

COMMITTEE ON SPECIAL EVENTS MEETING
Committee on Special Events Regular Meeting Agenda
Vail Town Council Chambers



8:30 AM, April 5, 2023

1. Approval of the Minutes

- 1.a Approval of the Minutes from the March 1, 2023 CSE meeting.
[CSE Meeting Minutes - 3-1-2023.pdf](#)

2. New Business

- 2.a 2023 2nd Cycle Sponsorship Request Presentations 170 Min
[04-05-2023 Presentation Schedule and Sponsorship Apps.pdf](#)

3. Adjournment

Meeting agendas and materials can be accessed prior to meeting day on the Town of Vail website www.vailgov.com. All town council meetings will be streamed live by High Five Access Media and available for public viewing as the meeting is happening. The meeting videos are also posted to High Five Access Media website the week following meeting day, www.highfivemedia.org.

Please call 970-479-2136 for additional information. Sign language interpretation is available upon request with 48 hour notification dial 711.

Present:

1. Event Previews

1.a New Preview Process

- These previews will now be provided in advance in the packet
- No longer an in-person presentation for all events
- Events with significant changes will still be asked to present

[March CSE 60 Day Preview Staff Report.pdf](#)

Marco Valenti made a motion to Release Motion to release initial funding

- BFAG Wild Winter
- Vail Symposium,
- Vail Comedy Show
- Taste of Vail

; Douglas Smith seconded the motion Passed (3 - 0).

1.b Summer Vail Hot Shop Update

Time: 10 Min

- Looking to shift dates 8/25-8/27
- Request SummerVail be assessed in conjunction with 2nd Cycle funding request based on all the changes.
- Presented: Ramsey Cotter

2. Event Recaps

2.a Kris Kringle Market Event Recap

Time: 10 Min

[Vail Kris Kringle Wrapup 2022.pdf](#)
[BudgetKrisKringle2022.pdf](#)

Marco Valenti made a motion to Release

- Angela Muller

; Douglas Smith seconded the motion Passed (3 - 0).

3. Meeting Reports

4. Information Update

4.a Monthly Occupancy Reports

[Vail_Production_Notes_02-15-2023.pdf](#)
[Vail_Retail_Report_2023-02-15.pdf](#)
[Vail Custom DOR 02.15.23.pdf](#)

4.b February Village Visitation Report

[TOV Visitation Report 3-1-23 CSE.pdf](#)

4.c Marketing Fund/Event Budget Update

[Marketing Fund Budget as of 2-24-23.pdf](#)

5. Approval of the Minutes

5.a Approval of the Minutes from February 1, 2023 CSE meeting.

[February 1 CSE Meeting Minutes.pdf](#)

Douglas Smith made a motion to Approve ; Kim Newbury Rediker seconded the motion Passed (3 - 0).

6. New Business

6.a Funding Request for TEDxYouth@Vail Spring Event

Time: 10 Min

[2023TEDxVailapplication.pdf](#)

Douglas Smith made a motion to Approve

- approve funding at \$3000

; Kim Newbury Rediker seconded the motion Passed (3 - 0).

7. Adjournment



Committee on Special Events 2023 Sponsorship Funding Presentations

Wednesday, April 5, 2023 – 8:30am – 11:30 am

Town Council Chambers

Meeting Agenda and Packet available at www.vailgov.com under Council Agendas and Meeting Materials

Each presentation will include 5 minutes for questions from the CSE

		April 5 - 2nd cycle sponsorship presentations	Funding Category	2022 Sponsorship	1st Cycle Funding	2023 Request
8:40 AM	8:50 AM	Vail Oktoberfest	Visitor Draw	\$ 55,000	\$ -	\$75,000
8:50 AM	9:00 AM	FREEFALL BLUEGRASS FEST	Visitor Draw	\$ -	\$ -	\$200,000
9:00 AM	9:10 AM	Spring Family Fest	Visitor Draw	\$ -	\$ -	\$75,000
9:10 AM	9:20 AM	Vail Film Festival	Visitor Draw	\$ -	\$ -	\$75,000
9:20 AM	9:35 AM	Kids Adventure Games	Visitor Draw/recreation	\$ 30,000	\$ -	\$45,000
9:35 AM	9:40 AM	Vail Kris Kringle Market	Visitor Draw	\$ 20,000		\$42,000
9:40 AM	9:50 AM	LFA MMA	Visitor Draw	\$ 17,000	\$ -	\$25,000
9:50 AM	10:00 AM	Climb It For Climate	Visitor Draw	\$ 25,000	\$ -	\$25,000
10:00 AM	10:10 AM	Taste of Vail	Visitor Draw	\$ 48,000	\$ 45,000	\$25,000
10:10 AM	10:20 AM	Handmade in Colorado Expo	Visitor Draw	\$ -	\$ -	Flexible
10:20 AM	10:30 AM	Vail Skating Festival's ICE SPECTACULAR	Visitor Draw	\$ 12,000	\$ 12,000	\$18,000
10:30 AM	10:40 AM	The Ethical Leadership Forum	E&E	\$ 25,000	\$ -	\$20,000
10:40 AM	10:50 AM	Mountain Youth Community Education	E&E	\$ 4,000	\$ -	\$5,000
10:50 AM	11:00 AM	Breaking Records	E&E	\$ 22,000	\$ 15,000	\$25,000
11:00 AM	11:10 AM	The Cindy Eskwith Memorial Vail Cup soccer tournament	Recreation	\$ 15,000	\$ -	\$17,500
11:10 AM	11:20 AM	The 2023 Fred Ammer Soccer Invitational	Recreation	\$ 10,000	\$ -	\$12,500

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

This bavarian themed event melds perfectly with the beautiful Vail backdrop. Guests feel authentic Oktoberfest atmosphere that can be rivaled by no other Oktoberfest event in the country.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

This event draws a most diverse crowd, being an exceptional trip for families, couples and large groups. There is something for everyone and elevates the standard Oktoberfest experience.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

Oktoberfest in Vail has become a signature event for the Town. Being a signature event, with over 20 years of history in Vail, this is no longer a lower demand time and the event draws a large crowd.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

Vail Oktoberfest continues to expand the stein program to save on single use cups. For the first time in 2022, steins were available for pre-purchase. This will continue into 2023 as it ensures a commitment from the guest in advance for this free event. All other cups will be compostable or recyclable. Oktoberfest is asking for additional funds in 2023 to expand our green program to use R.cup and cut our total waste by several hundred pounds.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

Team Player Productions has been in the Colorado Events business for over 25 years. We have been in the Vail market going on 7 years producing events that are thoughtfully executed and bring a unique guest visitor.

EVENT OVERVIEW

What is the name of your event/program?	Vail Oktoberfest
Description of the Event:	<p>We're bringing Bavarian fun to Vail with two weekends full of Oktoberfest activities!</p> <p>Festival guests will enjoy classic Bavarian fare including brats, spaetzle, pretzels, and more. In addition to eating like a true Bavarian, the festival features authentic music and dance.</p> <p>Vail Oktoberfest has been named among the 10 greatest Oktoberfest celebrations in the United States by USA Today.</p>
Mission/Purpose of the Event:	Bring an authentic Bavarian Oktoberfest to the streets of Vail, both in Lionshead and Vail Village. Provide an experience for both Oktoberfest enthusiasts, families, and adventure-seekers alike.
Amount of 2023 sponsorship funding requested	75,000
Proposed Start Date	Sep 08, 2023
Proposed End Date	Sep 17, 2023
If you have more than a single date range, please list all your event/program dates here in this format MM/DD	September 8-10 and 15-17
Are your event/program dates set or can they be changed?	Event Dates cannot be changed
Location/Venues :	September 8-10 in Lionshead Village September 15-17 in Vail Village
Are you requesting in-kind use of TOV venues or services?	No
Do you plan to use Vail Recreation District Facilities?	No
Is this a New or Existing Event?	Existing Event
If existing, number of years event has taken place	25+
How much was your event or program funded in 2021?	50,000

APPLICANT INFORMATION

Company/Organization: Team Player Productions

Contact Kristen Slater

Position Event Director

Address 430 Indiana St
Suite 100
Golden, CO 80401

Email kristen@tppevents.com

Website tppevents.com

Phone (505) 690-1957

Number Years in Business 26

Business Type LLC or S-Corp

Does the event or program benefit a charity or organization? Yes

Please name and describe the beneficiary Vail Valley Mountain Trails Alliance
The VVMTA's mission is to maintain, educate, advocate for, and build sustainable non-motorized soft surface trails while conserving the natural environment of Eagle County and our public lands.

