



Roswell Lodgers' Tax Funding Committee

City of Roswell
425 N Richardson Ave
Roswell, NM 88201

13 August 2024

Dear Members of the Lodgers' Tax Grant Committee,

This application is presented on behalf of the Reno Air Racing Association (RARA) to formally request sponsorship from the City of Roswell through the Lodgers' Tax Funding Program. This request seeks to secure \$300,000 in funding to assist in promoting the upcoming 2025 National Championship Air Races, which will be held for the first time in your amazing city. We believe that combining the already wonderful support from your community with funds from this program, this historic event will not only be a significant milestone in its 60-year history but also a major cultural and economic boon for the City of Roswell.

The National Championship Air Races have long been celebrated as "The World's Fastest Motorsport" and its scope, pageantry and spectacle are renowned as some of the most thrilling and highly anticipated in the world. This legendary annual competition draws an incredible gathering of pilots and eager spectators from across the globe. Traditionally hosted in Reno, Nevada, the event has become an iconic part of the aviation community and a source of pride for its host city. As the races moves to their new home in Roswell, we see a unique opportunity to highlight the city's rich history, vibrant culture, and welcoming community on an international stage.

We intend to use the funds from the Lodgers' Tax Funding Program to craft a comprehensive marketing and promotional campaign that will not only drive attendance but also showcase the very best that Roswell has to offer. Our promotional efforts will include:

- **Digital and Print Advertising:** A targeted campaign that will highlight Roswell's attractions, accommodations, and unique cultural heritage to potential visitors across multiple platforms.
- **Social Media Engagement:** Leveraging our extensive social media presence to create engaging content focused on the people, history, and stories of Roswell, enticing visitors to explore the city during the event.
- **Promotional Partnerships:** Collaborating with local businesses and organizations to create co-branded promotional materials that emphasize the mutual benefits of this historic event coming to Roswell.
- **Event Programming:** Incorporating local history and culture into the event's programming, ensuring that the thousands of anticipated attendees leave with a deep appreciation for Roswell's unique identity.



We are confident that this event will not only draw significant numbers of visitors but also leave a lasting positive impact on the local economy by boosting tourism and elevating Roswell's profile as a destination of choice for future events.

The Reno Air Racing Association is committed to ensuring that the 2025 National Championship Air Races in Roswell is a resounding success, one that will set the standard for years to come. We believe that with the City of Roswell's support, we can create an unforgettable experience that celebrates both the spirit of air racing and the vibrant community of Roswell.

Thank you for considering our application. We look forward to the possibility of using this sponsorship to expand our budding partnership with the City of Roswell to make this event an extraordinary success. Should you require any further information, please do not hesitate to contact us.

Sincerely,

A handwritten signature in blue ink, appearing to read "Greg Gibson".

Greg Gibson
Marketing and Business Development Manager
Reno Air Racing Association

CC Mike Espiritu
 Cisco Brink
 Fred Telling
 Bobbi Thompson
 Tony Logoteta