAugustNights](https://www.facebook.com/HotAugustNights) or on Twitter [@HotAugustNights](https://twitter.com/HotAugustNights).



**\*\*\* MEDIA ADVISORY \*\*\* MEDIA ADVISORY \*\*\* MEDIA ADVISORY \*\*\***

**Hot August Nights, An Event For All Ages**

**WHAT:** Hot August Nights brings over 320 different events to the region and with FREE parking and shuttles we have made it even easier for our spectators to get around. Get your adrenaline pumping with the ever-popular Drag Races and Burnouts presented by AMSOIL. Opening tonight for its eighth consecutive year, but with a twist! New this year, for the first two days from 6 p.m. – 9 p.m. only, all makes and models will be able to take to the track and compete against our beloved classics! Only 40 modern vehicle entrants per night will be accepted. Classics will run all night long. Registration for this event will be available onsite. For a full schedule of events, visit [hotaugustnights.net](http://hotaugustnights.net). Reno/Sparks 2019 vehicle registration is open at the Grand Sierra Resort inside the Silver State Pavilion.

<b>WHEN:</b>	<b>Wednesday, Aug. 7</b>	
	9 a.m.—4 p.m.	\$10,000 “Classic Cherry Show-n-Shine”—Grand Sierra Resort
	9 a.m.—4 p.m.	Summit Racing Equipment’s Downtown Reno Show-n-Shine
	9 a.m.—4 p.m.	Ultimate Classic Car Competition—Nugget Casino Resort
	9 a.m. – 4 p.m.	Hot August Nights Cup Show-n-Shine Presented by “THE ROW” – Corner of 4 <sup>th</sup> & Virginia St.
	10 a.m.—5 p.m.	Big Boy’s Toy Store & Dazzling Diva — Reno Events Center
	10 a.m.—6 p.m.	Poker Walk Registration (Open to Public)—Downtown Reno
	10 a.m. – 10 p.m.	Sparks Victorian Square Craft Fair, Nugget Casino Resort
	4 p.m.	Summit Racing Equipment’s Show-n-Shine Competition Awards Presentation – Downtown Reno 4 <sup>th</sup> & Virginia St.
	4 p.m. – 8 p.m.	Hot August Night Foundation 50/50 Raffle (Need not be present to win) – Grand Sierra Resort
	4:30 p.m.—9:30 p.m.	The Garage sponsored by LMC Truck – Hot August “Night Club” 21+ experience—Grand Sierra Resort
	5 p.m. – 10 p.m.	Official “Mill Mile” Cruise – Peppermill Resort
	5 p.m. - 10 p.m.	Cruise of Champions – Atlantis Casino Resort
	5 p.m. – 12:30 a.m.	“Don’t Drive Arrive” free RTC Rapid Line transit – downtown Sparks to downtown Reno and downtown Reno to Meadowood Mall
	5:30 p.m. – 12:30 a.m.	Free shuttles from Summit Racing, Sparks location to Drag Race entrance
	6 p.m.	Nugget Casino Resort’s Ultimate Classic Car Competition Awards Presentation – Nugget Event Center
	6 p.m.—9 p.m.	Drag Races & Burnouts (1980 and new can participate)— Nugget’s West Parking Lot
	6 p.m.—midnight	Drag Races & Burnouts—Nugget’s West Parking Lot



RENO | SPARKS

- 7 p.m. Grand Sierra Resort's \$10,000 "Classic Cherry Show-n-Shine" Awards Presentation – Grand Sierra Resort Outdoor Venue Stage
- 7 p.m.—10 p.m. **Controlled Cruises—Downtown Sparks**
- 7 p.m.—10 p.m. **Controlled Official Kick-off Cruise—Downtown Reno**
- 9 p.m. "Mill Mile" Show-n-Shine Finalist awards – Casino Lounge at the Peppermill Resort
- 10 p.m. Cruise of Champions Awards – Indoor Cabaret Stage at the Atlantis Casino Resort
- 8:15 p.m. **Pablo Cruise - Grand Sierra Resort**
- 8:15 p.m. **Greg Golden Band – Nugget Event Center, Sparks**

**ABOUT:** Hot August Nights, a nonprofit organization, is the world's premier classic car event, annually drawing hundreds of thousands of spectators and participants to northern Nevada to revel in nostalgia, enjoy top entertainers from the '50s, '60s and '70s and participate in a variety of events including Show-n-Shines, controlled cruises, an auction, drag races and much more. For more information, call (775) 356-1956 or visit [hotaugustnights.net](http://hotaugustnights.net). For the latest updates on Hot August Nights, visit [Facebook.com/HotAugustNights](https://www.facebook.com/HotAugustNights) or on Twitter @HotAugustNights.

**MEDIA CONTACT:** Heather Libretti, [hlibretti@hotaugustnights.net](mailto:hlibretti@hotaugustnights.net), (775) 997-9546

###



The Road Ahead Script: Hot August Nights Free Transit  
Location: RTC CENTENNIAL PLAZA  
Shoot Date and Time: Thursday, August 1 at 10:30 a.m.  
Airdates: August 6, 7, 8

I'm Annie Woods for The Road Ahead with RTC. The RTC is helping you get to Hot August Nights with free transportation on certain routes. Here to tell us about it is Hot August Nights Executive Director Mike Whan.

**Q-1: Mike, tell us how the RTC is getting people to your event?**

**[GRAPHIC: Mike Whan, Hot August Nights Executive Director]**

A-1: Parking can be an issue when it comes to enjoying Hot August Nights, so this year, we are excited for our partnership with the RTC. They are providing free transportation on the RAPID Lincoln Line, Route 11, RAPID Virginia Line and Route 1 services starting Wednesday, August 7 through Saturday, August 10, from 5:30 p.m. – 12:30 a.m. each day, and all day on Sunday, August 11, in support of Hot August Nights. These routes will take you from downtown Reno to downtown Sparks and from Meadowood Mall to Downtown Reno and back.

