Tuttle, Patrick

From: KEG Media <info@keg-media.com>
Sent: Thursday, March 4, 2021 7:48 PM
To: Tuttle, Patrick
Subject: Mother Road Mayhem Event Proposal
Attachments: Mother Road Mayhem Event Proposal.pdf; 3DS5470-M2742131 Certificate of Insurance.pdf

Patrick,

Please see attached proposal for our event we would like to host July 9-11, 2021 at Landreth Park. This is my first time doing this as I usually throw our events with all of my own funding and funding from sponsors. If I am missing anything or if you need more details please let me know. I am also attaching a copy of a past event insurance policy.

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Thanks,
Robbie Bryant | KEG Media
11209 Woodland Dr. Fort Smith AR 72916

P: 479-452-2626 | W: http://keg-media.com | Facebook: kegmedia |
Instagram: kegmedia | YouTube: kegmediatv

Automotive Renderings - Business Cards - Flyers - Brochures Websites - Logos - Screen Printing - Full Color Banners
Graphic Design - Posters - Decals - Signs - More!

SPECIAL EVENT PROPOSAL

Committee Members
Robbie Bryant / Keg Media
Keena Bryant
Antonio Alexander
Ashley Alexander

Organization Name: Keg Media
Event name: Mother Road Mayhem
Event Promoter: Robbie Bryant 479-420-0671 info@keg-media.com
Address: 11209 Woodland Dr. Fort Smith, AR 72916
Office Phone: 479-452-2626
Website: www.keg-media.com
Social Media: Instagram @kegmedia Facebook.com/kegmedia Youtube.com/kegmediatv
Grant Request: $25,000+
Event Dates: July 9th-11th, 2021
Event Location: Car Show at Landreth Park, Parade Downtown Joplin Saturday Night

Greetings,
Thank you for taking the time to read and consider our proposal for what we know will be a remarkably successful event. My name is Robbie Bryant, and I am the Owner of Keg Media. At Keg Media we pride ourselves on being the Industry Leaders in Custom Truck Design. We design and market many custom truck and car builds from all over the country that debut at the SEMA Show in Las Vegas each year. Besides automotive design, we throw some of the best and most successful Car and Truck Shows in the Country. We are applying for a grant as we would like to Host a custom car, truck and bike show in Joplin, MO July 9-11, 2021 and each year thereafter. We will be making this event free to spectators which will make it even bigger. We project 400-500 vehicles the first year which will translate into a large amount of Hotel Revenue. We estimate over 500 room nights in the first year. We are not a non-profit. This is a for profit event by our company.

Below are some details on each of our others events.

Slamily Reunion, Fort Smith AR

Slamily Reunion was started in 2009 by myself and my Wife, Keena. It was been a successful event for the past 12 years and we were presented with a "Hometown Hospitality Hero Award" in 2013 by the City of Fort Smith for our 2012 Event for the economic impact the event has on the city. Please see article here:
https://fortsmithcvb.wordpress.com/2013/03/11/hometown-hospitality-hero-robbie-bryant-owner-of-keg-media-and-founder-of-slamily-reunion-3/
The very first year our event was nominated for show of the year and came in 2nd in the voting by Trucking Magazine for all events throughout the country in 2009. Each year our event showed growth both in out of town visitors and spectators.

Orange Beach Invasion, Orange beach AL

Orange Beach Invasion is now in it's 5th year. This show continues to grow and grow. It's hosted at The Wharf in Orange Beach AL and many consider it one of the best shows in the country for all types of custom vehicles. This show brings in participants as far away as Canada and California. We will many condos and hotels in the area often booking them up and having to add more throughout the year as Host Hotels. Our spectator count is north of 35,000 people.

Lifted Truck Nationals, Branson MO

Lifted Truck Nationals Truck Show and Parade is now in it's 6th year and is hailed as the best all lifted truck show on the planet. It's held at the beautiful Branson Cedars Resort on a former 9-hole golf course. Participants come from all over the country and Canada. Last year we had over 700 trucks and over 15,000 spectators. This event is a huge success in the Branson area and extends their season another weekend as we host it the weekend after Labor Day each year. Cabins and Hotels all around the event book up quick.

Grant funds would be applied to the following areas

$5000 Social Media Ads
$7500 Print Media (flyers, posters, etc)
$5000 Awards/Prizes
$2000 Event Signage & Banners
$4000 Attending out of state events to market our event (Booths, Entry, Hotel)
$3000 Live DJ with Sound Rental
$750 Kids Entertainment (bounce houses, etc)
$2000-$3000 Misc Services with Park/City/Sanitation
$1000 Golf Cart Rental
$1000 Misc Show Supplies
$4500 Event Shirts
$550 Event Insurance
$1500-$2000 Tent Rental
Estimated Total Cost $38,500 - $40,000
50% of Total Budget to come from Grant

Marketing Plan

Our target demographic is men and women of all ages who enjoy custom cars, trucks and bikes. When we advertise on social media we target Men and Woman 21-55 as we have found a vast majority of our attendees at our other events fall within this category with 21-35 year old males being the dominate demographic.