In 2022 Vail Oktoberfest raised over \$45,000 for VVMTA through partnership on our bar program.

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1Ktlj8CJJBWfaXzI5ameLi-odJmS_2eK0&export=download&display=/128252605_137952036_Untitleddocument.pdf

Attach Upcoming Budget

https://drive.google.com/uc?id=1cXbEYkGmTGL7IBOka4SkokCo5wGPyJWv&export=download&display=/128252605_137952037_Untitleddocument.pdf

AUDIENCE INFORMATION

Anticipated Number of Participants 100

Prior Year Spectators/Attendees 30000

File https://drive.google.com/uc?id=1MhUbwB8DBmy08J4Ga4au44DtBjsuk6Fr&export=download&display=/128252605_137952073_Untitleddocument.pdf

Anticipated Attendance for Upcoming Event 40000

Anticipated Percentage Destination Visitors 80

Percentage Eagle County Residents 20

Demographic Profile: See Attachments

Prior Year Net Promoter Score 54

ECONOMIC IMPACT

Number of overnight stays expected? 2500

Anticipated incremental impact on lodging tax and sales tax? 25-30% increase over 2022

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses

79% of guests who stayed overnight stayed for 2 or more nights. With all-day activities for three days, there is an incentive for guests to stay overnight.

Hosting these events in the village areas draws thousands of guests a day to those areas for shopping, dining and other activities. Offering limited dining options pushes guests to other dining establishments in the villages.

Plan to do more extensive economic impact study in 2023.

Other economic drivers?

We were able to donate \$45,000 to VVMTA which goes directly back to the community and infrastructure.

PROPOSED SPONSORSHIP for Town of Vail:

Proposed Sponsorship Level	Presenting Sponsor
Funding Requested	75000
Do you have a sponsorship proposal to attach?	Yes
Attach Proposal	https://drive.google.com/uc?id=19eErsjEjmNu30IO-FZw9ZQUiimo42CTI&export=download&display=/128252605_137952099_Untitleddocument.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	r.Cup reusable cup program
Attach Media Plan	https://drive.google.com/uc?id=1Bl6h9Ac9ePfwx586j1XwdbxX-iSbahVA&export=download&display=/128252605_137952104_Untitleddocument.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising
Which Print Outlets? # Insertions; Retail Value?	5280, Westward, 303 Magazine, Vail Daily, Summit Daily

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Site Maps or Event Program
Collateral Materials: # of event posters distributed	100
Collateral Materials: # of event rack card/brochures distributed	0
Collateral Materials: # of event site maps/programs distributed	10

Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured	Name in news release Opportunity for Town to be interviewed
Name in news release	Yes

Web, Social Media, and Digital Benefits

Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured Recognition on Event Website Home Page
Recognition on Event Social Media Sites
Social Media Storytelling Post
Logo Inclusion in Event's e-blasts
Story/content Inclusion in Event's e-blasts

Event Website: # annual page visitors 75000

Event Website: Web address - Where will logo be featured? oktoberfestvail.com

Social Media: Facebook #; Twitter # = Total #? 3500

Social Media: How will TOV be recognized in social media? Dedicated post/story on Oktoberfest channels

Storytelling Post: Facebook #; Twitter # = Total # 5

Will TOV receive ID in e-newsletters and blasts? Yes

Logo Inclusions e-blast: # times sent; #? Addresses; #%? Open rate Rolling logo and story/content inclusion in all eblasts. Included in auto-email post-purchase/RSVP. Opt in on Eventbrite

Story/content Inclusion in Event's e-blasts: # times sent; #? Addresses; #%? Open rate Mobile App Banner ad with link 10

Onsite Benefits

Onsite Benefits - Select what would apply? DiscoverVail Banners placed on site
Audio Mentions
Complimentary Exhibit Space

Discovervail.com Banner: Location(s); # impressions 5

Audio Mentions: # impressions x times/event 10

Exhibit Space: Value: Standard booth cost 3000

Hospitality Benefits

Hospitality Benefits - Select what would apply? Food/Beverage Tickets

Food/Beverage Credentials : How many tickets will TOV receive? 30

Food/Beverage Credentials : Value 1500

ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

https://drive.google.com/drive/folders/1gTCHGGfLYZ7jmjrVuvGox6lDtrSxdsGE?usp=share_link

<https://www.vaildaily.com/news/oktoberfest-raises-45000-for-vail-valley-mountaintain-trails-alliance/>

<https://www.facebook.com/media/set/?set=a.544854144320852&type=3>

<https://www.youtube.com/watch?v=eww-V2AV1ec>

REQUIRED ATTACHMENTS

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application

<https://www.vaildaily.com/news/oktoberfest-raises-45000-for-vail-valley-mountaintain-trails-alliance/>

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

This event will attract families and people of all ages highlighting the town core as a World Class resort

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

Family friendly, food, drinks, music and kid activities

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

October is still normally beautiful in Vail yet lower occupancy as nothin is usually happening

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

We will hire Minimal Impact LLC to manage all waste recycling and sustainabilty aspects. vendors will be required to work directly with them.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

Resort Entertainment Group has been producing events in and out of Vail for 20 years

EVENT OVERVIEW

What is the name of your event/program?

FREEFALL BLUEGRASS FEST

Description of the Event:

FREEFALL Bluegrass Fest-
October
14, 15
21,22
28,29
Solaris stage
Kid zone- ice rink. Rock & Roll Playhouse stage 11AM-12PM
Bars I-bridge food trucks
Saturday doors 11am
Music
12-1:30
2-3:30
4-5:30
6-7:30

Sunday doors 11am
Bluegrass and Bloodies Brunch on i-bridge.
Kid zone- ice rink. Rock & Roll Playhouse stage 11AM-12PM
Bars I-bridge food trucks
Music
12-1:30
2-3:30
4-5:30

Mission/Purpose of the Event:

TO ATTRACT OUT OF TOWN GUESTS AS WELL AS LOCAL RESIDENTS FOR 3 WEEKENDS OF MUSIC, FOOD AND DRINK. THE EVENT ENDS EARLY EVE IN ORDER FOR PEOPLE TO FREQUENT THE LOCAL RESTAURANTS AND BARS

Amount of 2023 sponsorship funding requested

\$200,000

Proposed Start Date

Oct 14, 2023

Proposed End Date

Oct 29, 2023

If you have more than a single date range, please list all your event/program dates here in this format MM/DD

10/14, 10/15, 10/21, 10/22, 10/28, 10/29

Are your event/program dates set or can they be changed?

Event dates are flexible and can be changed

Location/Venues :

Solaris Plaza, I Bridge

Are you requesting in-kind use of TOV venues or services? Yes

Do you plan to use Vail Recreation District Facilities? No

Is this a New or Existing Event? New Event

APPLICANT INFORMATION

Company/Organization:	Resort Entertainment Group
Contact	Diane Moudy
Position	CEO
Address	PO Box 5898 Vail, CO 81658
Email	diane@resort-entertainment.com
Website	resort events.com
Phone	(970) 331-4670
Number Years in Business	20
Business Type	LLC or S-Corp
Does the event or program benefit a charity or organization?	Yes
Please name and describe the beneficiary	Then Liquor license will benefit a charity

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=1I__kdb_s2KSUJZEaWhjWL2UadflOHaol&export=download&display=/128252605_137952037_FREEFALLFest.xlsx

REQUEST FOR FACILITY RENTAL FEE RELIEF

Are you requesting facility rental relief? No

AUDIENCE INFORMATION

Anticipated Number of Participants 60

Prior Year Spectators/Attendees 0

Anticipated Attendance for Upcoming Event 10000

Anticipated Percentage Destination Visitors 5000

Percentage Eagle County Residents 50%

Demographic Profile: upper middle class

Prior Year Net Promoter Score 0

ECONOMIC IMPACT

Number of overnight stays expected? 500

Anticipated incremental impact on lodging tax and sales tax? NA

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses With the event ending early it will allow attendees to have dinner drinks etc in local restaurants as well as retail shopping