**[Broll: Buses/Hot August Nights]**

**Q-2: How will free transit make it easier for people to attend Hot August Nights?**

A-2: We join the RTC in encouraging people to "Don't Drive, Arrive!" to special events this summer. There are a variety of benefits to taking public transportation. First of all, parking is very limited in and around our community during Hot August Nights. Taking the bus means that you can get dropped off near the events without having to search and search for a parking spot. Taking the bus also helps promote better air quality and can ease traffic, and save energy and fuel.

**[Broll: buses/Hot August Nights]**

**Q-3: What can people look forward to at Hot August Nights this year?**

A-3: Hot August Nights is a celebration of America's love affair with cars and rock and roll. You will see many of our traditional events, including show 'n shines, cruises, drag racing, incredible entertainment and more! We spend all year planning this popular special event, so we encourage everyone to come out and enjoy it!

**[Broll –Buses/Hot August Nights]**

**Q-4: Where can people get more information?**

A-4: To plan your trip on transit, visit [rtcwashoe.com](http://rtcwashoe.com). To see a complete list of Hot August Nights activities, events and entertainment, visit [HotAugustNights.net](http://HotAugustNights.net).

Thank you, Mike. To learn more, visit [RTCwashoe.com](http://RTCwashoe.com) and join RTC on Facebook and Twitter.

***[Graphics: [www.rtcwashoe.com](http://www.rtcwashoe.com) / RTC on (use FACEBOOK LOGO)]***  
***[Graphics: View this segment on KOLO TV dot COM]***

**I'm Annie Woods for The Road Ahead with RTC. Have a great day!  
This is Your RTC.**

**Tease:**

**I'm Annie Woods and this week on The Road Ahead with RTC: we'll tell you how to take transit to Hot August Nights for free. This is Your RTC.**

Hot August Nights, Inc.  
**Interim Profit & Loss - Sparks**  
November 2018 through September 5, 2019

	<u>(Sparks)</u>
<b>Ordinary income/Expense</b>	
<b>Income</b>	
4000 · Sponsors	15,000.00
4010 · Admissions	0.00
4020 · Vendors	9,021.59
4050 · Registrations	0.00
<b>Total Income</b>	<u>24,021.59</u>
<b>Gross Profit</b>	24,021.59
<b>Expense</b>	
6010 · Awards	0.00
6070 · Contract Labor	1,432.00
6120 · Emergency Medical Services	5,961.83
6220 · Licenses & Permits	609.00
6330 · Police Expense	120,196.68 * Estimated
6370 · Printing & Copying	169.20
6390 · Promotion	0.00
6400 · Rental Equipment	1,025.00
6470 · Security - Event	5,051.04
6500 · Supplies - Event	0.00
6600 · Supplies - Other	0.00
7220 · Insurance	0.00
7610 · Vehicle Costs	0.00
<b>Total Expense</b>	<u>134,444.75</u>
<b>Net Ordinary Income</b>	<u>-110,423.16</u>
<b>Net Income</b>	<u><u>-110,423.16</u></u>



## 2019 CITY OF SPARKS TOURMARK POST EVENT REPORT

### PARTNERSHIP AMENITIES

The amenities for the City of Sparks were established as follows:

- 20 daily VIP wristbands were delivered to Sparks City Hall for disbursement. These wristbands granted entrance into our VIP Corporate Hospitality tent located at our corporate village at the Grand Sierra Resort. It also granted access free of charge into the Drag Races, MAG Auction, the Swap Meet and Drifting.
- 20 official event posters were delivered to City Hall.
- The City of Sparks was announced and thanked for sponsoring Hot August Nights throughout the days and evenings on Wednesday August 7<sup>th</sup>, Thursday, August 8<sup>th</sup>, Friday, August 9<sup>th</sup> and Saturday, August 10<sup>th</sup>.
- Sparks was named in all media releases regarding the main event, drag racing, cruising, show-n-shines and entertainment.
- "City of Sparks" was named as an event sponsor where all sponsors were listed.
- "Victorian Square Sparks", "Downtown Sparks" and "City of Sparks" were listed in all event schedules that were held in Sparks.
- Banners with the City of Sparks logo were hung on the crowd control barriers.



## 2019 CITY OF SPARKS TOURMARK POST EVENT REPORT

### PARTNERSHIP AMENITIES

The amenities for the City of Sparks were established as follows:

- 20 daily VIP wristbands were delivered to Sparks City Hall for disbursement. These wristbands granted entrance into our VIP Corporate Hospitality tent located at our corporate village at the Grand Sierra Resort. It also granted access free of charge into the Drag Races, MAG Auction, the Swap Meet and Drifting.
- 20 official event posters were delivered to City Hall.
- The City of Sparks was announced and thanked for sponsoring Hot August Nights throughout the days and evenings on Wednesday August 7<sup>th</sup>, Thursday, August 8<sup>th</sup>, Friday, August 9<sup>th</sup> and Saturday, August 10<sup>th</sup>.
- Sparks was named in all media releases regarding the main event, drag racing, cruising, show-n-shines and entertainment.
- "City of Sparks" was named as an event sponsor where all sponsors were listed.
- "Victorian Square Sparks", "Downtown Sparks" and "City of Sparks" were listed in all event schedules that were held in Sparks.
- Banners with the City of Sparks logo were hung on the crowd control barriers.