We will advertise with print media (flyers) at major car shows all around the country to get car/truck owners interested in our event. My company's Instagram has 120,000 followers and we use it for marketing as well. I would say that 99% of our followers are into custom cars and trucks.

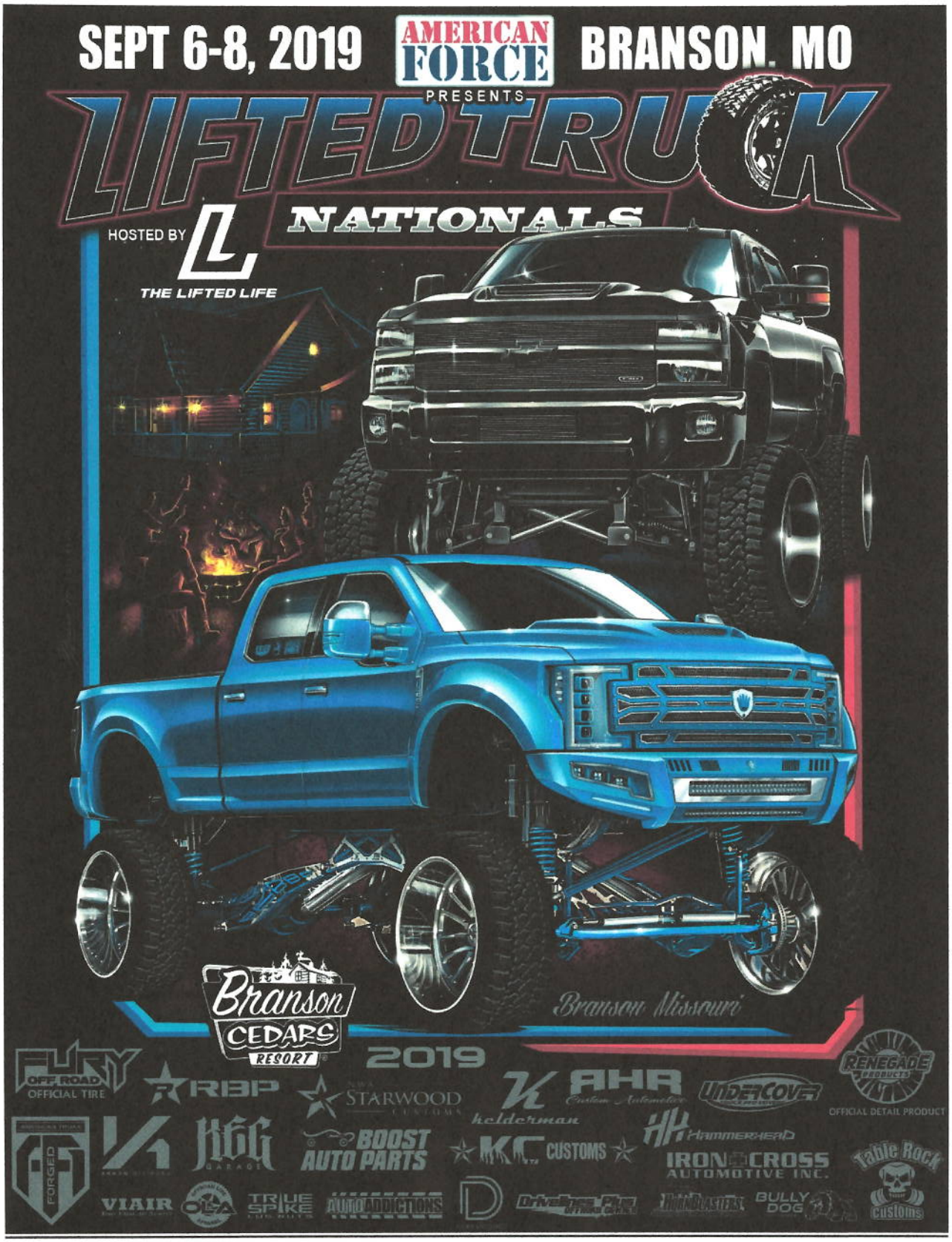
We will attend and set up booths at some of the major car shows we attend to promote our event.

