



Roswell Lodgers' Tax Funding Committee

City of Roswell
425 N Richardson Ave
Roswell, NM 88201

1 July 2025

Dear Members of the Lodgers' Tax Grant Committee,

On behalf of the Reno Air Racing Association (RARA), I am pleased to submit this application requesting sponsorship through the City of Roswell's Lodgers' Tax Funding Program. We are seeking \$300,000 in support to assist with marketing and promotional efforts for the **2026 National Championship Air Races**, which will mark the **second year of this legendary event in our new home—beautiful Roswell, New Mexico.**

While the inaugural Roswell-based event has not yet taken place, early indicators point to a **runaway success for 2025**. Ticket sales are already robust, and **every available lodging option in the greater Roswell region is expected to be fully booked** for the duration of the 2025 event. Based on this momentum, we are projecting **attendance to exceed 70,000 in 2025**, and we fully anticipate that the 2026 event will draw even larger crowds and greater media attention.

The National Championship Air Races is the **world's only multi-class, closed-course pylon air racing event**, known internationally as "*The World's Fastest Motorsport*." This unique event has captivated aviation and motorsport fans for nearly 60 years and now brings that energy and global attention to Roswell. In addition to thrilling race action, the event offers military and civilian airshows, a wide range of aircraft displays, a vibrant vendor midway, and significant STEM and educational programming—all of which contribute to a weeklong experience that delivers measurable economic and cultural value to the host city.

Funding from the Lodgers' Tax Program in 2026 will enable RARA to build on our inaugural year by implementing a **broad-reaching promotional campaign** designed to attract new and returning attendees to Roswell. This campaign will include:

- **Targeted Digital and Print Advertising** focused on driving tourism and promoting Roswell's unique identity.
- **Social Media and Content Creation** highlighting local stories, culture, and attractions in coordination with the 2026 event.
- **Collaborative Promotional Partnerships** with local businesses and tourism stakeholders.
- **Enhanced Programming** that integrates Roswell's character into the experience for all guests.



The City of Roswell made history by winning the opportunity to host NCAR against more than 30 other cities across the country. That selection was a testament to the strength of your community, leadership, and vision. With the 2026 event, we aim to further elevate Roswell's standing as a **premier destination for major events**, ensuring economic impact through increased visitation, full-capacity lodging, and national media exposure.

We are grateful for the support the City of Roswell has already shown and are eager to continue growing this transformational partnership. Should you require any additional details or documentation, please don't hesitate to reach out.

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
Fred Telling
Bobbi Thompson
Tony Logoteta