Other economic drivers? people love bluegrass

PROPOSED SPONSORSHIP for Town of Vail:

Proposed Sponsorship Level	Title
Funding Requested	200000
Do you have a sponsorship proposal to attach?	No
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	yes
Attach Media Plan	https://drive.google.com/uc?id=1zI1TPJ-4fZkhMBMhJ7aSFwUI05474Gz7&export=download&display=/128252605_137952104_MediaPlan.docx

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Audio ID in Radio Ads Visual ID in Television Ads
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Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures Site Maps or Event Program
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Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured	Town spokesperson at preview event/opening Name in news release Opportunity for Town to be interviewed
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Town spokesperson opportunity	Yes
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Name in news release	Yes
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Opportunity for Town to be interviewed	Yes
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Web, Social Media, and Digital Benefits

Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured	Recognition on Event Website Home Page ID & Link on Event Website Sponsor Page Recognition on Event Social Media Sites Social Media Storytelling Post Logo Inclusion in Event's e-blasts Story/content Inclusion in Event's e-blasts Mobile App Banner ad with link Data Capture of Audience Email and Zip Code
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Storytelling Post: Will you provide opportunities for Discover Vail?	Yes
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Will TOV receive ID in e-newsletters and blasts?	Yes
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Mobile App: Will DiscoverVail logo (with link) be included?	Yes
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Onsite Benefits

Onsite Benefits - Select what would apply?	Inclusion on Event Entrance Banner Inclusion of Asset Banner DiscoverVail Banners placed on site Audio Mentions Complimentary Exhibit Space
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Hospitality Benefits

Hospitality Benefits - Select what would apply?	Event VIP Credentials Event General Admission Tickets Food/Beverage Tickets Other Hospitality Benefits Not Applicable
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ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

The Rock and Roll Playhouse its a national brand and markets all shows to 20,000+ social media followers 25,000+ newsletter subscribers monthly reach 100,000+ 500,000+ live show attendees

Numbers thaT

DAYGLO PRESENTS

2M+ social media followers

newsletter subscribers 2.5M+

annual fans

3M+

400M+ million monthly impressions

REQUIRED ATTACHMENTS

OPTIONAL ATTACHMENTS

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

Spring Family Fun Fest. Highlighting families celebrating the beginning of summer with family friendly events done in a world class resort with world class entertainment.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

positive family experiences with happy attendees with the highest level of entertainment and employees.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

The school year has just ended for most school districts, the families are looking for fu times to spend with each other

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

we will hire Minimal Impact LLC to handle all of our sustainability needs. We will also require food, non alcoholic vendors to work directly with Minimal Inpact LLC to ensure all products meet their requirements.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

Resort Entertainment Group has been producing and executing events in the Vail Valley for 20 plus years

EVENT OVERVIEW

What is the name of your event/program?

Spring Family Fest

Description of the Event:

The event will take place at Lower Bench June 3 & 4. 11AM-Dusk (8PM)
We will have a "Rock and Roll Playhouse TM" with a 3 ft high stage 20' x 20" tented, (needs to be low to the ground for the best kid & parent experience,) instruments are brought in for the kids to play with as well.
Day 1 will be Bluegrass featuring members of Green Sky Bluegrass band, The Infamous String Dusters, Leftover Salmon, String Cheese etc.
The reason for the "Rock and Roll Playhouse TM" is for parents to enjoy the music that they like with their children with out alcohol and drugs being present.
Day 2 will be either the music of the Grateful Dead or The Beatles, again all with "named" musicians playing.
videos of all are available upon request.
we will also have many bounce houses, with some designated as 5 and under for the littles. Face painters, a bubble station, balloon artists, caricaturists, snow cone machine, kid friendly food vendors.
This would be a daily wrist band event,

Mission/Purpose of the Event:

To highlight the Vail Valley as being a year round family friendly fun hip place to be with your young ones.

We realize that Dr Steadman's memorial will be at the GRFA and will have quiet times and activities happening at those times with arts and crafts

A child friendly DJ will be playing when the band on stage for kids is not.

Amount of 2023 sponsorship funding requested

75,000

Proposed Start Date

Jun 04, 2023

Proposed End Date

Jun 05, 2023

Are your event/program dates set or can they be changed?

Event dates are flexible and can be changed

Location/Venues :

Lower Bench Park

Are you requesting in-kind use of TOV venues or services?

Yes

Do you plan to use Vail Recreation District Facilities?

No

Is this a New or Existing Event?

New Event

APPLICANT INFORMATION

Company/Organization: Resort Entertainment Group

Contact Diane Moudy

Position CEO

Address PO Box 5898
Vail, CO 81658

Email diane@resort-entertainment.com

Website <https://www.resortkidscolorado.com>

Phone (970) 331-4670

Number Years in Business 20

Business Type LLC or S-Corp

Does the event or program benefit a charity or organization? No

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=1h_TA2SRdq1FuWEw8JYjjU2PjXUyYPwPW&export=download&display=/128252605_137952037_Copyof2023RFPAtDEventBudgetTemplate2.xlsx

REQUEST FOR FACILITY RENTAL FEE RELIEF

Are you requesting facility rental relief? No

AUDIENCE INFORMATION

Anticipated Number of Participants 2000 per day

Prior Year Spectators/Attendees 0

Anticipated Attendance for Upcoming Event 2000 per day

Anticipated Percentage Destination Visitors 2000

Percentage Eagle County Residents 50%

Demographic Profile: babies- grandparents

Prior Year Net Promoter Score 1000

ECONOMIC IMPACT

Number of overnight stays expected? 1100

Anticipated incremental impact on lodging tax and sales tax? No idea

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses restaurants, retail shopping, lodging, bike rentals, toy stores

Other economic drivers? taxi house rentals

PROPOSED SPONSORSHIP for Town of Vail:

Proposed Sponsorship Level	Presenting
Funding Requested	75000
Do you have a sponsorship proposal to attach?	No
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Yes
Attach Media Plan	https://drive.google.com/uc?id=1tjXxRtS0wOlcWPx2xRedQXykWvpWo5z0&export=download&display=/128252605_137952104_marketingmaterials.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Audio ID in Radio Ads Visual ID in Television Ads
Which Print Outlets? # Insertions; Retail Value?	Vail Daily, Westwood, Denver Post
Which radio outlets? # Spots; Retail Value?	all local stations
Which TV outlets? # Spots; Retail Value?	Vail Daily Live, 9 news
Provide Other Details - Quantity & Retail Value?	posters and flyers to all hotels

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures Site Maps or Event Program
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Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured	Town spokesperson at preview event/opening Name in news release Opportunity for Town to be interviewed
Town spokesperson opportunity	Yes
Name in news release	Yes

Opportunity for Town to be interviewed Yes

Web, Social Media, and Digital Benefits

Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured	Recognition on Event Website Home Page ID & Link on Event Website Sponsor Page Recognition on Event Social Media Sites Social Media Storytelling Post Logo Inclusion in Event's e-blasts Story/content Inclusion in Event's e-blasts Mobile App Banner ad with link Data Capture of Audience Email and Zip Code
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Storytelling Post: Will you provide opportunities for Discover Vail?	Yes
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Will TOV receive ID in e-newsletters and blasts?	Yes
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Onsite Benefits

Onsite Benefits - Select what would apply?	Inclusion on Event Entrance Banner Inclusion of Asset Banner DiscoverVail Banners placed on site Audio Mentions Complimentary Exhibit Space
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Hospitality Benefits

Hospitality Benefits - Select what would apply?	Event VIP Credentials Event General Admission Tickets Food/Beverage Tickets Other Hospitality Benefits Not Applicable
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ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

The Rock and Roll Playhouse is a national brand see attachment of the extent of the marketing to be reached, disregard the date of 2022. We have 5 committed shows as per our contract to use whenever we want. we would like to do one for the Fall soft season as well.