Examples of past event advertisements/artwork






LIFTED TRUCK NATIONALS
OFFROAD TRUCK SHOW AND PARADE
Sept 11th-13th, 2020
HOSTED BY ROAD ARMOR
PRESENTED BY AMERICAN FORCE
Branson CEDARS RESORT Location
769 HWY 86
RIDGEDALE, MO 65739
OFFICIAL LIFT McGAUGHYS
OFFICIAL TIRES FURY TIRES
OFFICIAL DETAIL PRODUCT RENEGADE PRODUCTS
Friday Night Parade of Trucks
sponsored by AMERICAN FORCE
Lifted TRUCKS,UTVs & JEEPS!
LiftedTruckNats.com
Awesome Rides
Top 75 AWARDS+
Many Specialty Awards
Food & Drink
Unique Vendors
Family Fun
COVERAGE BY DIESEL WORLD LIFTD LVLD
Registration
$60 Day of Show
(includes 2 weekend passes)
Friday Noon to 6pm
Saturday 8am to 5pm
Sunday 9am to noon
Truck Show Hours
Friday Parade-8pm
Saturday 9am-5pm
Sunday 9am-4pm
Spectator Entrance
$10 One Day Pass
$20 Weekend Pass
Kids 12 & under FREE
Sponsors/Giveaways
IRON CROSS AUTOMOTIVE INC.
HAMMERHEAD
UNDERCOVER
AMERICAN FORCE
BULLY DOG
HORNBLASTERS
McGAUGHYS SUSPENSION PARTS
AUTO ADDICTIONS
VIAIR
MHI MONSTER HOOKS INC.
H&G GARAGE
LAB BUILT
ON-SITE CABIN RENTALS
call 417-544-9051
For Show/Vendor Info
Robbie 479-452-2626
Michael 417-544-9051
info@KEG-Media.com
Branson CEDARS RESORT Location
769 HWY 86
RIDGEDALE, MO 65739
Lots of Product Giveaways


SEPT 6-8, 2019
AMERICAN FORCE
PRESENTS
BRANSON, MO
LIFTED TRUCK
NATIONALS
HOSTED BY
THE LIFTED LIFE
Branson Missouri
Branson CEDARS RESORT
2019
FURY OFF ROAD OFFICIAL TIRE
RBP
STARWOOD CUSTOMS
kelderman
AHA
UNDERCOVER
RENEGADE PRODUCTS
OFFICIAL DETAIL PRODUCT
HAMMERHEAD
BOOST AUTO PARTS
KC CUSTOMS
IRON CROSS AUTOMOTIVE INC.
Table Rock customs
VIAIR
TRUE SPIKE
AUTO ADDICTIONS
BULLY DOG


LIFTED TRUCK
NATIONALS
OFFROAD TRUCK SHOW AND CRUISE
PRESENTED BY
AMERICAN FORCE
HOSTED BY
ROAD ARMOR
SEPT 7TH-9TH, 2018
www.LiftedTruckNationals.com
BRANSON
MISSOURI
OFFICIAL TIRE OF LIFTED TRUCK NATS!
FURY OFF ROAD
SPECIALTY FORGED
BB BOOST-BARS
Kelderman
Table Rock customs
#WEOUTHERE
Drivelines Plus OFFROAD CENTER
KEG DIGITAL GARAGE
BDS SUSPENSION
HH HAMMERHEAD
MW CUSTOMS
RBP
UNDERCOVER TRUCK BED COVERS
IRON CROSS AUTOMOTIVE INC.
FUSION BUMPERS
OFFROAD LIFE OLA APPAREL
KC CUSTOMS 816-468-8500
AHA Custom Automotive
BODYGUARD TRUCK ACCESSORIES
STARWOOD CUSTOMS


RENEGADE PRODUCTS PRESENTS
SLAMILY
REUNION
2020
FORT SMITH • ARKANSAS
AUG 21-23-2020
KAY RODGERS PARK
KEG
DIGITAL GARAGE
Cambered
CUSTOMS
BREEDEN
AUTOMOTIVE GROUP
Solo
CLASSIC
ARKANSAS' LARGEST CUSTOM CAR TRUCK & BIKE SHOW!!!


11th Annual
SLAMILY REUNION
2019
AUGUST 17th - 18th
KAY RODGERS PARK - FORT SMITH, ARKANSAS
www.FortSmithCarShow.com


ARKANSAS' LARGEST CUSTOM CAR TRUCK & BIKE SHOW!!!
Slamily
REUNION
August 16-18 2019
$500 CASH
BEST OF SHOW
$500 CASH
FIRST APPEARANCE
After Party
SATURDAY NIGHT
Location
KAY RODGERS PARK
FORT SMITH
ARKANSAS
SPONSORED BY
KEG
Cambered Customs
BREEDEN
Solo Classic


