



February 11, 2011

Mr. David Ready
City Manager
City of Palm Springs
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92263

Re: Palm Springs WestFest & Frank Bogert Memorial Rodeo

Dear Mr. Ready,

This letter is to invite the City of Palm Springs to support Palm Springs WestFest & Frank Bogert Memorial Rodeo scheduled for March 24 – 27, 2011. Palm Springs WestFest & Frank Bogert Memorial Rodeo is a celebration of the great Western lifestyle and cowboy heritage that former mayor Frank Bogert left for all to enjoy. Presented by Spa Resort Casino, the event in its second year is designed to bring families from all over Southern California to enjoy our unique hospitality. This is where Old West meets the New West. The festival will feature Taste of the West food court onsite, a low \$5 admission price for all except rodeo seats, a kids area with carnival, petting zoo and pony rides along with interactive entertainers. Our Mercantile Row will include old west purveyors of handmade artifacts. In addition, our Western Action area will include a Buffalo soldier encampment, Mountain Men encampment, and Chuck wagon displays. New this year will be two things we are excited to bring to Palm Springs: a professional BBQ showdown competition in honor of Frank Bogert and our new Western Design Expo featuring top Western designers such as Buck Taylor, Manuel Couture, Tres Outlaws Boots, Old Frontier Clothing Co., and Roger Morgan bronze sculptures from Nebraska. There is a lot we are adding to the WestFest, but these are a few of the exciting highlights.

We are requesting that the city be one of our sponsors with a \$5,000 sponsorship and waiver of fees for our banner on Palm Canyon & Ramon Road. As we have stated above, Spa Resort Casino has committed to be our presenting sponsor. This would place the city with blue-chip marketers that have committed such as Wrangler, Jack Daniels, Bud Light, and KVCR Desert Cities Public Television, among others.

This four-day event will attract people from the entire Southern California region as our marketing and advertising plan will include cable TV and radio in the Inland Empire, broadcast television and radio here in Palm Springs, newspaper and magazines from L.A., San Diego and our own Desert Sun and La Prensa Hispana. We will also be marketing the event via several National magazines and websites that reach Western-lifestyle enthusiasts on a global scale through advertising and public relations.

Our goal with the Palm Springs WestFest & Frank Bogert Memorial Rodeo is to exceed the 2010 event by at least 25% and bring over 15,000 people to the Downtown area with the largest Western expo of its kind in California and the country.

We sincerely hope that you, our honorable Mayor and City Council will accept our invitation to sponsor our event. The great thing about the invitation is that there are no consequences if the invitation is not accepted. Just like an invitation to a party, the event will go on.

Respectfully submitted,

Christopher Burkhardt & J. Alex Gomez

ITEM NO. 21



2011 Palm Springs WestFest & Frank Bogert Memorial Rodeo

The Largest Western Festival In California

Sponsorship Opportunity

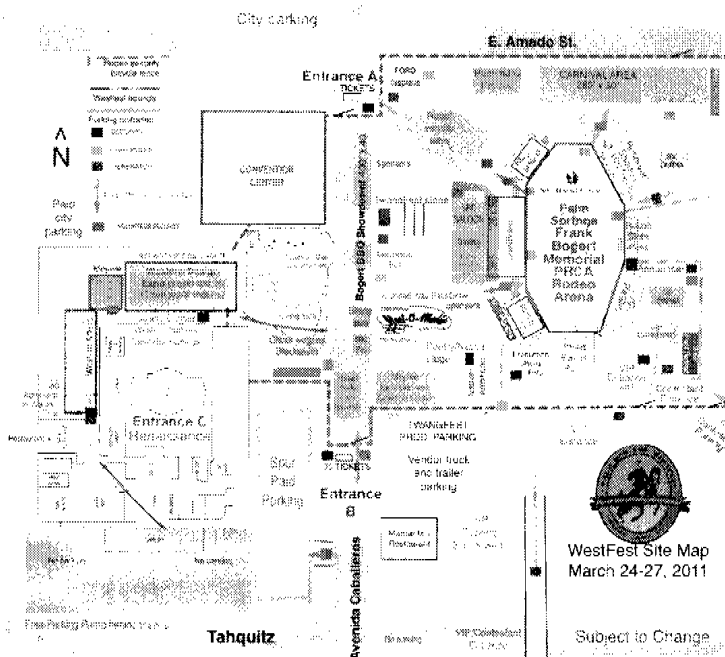
About the Palm Springs WestFest

The 2010 Palm Springs WestFest and Frank Bogert Memorial Rodeo was attended by over 12,500 people during the course of three days.

The WestFest had an estimated free attendance of over 3,000 while the Frank Bogert Memorial Rodeo was a three-day ticketed event with over 9,500 in attendance.



For 2011, the entire WestFest will be enclosed in a 25-acre site adjacent to the Palm Springs Convention Center with a \$5 dollar entry fee and several Western lifestyle attractions.



2011 Palm Springs WestFest Attractions

1. Western Artists' Showcase
2. Gene Autry Silver Screen FilmFest
3. Western Design Expo
4. Mercantile Vendor Area
5. Mountainmen Encampment
6. Chuckwagons
7. Bogert BBQ Showdown
8. TwangFest Stage
9. Fast-draw Competition
10. Cowboy Camp
11. Retail Vendor Area
12. Carnival & Pony Rides
13. Frank Bogert Memorial Rodeo

Event Supporters

Presenting Sponsor:  SPA RESORT CASINO
DOWNTOWN PALM SPRINGS

Also Sponsored by:



 Palm Springs Life 

Media Partners:



Sponsorship Opportunity

- Include logo in all advertising
- Mentioned as WestFest Sponsor in all media releases
- 12 Reserved seats for City Officials
- 4 VIP Seats for Each Performance
- City Employees enter Free (Must show City Employee ID)
- City Banner Placement in the Arena



Hotel Info

The Palm Springs WestFest has partnered with local area hotels such as The Spa Hotel, Renaissance Palm Springs, Villa Royal, Shilo Inns and other to offer great hotel deals. Together, we estimate that over 500 rooms will be booked for this event.

Palm Springs WestFest & Rodeo March 24-27, 2011
800-664-5617  SPA RESORT CASINO
DOWNTOWN PALM SPRINGS