REQUIRED ATTACHMENTS

OPTIONAL ATTACHMENTS

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

The Vail Film Festival strives to promote Vail's reputation and image as a world class resort destination, with a strong appreciation of the arts and culture. The festival celebrates film and community, bringing locals and visitors together to enjoy a shared experience, to be entertained together, and to enjoy everything Vail has to offer while attending the festival, from world-class hotels, restaurants and businesses, to an unparalleled mountain resort lifestyle.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

The Vail Film Festival has become one of the leading film festivals in the United States, bringing acclaimed films, and award-winning filmmakers and actors, to an audience of cultured local guests and visitors, and reinforcing Vail's image as one of the leading international resorts in the world, with a deep appreciation of culture and the arts. The festival offers residents and Vail guests the opportunity to see films that they can't see in local theaters, and to meet and hear firsthand from some of the film industry's top directors, producers, screenwriters, and actors.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

The 2023 Vail Film Festival will take place from November 30th to December 3rd, during one of the lowest demand periods in Vail. The Vail Daily Occupancy Report shows the first few days of December are some of the lowest occupancy dates of the year, and by far the lowest in December.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

We encourage festival guests to use local shuttles and buses, and to walk between venues. We let guests know that they should bring their own water bottles and use re-usable bags where possible. We have as much information available online in order to reduce our carbon footprint. We have a no idling policy for staff and we provide water stations in staff areas. Our promotional materials are all made of recycled materials.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

The Vail Film Festival event producers have staged the festival since it was first launched in 2004, and have extensive experience with event and film festival production. This will be the 20th annual Vail Film Festival.

EVENT OVERVIEW

What is the name of your event/program?

Vail Film Festival

Description of the Event:

The Vail Film Festival includes film screenings, filmmaker question and answer sessions, film industry panel discussions, educational master classes, networking and social events, and an awards ceremony honoring the winning films, as well as tributes to established and rising stars in the film industry. The event has been held annually in Vail since 2004, and draws visitors from throughout Colorado, across the country, and from major film industry centers such as Los Angeles and New York.

Mission/Purpose of the Event:

The Colorado Film Institute's mission is to foster independent film through film screenings, educational panels, workshops, and networking events. The Colorado Film Institute stages the annual Vail Film Festival in Vail, Colorado as the primary outlet for the Institute's initiatives.

Amount of 2023 sponsorship funding requested

75,000

Proposed Start Date

Nov 30, 2023

Proposed End Date

Dec 03, 2023

Are your event/program dates set or can they be changed?

Event Dates cannot be changed

Location/Venues :

The 2023 Vail Film Festival will use many of the same venues we have used in the past, including the Cascade theater, the Mountain Haus hotel, the Colorado Snowsports Museum, La Tour restaurant, 10th Mountain Whiskey, and Larkspur restaurant.

Are you requesting in-kind use of TOV venues or services?

No

Do you plan to use Vail Recreation District Facilities?

No

Is this a New or Existing Event for the Vail Valley

Existing Event

If existing, number of years event has taken place

19

How much was your event or program funded in 2022?

We were allocated \$25,000 by the Town of Vail, but we decided to stage the event online so we didn't take any funding.

APPLICANT INFORMATION

Company/Organization: Colorado Film Institute

Contact Sean Cross

Position Executive Director

Address 555 Charolais Circle
Edwards, CO 81632

Email sean@vailfilmfestival.org

Website www.vailfilmfestival.com

Phone (646) 236-2155

Number Years in Business 19

Business Type Nonprofit Charitable 501(c)(3)

Does the event or program benefit a charity or organization? Yes

Please name and describe the beneficiary A percentage of the festival net profit is donated to St. Jude's Children's Research Hospital

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1oIL35t-MxXV4ceqEdCPwVy11ggCdIIGJ&export=download&display=/VailFilmFestival_128252714_VailFilmFestival_2022_PL_Statement.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1eUlaLhIcfjB5scZRbNb9iPczF8ejaRRL&export=download&display=/VailFilmFestival_130117239_2023_RFP_Budget_VailFilmFestival.xlsx

AUDIENCE INFORMATION

Anticipated Number of Participants 200

Prior Year Spectators/Attendees 6000

Anticipated Attendance for Upcoming Event 8000

Anticipated Percentage Destination Visitors 78

Percentage Eagle County Residents 22

Demographic Profile: Vail Film Festival attendees come from New York, California, Chicago, Texas, and across the country.

Other Pertinent Audience Data: The Vail Film Festival was held online in 2020, 2021, and 2022 due to the pandemic. We have reached out to other film festivals who have returned to in person events and they have all said that attendance is significantly up, even compared to 2019. We expect strong attendance as people are excited to attend events, and this is our 20th year.

Prior Year Net Promoter Score 61

ECONOMIC IMPACT

Number of overnight stays expected? 3500

If you have conducted previous research, what do you estimate will be the gross economic impact? 2300000

Anticipated incremental impact on lodging tax and sales tax? 95000

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses

We encourage our attendees to dine in local Vail restaurants and to shop in local stores. We also provide restaurant and local business information to our attending filmmakers and guests to further enable them to spend in the community. We also partner with local restaurants for our events, and host festival programming in local businesses and events. We also spend a significant part of our budget with local businesses.

Other economic drivers?

We encourage attendees and filmmakers to stay overnight in Vail in order to experience more of the festival, and we partner with local hotels to offer special rates so that our guests are encouraged to stay longer in order to dine and shop in Vail.

Proposed Sponsorship for Town of Vail:

Proposed Sponsorship Level	Premiere Sponsor
Funding/Fee Requested	75000
Attach your sponsorship proposal, detailing the specific rights, benefits and assets to be received commensurate with the requested funding level	https://drive.google.com/uc?id=1tCSFjSdWz8zBZuVnbf0O0wj6uizbQVNP&export=download&display=/VailFilmFestival_128252737_PremiereSponsorBenefitsVFF_2023.pdf
Do you have a sponsorship proposal to attach?	Yes
Attach Proposal	https://drive.google.com/uc?id=1OwNWzSIGxPpCfD4g4qIOBOLTLDcvUg-W&export=download&display=/VailFilmFestival_130129408_2023_Sponsorship_VailFilmFestival.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Theater Naming Rights
Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Audio ID in Radio Ads Other: Vail Film Festival social media posts
Attach Media Plan	https://drive.google.com/uc?id=1PhAHnBLuqsYsmFGLcJEgc3DBbBGXUoIJ&export=download&display=/VailFilmFestival_130192865_VFF_2023_MediaPlan.xlsx
Public Relations / Earned Media - Select where DiscoverVail logo be featured	Town spokesperson at preview event/opening Name in news release Opportunity for Town to be interviewed
Opportunity for Town to be interviewed	Yes
Name in news release	Yes
Opportunity for Town to be interviewed	Yes
Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured	Recognition on Event Website Home Page ID & Link on Event Website Sponsor Page Recognition on Event Social Media Sites Social Media Storytelling Post Logo Inclusion in Event's e-blasts Story/content Inclusion in Event's e-blasts Mobile App Banner ad with link Data Capture of Audience Email and Zip Code
Event Website: # annual page visitors	240000

Event Website: Web address - Where will logo be featured?	www.VailFilmFestival.com Logo will be on Website homepage and sponsor page
Event Website ID & Link: # annual page visitors	Vail Film Festival www.VailFilmFestival.com. 240000 annual page visitors
Social Media: How will TOV be recognized in social media?	TOV will be recognized as a Premier Sponsor of the Vail Film Festival
Social Media: Facebook #; Twitter # = Total #?	Facebook: approx 20,000. Twitter: approx 14,000 Instagram: approx 2500 Total: approx 36,500
Storytelling Post: Will you provide opportunities for Discover Vail?	Yes
Will TOV receive ID in e-newsletters and blasts?	Yes
Logo Inclusions e-blast: # times sent; #? Addresses; #%? Open rate	E-blast logo inclusion: 2 times a month August and September, 3 times in October, 4 times in November. 16,000. 86% open rate
Story/content Inclusion in Event's e-blasts: # times sent; #? Addresses; #%? Open rate Mobile App Banner ad with link	8
Mobile App: Will DiscoverVail logo (with link) be included?	Yes
Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures Site Maps or Event Program
Collateral Materials: # of event posters distributed	1500
Collateral Materials: # of event rack card/brochures distributed	5000
Collateral Materials: # of event site maps/programs distributed	6000
On-Site Benefits - Select what would apply?	Inclusion on Event Entrance Banner Inclusion of Asset Banner DiscoverVail Banners placed on site Audio Mentions Complimentary Exhibit Space
Event Entrance: Location; # impressions	Vail village, Lionshead village, Cascade village (Grand Hyatt): 8000 guests 32,000 impressions
Asset Banner: Location; # impressions	80000

Discovervail.com Banner: Location(s); # impressions 80000

Audio Mentions: # impressions x times/event 40

Exhibit Space: Value: Standard booth cost 25000

Hospitality Benefits - Select what would apply? Event VIP Credentials

VIP Credentials : How many tickets will TOV receive? 36

VIP Credentials : Value 10800

ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

The 2023 Vail Film Festival will mark the return of an in-person film festival. The 2020, 2021, 2022 festivals were online. The 2022 recap (attached) was an online event.