Car Show
Top 100 Awards
Custom Made Specialty Awards
Top 5 Bikes
Top 10 Unfinished
$500 CASH
Club Participation
HOST HOTEL
(479) 434-5400
Ask for the car show rate!
KING OR 2 QUEENS $90
Comfort INN & SUITES
Biggest Show in Arkansas!
Awesome Rides
Unique Vendors
Food & Drink
AFTER PARTY!!!
Family Fun
ROOSTERS
On The Avenue
Official After Party
Saturday Night 10pm-2am
Downtown Fort Smith
DRINK SPECIALS WITH
EVENT WRISTBAND
Featuring DJ Get Low!
Registration
$50 Day of Show
(includes 2 weekend passes)
Friday 2pm to 8pm
Saturday 7am to 4pm
Sunday 9am to noon
Spectator Entrance
$10 day pass
$20 weekend
Kids under 12 FREE
Must have Weekend Pass for After Party
Show Hours
Saturday 9am-6pm
Sunday 9am-3pm
For Car Show Info call 479-452-2626
or email info@KEG-Media.com
KAY RODGERS PARK
4400 MIDLAND BLVD
FORT SMITH, AR 72904
Find us on the web at
www.slamilyreunion.com
or follow us on Facebook
Sponsors
FR SPL
Crank it Up $40 fee
Must Purchase a Weekend Spectator Pass
More Info 501.583.6900
KEG
FLO
SLAMI
BMF
Gooch Customs
Three Nut

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY): 08/06/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME: Will Maddux	
East Main Street Insurance Services, Inc. Will Maddux PO Box 1298 Grass Valley CA 95945	PHONE (A/C, No, Ext): (530) 477-6521	FAX (A/C, No):
	E-MAIL ADDRESS: info@theeventhelper.com	
	INSURER(S) AFFORDING COVERAGE	NAIC #
	INSURER A : Evanston Insurance Company	35378
INSURED Slamily Reunion Robbie Bryant 11209 WOODLAND DR. FORT SMITH AR 72916	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	[X] COMMERCIAL GENERAL LIABILITY [ ] CLAIMS-MADE [X] OCCUR Host Liquor Liability Retail Liquor Liability GEN'L AGGREGATE LIMIT APPLIES PER: [X] POLICY [ ] PRO-JECT [ ] LOC OTHER:	Y		3DS5470-M2742131	08/21/2020 12:01 AM	08/24/2020 12:01 AM	EACH OCCURRENCE	$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 100,000
							MED EXP (Any one person)	$ 5,000
							PERSONAL & ADV INJURY	$ 1,000,000
							GENERAL AGGREGATE	$ 2,000,000
							PRODUCTS - COMP/OP AGG	$ 1,000,000
							Deductible	$ 1,000
	AUTOMOBILE LIABILITY [ ] ANY AUTO [ ] OWNED AUTOS ONLY [ ] SCHEDULED AUTOS [ ] HIRED AUTOS ONLY [ ] NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident)	$
							BODILY INJURY (Per person)	$
							BODILY INJURY (Per accident)	$
							PROPERTY DAMAGE (Per accident)	$
								$
	[ ] UMBRELLA LIAB [ ] OCCUR [ ] EXCESS LIAB [ ] CLAIMS-MADE [ ] DED [ ] RETENTION $						EACH OCCURRENCE	$
							AGGREGATE	$
								$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? Y/N [ ] (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N/A						PER STATUTE [ ] OTH-ER	
							E.L. EACH ACCIDENT	$
							E.L. DISEASE - EA EMPLOYEE	$
							E.L. DISEASE - POLICY LIMIT	$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Certificate holder listed below is named as additional insured per attached MEGL 2217 01 19.
Attendance: 3000, Event Type: Truck Show - Static(Parked) Only.

CERTIFICATE HOLDER

Kay Rodgers Park
4400 Midland Blvd
Fort Smith AR 72904

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE Will Maddux

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MARKEL®

EVANSTON INSURANCE COMPANY

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED – DESIGNATED PERSON OR ORGANIZATION

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE FORM

SCHEDULE

Name Of Additional Insured Person(s) Or Organization(s):
Kay Rodgers Park 4400 Midland Blvd Fort Smith, AR 72904

A. Section **II** – Who Is An Insured is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule of this endorsement, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by the acts or omissions of any insured listed under Paragraph **1.** or **2.** of Section **II** – Who Is An Insured:

1. In the performance of your ongoing operations; or
2. In connection with your premises owned by or rented to you.

However:

1. The insurance afforded to such additional insured only applies to the extent permitted by law; and
2. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the contract or agreement to provide for such additional insured.

B. With respect to the insurance afforded to these additional insureds, the following is added to Section **III** – Limits Of Insurance:

If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

1. Required by the contract or agreement; or
2. Available under the applicable Limits of Insurance shown in the Declarations;

whichever is less.

This endorsement shall not increase the applicable Limits of Insurance shown in the Declarations.

All other terms and conditions remain unchanged.

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