



August 8, 2022 | Stu Wexler

# EVENTS & SALES

CTA BOARD MEETING PRESENTATION



# PRESENTATION OUTLINE

- Carson City's Outlaw Flat Trac
- CC Sheriff's Motor Officer Training Challenge
- Battle Born Blades - Labor Day Weekend
- Disc Golf Tournament - October 2022
- California Ruby League - July 2023



Practice Race  
- August 21st

Races -  
August 26-27



VISIT  
**CARSON**  
**CITY** NV





## Carson City Sheriff's Office - 19<sup>th</sup> Annual Motor Officer Training Challenge



Carson City Sheriff's Office - 19<sup>th</sup> Annual Motor Officer Training Challenge September 8-10





Women's  
Tournament  
Labor Day  
Weekend @  
Carson City  
Community  
Center

Battle Born Blades is a historical sword-fighting tournament in Carson City where men and women from around the country gather to compete using weapons such as longsword, rapier, and basket-hilted broadsword.

October  
Event @  
Carson  
Ridge Disc  
Golf Park



The focus of the event will be **local community outreach**. Our premier disc golf facility has the #1 ranked course in NV and our region on the Udisc app (Stadium Course) and the highest rated 9-hole beginner course in the West (Pony Express). The Park is a model for sustainable course design and has been highlighted in Disc Golfer Magazine, which reaches over 100,000 PDGA members, in an article written by two of our Club Officers who serve on the PDGA Environment Committee.



**USA RUGBY**

USA vs  
PHILIPPINES  
CARSON CITY  
JULY 8, 2023



**CALIFORNIA RUGBY  
LEAGUE - 2023**

The  
American  
All Stars

## About Us

- The American All Stars were founded by Mike Dimitrio in the 1953. The team famously toured Australia and France and was competitive with the best teams in the World. In 2023 for the 70th Anniversary, Championship Rugby League and Pacific Sports International are sharing the history with the USA.

### **Sanctioned**

Officially sanctioned by the USARLC, the National Governing Body for Rugby League in the USA.

### **Growing**

Established in 2019, California merged with Utah and acquired NARL assets in Nevada, Arizona, Texas and Oregon. The new entity emerged as Championship.

### **Connected**

Strong connections exist with Southern Hemisphere Rugby League in Australia, New Zealand, UK and France.

## Visit Carson City Exposure

Mentions in Global Rugby publications

Naming rights for event trophy

Logo on all players shorts Logo

Logo on Sideline Advertisement

Advertisement through live stream

Logo on Poster and all promotional Material

Logo on Officials Jerseys

Logo on Staff Uniforms

Posts on all Social Media channels Complimentary Tickets

Tagged Posts from 120 players

Logo on all photos from events

The  
American  
All Stars

# Broadcast Partnership

- All games will be broadcast on FloSports globally.
- 2.2M social media following with 30,000 new subscribers being added per month.
- Production will include regular commercials for sponsors/partners.

# Reach

- 240 Top Tier Players
- 1,137 Tier 2 Players
- 2000+ Average Followers Per Player
- 97% Top Tier Players Post Rugby Content on Social Media
- 78% *Top Tier players are primary income earners who have family in Australia, England, Tonga, Samoa, Fiji and New Zealand*

## Marketing Goals

Leverage our international reach to draw positive attention towards Northern Nevada and its towns.

Leverage our players reach in Northern California and Utah to draw positive attention towards Northern Nevada and its towns.

### Our Views

HIGHEST	3,600	1,500	202,000
GAME VIEWS	1,500	GAME ATTENDANCE	REELS VIEWS
		500	5,000



**THANK YOU**

**VISIT  
CARSON  
CITY NV**