This year, 2023, is the 20th anniversary of the Vail Film Festival. We are inviting back all of the major celebrities and top filmmakers who have attended the film festival in the past 20 years to celebrate this milestone year in Vail. We are anticipating a very special 20th event. The mission of the festival is to promote and foster female filmmakers, an under-represented demographic in the film industry, and we are proud that the festival is making a significant impact in regard to helping women filmmakers break ground. Past Vail Film Festival filmmakers, like Kat Coiro, Ashley Avis, and Valerie Weiss, are directing major studio films and television projects, including films for Marvel and Disney. We are looking forward to the next 20 years of helping female filmmakers build careers and inspire people the world over with their work.

REQUIRED ATTACHMENTS

2022 Event Recap

https://drive.google.com/uc?id=1x6OOm2QISrYq7IO5W4D837biS-u4Oh_O&export=download&display=/VailFilmFestival_128252752_2022VailFilmFestivalEventRecap.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application

www.vailfilmfestival.com

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

The Kids Adventure Games perfectly aligns with Vail's brand, mission, and objectives. The event promotes an active, healthy lifestyle for children and families, which is a core value of Vail. It also supports the town's goal of attracting families to the area by offering unique, outdoor experiences that showcase the natural beauty of the region. Additionally, the event provides economic benefits for the town by bringing in visitors who will stay overnight and participate in ancillary activities in Vail.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

The Kids Adventure Games aligns perfectly with the VLMD and Town of Vail's community values as it promotes an active and healthy lifestyle for kids and families. The event is designed to encourage children to get outdoors, stay active, and develop their physical abilities in a fun and supportive environment. This is consistent with the community's values of promoting health and wellness, and providing opportunities for families to bond and engage in outdoor activities. Additionally, the Kids Adventure Games fosters a sense of community and camaraderie among participants, which is in line with the Town of Vail's mission to create a welcoming and inclusive environment for all visitors.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

The Kids Adventure Games takes place towards the end of the school summer vacation, when families are looking for a last hurrah before the new school year begins. The event cannot be held at any other time due to the water levels in Gore Creek, which make tubing one of the biggest attractions for participants and spectators. Holding the event in August ensures that it is both safe and enjoyable for all involved.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

The Kids Adventure Games is committed to best environmental and sustainability practices outlined by the Town of Vail and VLMD. We have implemented refillable water stations, garbage separation, and minimized individual packaging in swag bags items. Recycling efforts are also in place. We encourage carpooling to the event and promote environmental education to participants and spectators alike. We are dedicated to reducing our environmental impact and creating a sustainable event for years to come.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

The production team, have over 20 years of experience in event production and execution, including the successful management of the Kids Adventure Games for the past five years in other locations. They have a dedicated team that is experienced in managing large-scale events and ensuring that every detail is carefully planned and executed. Additionally, the Vail Rec District is partnering with Billy and Helene's to provide additional expertise and resources, ensuring a seamless and successful event. With their combined experience and proven track record, the Kids Adventure Games is in capable hands for a successful event production and execution.

EVENT OVERVIEW

What is the name of your event/program?

Kids Adventure Games

Description of the Event:

The Kids Adventure Games is a multi-discipline obstacle adventure race designed for kids aged 6-14, where teams of two compete together on a course that includes mountain biking, hiking, zip-lines, a Tarzan swing, giant Slip-n-Slide, tubing, cargo nets, climbing walls, and more. The event takes place in the beautiful mountains of Vail, Colorado, and provides an opportunity for kids to have fun and experience adventure while developing their physical fitness, teamwork, problem-solving, and confidence.

Mission/Purpose of the Event:

Set In An Environment Of Healthy Competition And Challenging Obstacles We teach lifelong values of teamwork, sportsmanship, problem-solving, overcoming adversity, and joy and appreciation for the environment. As outdoor professionals with a passion for a lifestyle which takes us nature bound, it is our continued mission to promote a more active and confident generation of kids.

Amount of 2023 sponsorship funding requested

45000

Proposed Start Date

Aug 10, 2023

Proposed End Date

Aug 13, 2023

Are your event/program dates set or can they be changed?

Event Dates cannot be changed

Location/Venues :

The Kids Adventure Games in Vail spans various locations and venues throughout the town, with the start and finish line located at Vail Mountain Plaza. Participants will also traverse Gore Creek from Betty Ford Gardens to The International Bridge, and have access to Vail Mountain through Golden Peak, Mill Creek Road, Windish Way, and Gitalong Road. Other activity areas include the Covered Bridge, Checkpoint Charlie, Gorsuch Main Store Area, and the Betty Ford Alpine Gardens. Course maps and locations are communicated to participants ahead of the event for ease of navigation.

Are you requesting in-kind use of TOV venues or services?

Yes

Do you plan to use Vail Recreation District Facilities?

No

Is this a New or Existing Event?

Existing Event

If existing, number of years event has taken place 13

How much was your event or program funded in 2021? 30,000

APPLICANT INFORMATION

Company/Organization: Grand Traverse Adventures, Inc DBA Klds Adventure Games, LLC

Contact Helene Mattison

Position President

Address 5047-A Ute Lane
Vail, CO 81657

Email Helene@kidsadventuregames.com

Website www.kidsadventuregames.com

Phone (970) 401-3804

Number Years in Business 20

Business Type LLC or S-Corp

Does the event or program benefit a charity or organization? No

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1_yWi440-LPVILWTQO8iZuda2tun_M9iU&export=download&display=/128252605_137952036_2022EventPL.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1Z4ets1EufSWThslb1hIRSQ9X8WYwpiM-&export=download&display=/128252605_137952037_2023EventBudgetEstimated.xlsx

REQUEST FOR FACILITY RENTAL FEE RELIEF

Are you requesting facility rental relief? No

AUDIENCE INFORMATION

Anticipated Number of Participants	1200
File	https://drive.google.com/uc?id=1cJON4Pulct-nw2klcBv5LEtzZgkILOWs&export=download&display=/128252605_137952071_2023Attendanceprojections.pdf
Prior Year Spectators/Attendees	4300
Anticipated Attendance for Upcoming Event	4500
File	https://drive.google.com/uc?id=1Dd4NJctdJL0_9TUXJSZi-xQynKk2kOk_&export=download&display=/128252605_137952075_DashboardEconomicImpactSurvey.pdf
Anticipated Percentage Destination Visitors	63
Percentage Eagle County Residents	37
File	https://drive.google.com/uc?id=1yrWVoxjm02vpE8fpwJ5ip50n9kvEdKMJ&export=download&display=/128252605_137952078_Rooms.pdf
Demographic Profile:	AUDIENCE LIFESTYLE & GREAT TARGET DEMOGRAPHICS 88% Sports Enthusiasts (Hiking, Biking, Skiing) 58% Outdoor Enthusiasts (Camping,Hunting, Fishing) 54% Traveler Health & Fitness 55% Home Enthusiasts (Gardening, PetOwner) 34% Arts &Culture (Dance,Music, Theatre) 32% Wine & Foodie 33% AGE 25 - 34 2% 35 - 44 2% 45 - 54 43% 55+ 53% Annual Household Income \$200K or more 40% \$100-\$200K 3% \$55-\$100K 21% Under \$55k 37%
Other Pertinent Audience Data:	A TARGETED AND DESIRABLE AUDIENCE A gender balanced audience, the parents of Kids Adventure Games™ participants are affluent, well educated and sponsor loyal.:96% MARRIED WITH KIDS LIVING AT HOME 87% BACHELOR'S DEGREE OR HIGHER A TARGETED AND DESIRABLE AUDIENCE A gender balanced audience, the parents of Kids Adventure Games™ participants are affluent, well educated and sponsor loyal.
Prior Year Net Promoter Score	96
File	https://drive.google.com/uc?id=1cYi6DsRm4C6Dq77aEAbsbZW2D8o5rzSx&export=download&display=/128252605_137952083_NPS.pdf

ECONOMIC IMPACT

Economic Impact Research backup https://drive.google.com/uc?id=15TQGiGX2O3iQ--oI2T3pGJEJW4mCMPF0&export=download&display=/128252605_137952086_DashboardEconomicImpactSurvey.pdf

Number of overnight stays expected? 667

If you have conducted previous research, what do you estimate will be the gross economic impact? 1125000

File https://drive.google.com/uc?id=1rxP0-V5IDrbe1q2ASdydWWJfA16btmyu&export=download&display=/128252605_137952089_TangibleROI.pdf

Anticipated incremental impact on lodging tax and sales tax? 43214

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses

The Kids Adventure Games are expected to bring in 756 families (of average 4 people per family) to Vail for several days at a time, which presents a significant opportunity for local ancillary businesses to benefit from the event. Here are a few ways in which the event activities and schedule will support economic impact on ancillary businesses:

Increased tourism: The event is expected to attract families which will lead to an increase in tourism during the event. This presents a great opportunity for local hotels, restaurants, and shops to benefit from increased business during the event. Families will need places to stay, eat, and shop while they are in town, and the event can help promote local businesses to these visitors.

Extended stay: The Kids Adventure Games are several days long, which means that families will be staying in town for an extended period of time. This will give them more time to explore the area and spend money at local businesses. The event can also help promote local attractions and activities to event attendees, which could lead to increased business for these businesses.

Local partnerships: The event organizers can partner with local businesses to offer event attendees special promotions or discounts, which can encourage additional spending in the area. Visitors will be advised on what other adventures can be had in Vail during their stay, such as White water Rafting, renting bikes, going to Adventure Ridge, shop eat etc.

Other economic drivers?

Positive image: Hosting a successful event like the Kids Adventure Games can help create a positive image of Vail and its surrounding businesses. Families who attend the event may have a great experience and spread the word to others, which could encourage even more tourism to the area in the future.

PROPOSED SPONSORSHIP for Town of Vail:

Proposed Sponsorship Level	Gold
Funding Requested	45000
Attach your sponsorship proposal, detailing the specific rights, benefits and assets to be received commensurate with the requested funding level	https://drive.google.com/uc?id=1jx2zh-FNUx4ZChNmsQwS5VJNQbh-2NqP&export=download&display=/128252605_137952096_LettertoSEC.pdf
Do you have a sponsorship proposal to attach?	Yes
Attach Proposal	https://drive.google.com/uc?id=15T7GuuBMwtDgQJyZTgESiP_qXQnWu5tg&export=download&display=/128252605_137952099_KAG2023_SponsorDeck_BIG_REducedSiize.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	If Town of Vail were to reach the Gold level of sponsorship, the event would be renamed to the "Vail Kids Adventure Games" to reflect the partnership and sponsorship. This would help increase brand recognition and visibility for the town, as well as further solidify their involvement in the event. At the Gold Level we will assign the Discover Vail Adventure Village, where will activate a fun zone for families. At the Silver level we name n obstacle of choice like: The Discover Vail Slip And Slide.
Attach Media Plan	https://drive.google.com/uc?id=1iTPUq5ArIEEDjBS7r72OmYZ0-hJiWqDR&export=download&display=/128252605_137952104_KAG2023_MarketingPlan_F.pdf
Traditional Advertising Benefits	
Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Audio ID in Radio Ads Visual ID in Television Ads Other: In the marketing plan
Collateral Materials	
Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures
Collateral Materials: # of event posters distributed	100
Collateral Materials: # of event rack card/brochures distributed	100

Collateral Materials: # of event site maps/programs distributed 1500

Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured Town spokesperson at preview event/opening
Name in news release
Opportunity for Town to be interviewed
Other: Letter from the Mayor in the Spectator Guide

Town spokesperson opportunity Yes

Name in news release Yes

Opportunity for Town to be interviewed Yes

Web, Social Media, and Digital Benefits

Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured Recognition on Event Website Home Page
ID & Link on Event Website Sponsor Page
Recognition on Event Social Media Sites
Social Media Storytelling Post
Logo Inclusion in Event's e-blasts
Story/content Inclusion in Event's e-blasts
Data Capture of Audience Email and Zip Code

Event Website: # annual page visitors 61000

Event Website: Web address - Where will logo be featured? www.kidsadventuregames.com first spot in sponsor line up

Event Website ID & Link: # annual page visitors ?

Social Media: Facebook #; Twitter # = Total #? Facebook 7000; Instagram 2000 TikTok150 Total 9150

Social Media: How will TOV be recognized in social media?

The marketing plan for Town of Vail as the main sponsor of Kids Adventure Games on social media will involve several strategies to increase brand recognition and promote the event. Firstly, the event's social media pages, posts, and banners will include Town of Vail's logo and name as part of co-branding efforts. This will help increase brand awareness among the event's followers and attendees. Secondly, sponsored posts will be created to highlight Town of Vail's involvement as the main sponsor of the event. The posts will showcase the town's support for the event and emphasize the benefits of the partnership. Thirdly, user-generated content will be encouraged by promoting a specific hashtag that includes Town of Vail's name. This will create buzz around the event and promote the town's brand simultaneously. Lastly, collaborative campaigns will be created between Kids Adventure Games and Town of Vail to promote the event and the town's brand. These campaigns can include contests or giveaways that encourage people to engage with both brands on social media.

Storytelling Post: Will you provide opportunities for Discover Vail? Yes

Storytelling Post: Facebook #; Twitter # = Total # 30

Will TOV receive ID in e-newsletters and blasts? Yes

Logo Inclusions e-blast: # times sent; #? Addresses; #%? Open rate Weekly 500 Open rate 55%, we follow up with people who did not read initially to try again.

Story/content Inclusion in Event's e-blasts: # times sent; #? Addresses; #%? Open rate Mobile App Banner ad with link 30

Onsite Benefits

Onsite Benefits - Select what would apply? Inclusion of Asset Banner
DiscoverVail Banners placed on site
Audio Mentions
Complimentary Exhibit Space

Hospitality Benefits

Hospitality Benefits - Select what would apply? Not Applicable

ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

On behalf of our team at "the VAIL Kids Adventure Games" we would like to express our sincerest gratitude for your support in making our event possible year after year. We are proud to represent the "Life is But a Dream" message and showcase the natural beauty and storybook backdrops of Vail.

As kids run around Vail Village and Golden Peak during our event, we can't help but feel grateful for the way the village turns into a huge playground. This wouldn't have been possible without your unwavering support, and we are truly grateful for it.

We have been working together for 13 years now, and we appreciate your continued support and commitment to our cause. The success of our event is a testament to the strong partnership we have built over the years, and we look forward to continuing this tradition for many more years to come. We're proud to partner with such a talented and dedicated group of individuals who are committed to bringing the best events to the valley. Vail has always been known for their incredible events, and we're honored to be a part of that legacy.

Thank you once again for helping us make our event possible and for being an integral part of our success. We look forward to working with you in the future and continuing to showcase the natural beauty of Vail to the world.

REQUIRED ATTACHMENTS

2022 Event Recap

https://drive.google.com/uc?id=1w0l1x0qPKq8Zy1BblRe5ltYoAqpgky2A&export=download&display=/128252605_137952153_CRC2022EventRecapKidsAdventureGamesFINAL.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application

<https://www.flickr.com/photos/kidsadventuregames>

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

The Market presents Colorado Artisans, Handmade baked goods, artisanal food products, as well as entertainment venues with musical entertainment, kids activities, glwein and more. Health-conscious, active, holiday afficiandos, home entertainers and cooks. The attendees of the Vail Kris Kringle Market come equally from the Denver/Front Range and attendees who are out of state: primarily Texas, Florida, California, New York and Southern America.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

It's hard not to get at least a little caught up in the festive vibe around Vail during the holidays. The setting is classic: snow drifts lay on the rooftops of Vail's Village and Lionshead while the warm glow of lamp posts light the cobbled streets. Pine garlands, red bows and strings of lights festoon the ice skating rinks and Alpine chalets and to top it off, we've created a Vail Kris Kringle Market to help you and your family celebrate the season.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

Dec 7-10th , 2023

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

All items will be 100% compostable

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

Ren Events has been around for over 25 years.

EVENT OVERVIEW

What is the name of your event/program?	Vail Kris Kringle Market
Description of the Event:	<p>It's hard not to get at least a little caught up in the festive vibe around Vail during the holidays.</p> <p>The setting is classic: snow drifts lay on the rooftops of Vail's Village and Lionshead while the warm glow of lamp posts light the cobbled streets. Pine garlands, red bows and strings of lights festoon the ice skating rinks and Alpine chalets and to top it off, we've created a Vail Kris Kringle Market to help you and your family celebrate the season.</p> <p>We will be working with the Denver Christkindl Market to rent wooden huts and will have them festooned throughout the event there will be 6 of them.</p>
Mission/Purpose of the Event:	<p>The Market presents Colorado Artisans, Handmade baked goods, artisanal food products, as well as entertainment, kids activities, gluhwein and more. The market comes during an off weekend.</p> <p>Health-conscious, active, holiday afficiandos, home entertainers and cooks. The attendees of the Vail Kris Kringle Market come equally from the Denver/Front Range and attendees who are out of state: primarily Texas, Florida, California, New York and Southern America.</p> <p>The market is to bring guests into town during an off season timeline. We promote the epic Vail and all it has to offer during a weekend during the pre holidays in Vail.</p>
Amount of 2023 sponsorship funding requested	42000
Proposed Start Date	Dec 07, 2023
Proposed End Date	Dec 09, 2023
If you have more than a single date range, please list all your event/program dates here in this format MM/DD	The times are 11 am to 4 pm each day
Are your event/program dates set or can they be changed?	Event dates are flexible and can be changed
Location/Venues :	Willow Bridge Road and Gore Creek Drive And East Meadow Drive
Are you requesting in-kind use of TOV venues or services?	Yes
Do you plan to use Vail Recreation District Facilities?	No
Is this a New or Existing Event for the Vail Valley	Existing Event

If existing, number of years event has taken place 6

How much was your event or program funded in 2022? 20,000

APPLICANT INFORMATION

Company/Organization: Ren Event Productions

Contact Angela Mueller

Position Executive Director

Address 3011 Basingdale
Vail , CO 81657

Email info@reneventproductions.com

Website www.reneventproductions.com

Phone (970) 401-3320

Number Years in Business 22

Business Type Other: Work with VFM and Taste of Vail - Ren is a for profit

Does the event or program benefit a charity or organization? No

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=16Jla386pxD9MxZRwMHXt0hYssIK_BiWI&export=download&display=/VailKrisKringleMarket_128252714_BudgetKrisKringle20222.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1JJTAtXEZfcr1VjVWfFFk0EZawuPGRWo9&export=download&display=/VailKrisKringleMarket_130117239_2023RFPAttDKrisKringleEventBudgetTemplate.xlsx

REQUEST FOR FACILITY RENTAL FEE RELIEF

Are you requesting facility rental relief? No

AUDIENCE INFORMATION

Anticipated Number of Participants 65

Prior Year Spectators/Attendees 5000

Anticipated Attendance for Upcoming Event 6500 per day

Anticipated Percentage Destination Visitors 45

Percentage Eagle County Residents 30

Demographic Profile: 25- 55 , 500,000 hhi, College Grad

Other Pertinent Audience Data: int: 10%

Prior Year Net Promoter Score 90

ECONOMIC IMPACT

Number of overnight stays expected? 6000

Anticipated incremental impact on lodging tax and sales tax? increase

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses Our PR/Event has gained more notoriety and we are increasing this every year with vigor. We have press and PR going out beginning in October and gaining traction until December. This weekend is still during an off time and we will continue this to create business for all businesses in town.

Other economic drivers? This even is an added value and a reason to come to Vail during the pre holiday season. We are working to create an event that increases lodging, restaurant, shopping during a time that is slower before the holiday season begins.

Proposed Sponsorship for Town of Vail:

Proposed Sponsorship Level	Presenting
Funding/Fee Requested	35000
Attach your sponsorship proposal, detailing the specific rights, benefits and assets to be received commensurate with the requested funding level	https://drive.google.com/uc?id=1yMtCB0EJL0rItZgTzMN58-ukicdjiwIk&export=download&display=/VailKrisKringLeMarket_128252737_KrisKringlesponsorshipdeck23.pdf
Do you have a sponsorship proposal to attach?	Yes
Attach Proposal	https://drive.google.com/uc?id=1wAksZq5ysY5ZDCyjAzGR2m0-qaRFs2k-&export=download&display=/VailKrisKringLeMarket_130129408_KrisKringlesponsorshipdeck232.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Yes
Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Visual ID in Television Ads
Attach Media Plan	https://drive.google.com/uc?id=1uUxzwORjo_Nlaze94E1us3so68GS1QV1&export=download&display=/VailKrisKringLeMarket_130192865_KrisKringLeMarketplan23.pdf
Which Print Outlets? # Insertions; Retail Value?	Radio, TV (Comcast) National Press
Which TV outlets? # Spots; Retail Value?	Comcast: TBD Working on specifics
Public Relations / Earned Media - Select where DiscoverVail logo be featured	Name in news release Opportunity for Town to be interviewed
Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured	Recognition on Event Website Home Page Recognition on Event Social Media Sites Social Media Storytelling Post Logo Inclusion in Event's e-blasts Story/content Inclusion in Event's e-blasts Mobile App Banner ad with link
Event Website: # annual page visitors	3500
Event Website: Web address - Where will logo be featured?	https://reneventproductions.com
Social Media: How will TOV be recognized in social media?	@discovervail in all posts we place for Vail Kris KringLe

Social Media: Facebook #; Twitter # = #townofvail #discovervail
Total #?

Mobile App: Will DiscoverVail logo (with link) be included? Yes

Collateral Materials - Select Materials DiscoverVail logo be Featured Event Poster
Rack Card/ Brochures

On-Site Benefits - Select what would apply? Inclusion on Event Entrance Banner
Inclusion of Asset Banner
DiscoverVail Banners placed on site
Audio Mentions
Complimentary Exhibit Space

Event Entrance: Location; # impressions 6500 per day

Asset Banner: Location; # impressions 6000

Exhibit Space: Value: Standard booth cost 2000

Hospitality Benefits - Select what would apply? Food/Beverage Tickets

Food/Beverage Credentials : How many tickets will TOV receive? 320

ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

This event is being created to grow and bring a value to an off season week.

REQUIRED ATTACHMENTS

2022 Event Recap

https://drive.google.com/uc?id=1I7WrNe6XeDW3H26E6esIKu56iRKxSMZt&export=download&display=/VailKrisKringleMarket_128252752_VailKrisKringleWrapup20223.pdf

OPTIONAL ATTACHMENTS

File

https://drive.google.com/uc?id=1vLdGt8yEF437SNqPFxticNPLvXhPpanQ&export=download&display=/VailKrisKringleMarket_128252756_DSC01376.jpeg

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=11I-wFmMe-MiC4g0WIXpEJ61Y9eD0zCB4&export=download&display=/VailKrisKringleMarket_128252758_DSC01384.jpeg

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=1e4RMPJTXcYA118aWmzqwbYaAz_NOXi3_&export=download&display=/VailKrisKringleMarket_128252757_KrisKringlepr2022.pdf

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

The LFA event will drive revenue growth in Vail by attracting quality guests, that will stay in vail, spending disposable income.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

LFA is an Intenational Martial Arts event that is respected by the sports industry as the top developement league in the world. Vail is an International destination town known for hosting World Class sporting events.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

The event will be October 20th which falls under the pre season time zone.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

Will follow town guidelines and work with dobson arena staff as we have with all previous events

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

23 years producing live events. 18 years producing sporting events for broadcast.

EVENT OVERVIEW

What is the name of your event/program?	LFA MMA
Description of the Event:	Live Professional Mixed Martial Arts event broadcast around the world via UFC Fight Pass
Mission/Purpose of the Event:	Bring a professionally produced Live Professional Mixed Martial Arts event to the Vail valley.
Amount of 2023 sponsorship funding requested	25,000.00
Proposed Start Date	Oct 20, 2023
Proposed End Date	Oct 20, 2023
Are your event/program dates set or can they be changed?	Event dates are flexible and can be changed
Location/Venues :	Dobson Arena
Are you requesting in-kind use of TOV venues or services?	No
Do you plan to use Vail Recreation District Facilities?	Yes
Please attach letter or email confirmation from Vail Recreation District if using VRD facilities	https://drive.google.com/uc?id=1jX63_MfaDX-JVYI2Y2gZ5sAcnAQkyejU&export=download&display=/128252605_137952018_LFAVAIL2023DOBSONLETTER155.pdf
Is this a New or Existing Event?	Existing Event
If existing, number of years event has taken place	6
How much was your event or program funded in 2021?	17,500.00

APPLICANT INFORMATION

Company/Organization: Legacy Fighting Alliance LLC

Contact Sven Bean

Position President

Address 17339 East Lake Drive
Aurora, CO 80016

Email sbean@lfa.com

Website lfa.com

Phone (303) 246-5237

Number Years in Business 6

Business Type LLC or S-Corp

Does the event or program benefit a charity or organization? Yes

Please name and describe the beneficiary Wounded Warrior Project, Breast Cancer Awareness

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=1kbY5YkpVon7Oivow3Gwuk77sg1f9-Z6R&export=download&display=/128252605_137952037_LFA2023VAILBUDGETESTIMATE.xlsx

AUDIENCE INFORMATION

Anticipated Number of Participants 1800

Prior Year Spectators/Attendees 1500

Anticipated Attendance for Upcoming Event 1800

Anticipated Percentage Destination Visitors 65

Percentage Eagle County Residents 35

Demographic Profile: 63% males, 37% female. Age 18-34: 56%, Age 35-49: 22%, Age 50 +: 7%

Other Pertinent Audience Data: MMA fans have disposable income

Prior Year Net Promoter Score 71

ECONOMIC IMPACT

Number of overnight stays expected? 300

If you have conducted previous research, what do you estimate will be the gross economic impact? 100000

Anticipated incremental impact on lodging tax and sales tax? 60000

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses 300 room nights at average \$200.00

Other economic drivers? Food and beverage sales at area restaurants and bars

PROPOSED SPONSORSHIP for Town of Vail:

Proposed Sponsorship Level	Presenting Sponsor
Funding Requested	10000
Attach your sponsorship proposal, detailing the specific rights, benefits and assets to be received commensurate with the requested funding level	https://drive.google.com/uc?id=1MEN9yDyE735U9Eic1Ro_mi6reVORMAAL&export=download&display=/128252605_137952096_LFADECK2023Vailsm.pdf
Do you have a sponsorship proposal to attach?	Yes
Attach Proposal	https://drive.google.com/uc?id=1fFy-0cAb8QDbmZnZFMUTnxN0VhSe6s50&export=download&display=/128252605_137952099_LFAMMADISCOVERVAILEVENTOVERVIEW.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	yes
Attach Media Plan	https://drive.google.com/uc?id=1TM8OznZrW_vhy0adhSjquFvEkd3CTLqo&export=download&display=/128252605_137952104_LFAMARKETINGPLAN.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Audio ID in Radio Ads Visual ID in Television Ads Other: Youtube Channel with 500K subscribers, In program advertising on prior UFC Fight Pass events
Which Print Outlets? # Insertions; Retail Value?	Vail Daily
Which radio outlets? # Spots; Retail Value?	KSKE
Which TV outlets? # Spots; Retail Value?	Cable TV Buy
Provide Other Details - Quantity & Retail Value?	Aggressive street team marketing

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures Site Maps or Event Program
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Collateral Materials: # of event posters distributed 250

Collateral Materials: # of event rack card/brochures distributed 25000

Collateral Materials: # of event site maps/programs distributed 1500

Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured Town spokesperson at preview event/opening
Name in news release
Opportunity for Town to be interviewed

Town spokesperson opportunity Yes

Name in news release Yes

Opportunity for Town to be interviewed Yes

Web, Social Media, and Digital Benefits

Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured Recognition on Event Website Home Page
ID & Link on Event Website Sponsor Page
Recognition on Event Social Media Sites
Social Media Storytelling Post
Logo Inclusion in Event's e-blasts
Story/content Inclusion in Event's e-blasts
Mobile App Banner ad with link
Data Capture of Audience Email and Zip Code

Event Website: # annual page visitors 186000

Event Website: Web address - Where will logo be featured? www.LFA.com on sponsorship page

Event Website ID & Link: # annual page visitors www.LFA.com

Social Media: Facebook #; Twitter # = Total #? Facebook.com/LFAfighting - 320K Instagram@LFAfighting - 90.5K
Twitter@LFAfighting - 11.3K LFA Brazil Instagram - 33.6K

Social Media: How will TOV be recognized in social media? specific posts, video clips and "inside LFA" episodes, tagged in all post for event

Storytelling Post: Will you provide opportunities for Discover Vail? Yes

Storytelling Post: Facebook #; Twitter # = Total # 100

Will TOV receive ID in e-newsletters and blasts? Yes

Logo Inclusions e-blast: # times sent; 40,000 subscribers 20% open rate
#? Addresses; #%? Open rate

Story/content Inclusion in Event's e-blasts: # times sent; #? Addresses; #%? Open rate Mobile App Banner ad with link 0

Mobile App: Will DiscoverVail logo (with link) be included? No

Mobile App: # app downloads 0

Data Capture: Quantity of email records expected to be provided to the Town 0

Onsite Benefits

Onsite Benefits - Select what would apply? Inclusion on Event Entrance Banner
Inclusion of Asset Banner
DiscoverVail Banners placed on site
Audio Mentions
Complimentary Exhibit Space

Event Entrance: Location; # impressions 1800

Asset Banner: Location; # impressions 1800

Discovervail.com Banner: Location(s); # impressions 1800

Audio Mentions: # impressions x times/event 7200

Exhibit Space: Value: Standard booth cost 500

Hospitality Benefits

Hospitality Benefits - Select what would apply? Event VIP Credentials
Event General Admission Tickets
Other Hospitality Benefits

VIP Credentials : How many tickets will TOV receive? 16

VIP Credentials : Value 2400

General Admission Credentials : How many tickets will TOV receive? 25

General Admission Credentials : Value 1250

Other Hospitality Benefits: Description of benefits 2 ea VIP Tables with Catered Dinner for 16 people

ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

Please visit the video version of the sponsor proposal here:

<https://www.youtube.com/watch?v=hjmZwfBwh7Y&t=6s>

Please also see the Earned Media report from our 2022 event attached below.

REQUIRED ATTACHMENTS

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application

<https://www.youtube.com/watch?v=hjmZwfBwh7Y&t=6s>

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

Walking Mountains Science Center and the Town of Vail share missions of environmental stewardship and sustainability, protecting the Life is But a Dream natural beauty and storybook backdrops of Vail. Climb It For Climate supports the vision of positioning Vail as the Premier International Mountain Resort Community. We will share the story of Vail being the first Mountain IDEAL Sustainable Tourism Destination. Vail partnered with Walking Mountains Science Center and Sustainable Travel International to become the first sustainable mountain resort destination in the world and the first certified sustainable destination in the United States certified by a GSTC-Accredited certifying body, Green Destinations. Increasingly, a robust sustainability plan is a prerequisite for premier tourism destinations and Climb It For Climate will reinforce Vail's reputation as a leader in climate action.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

Climb It For Climate will gather the Eagle River Valley Community, residents and visitors, for a celebration of sustainability, from education and action stations and sponsor booths at basecamp to interactive challenges on the hike to Eagle's Nest atop Vail Mountain. Walking Mountains, Vail and the entire Eagle River Valley Community, prioritize climate action as an urgent priority so that current and future generations of residents and guests can enjoy a flourishing year-round economy, recreational experiences, and a healthy resilient ecosystem that enhances the well-being of all. Climb It For Climate will inspire and educate our residents and guests to address this urgent need.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

The 2nd Annual Climb It For Climate will be held Saturday, September 23, 2023, a targeted low demand time per the Vail Local Marketing District Advisory Council.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

The 2022 inaugural Climb It For Climate was a Zero Waste event that achieved a 90.24% diversion rate. The 2023 Climb It For Climate will also be a Zero Waste event. Walking Mountains Science Center provides education and outreach about recycling and composting while supporting Climb It For Climate and other special events with their environmental sustainability initiatives.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

This is the 2nd Annual Climb It For Climate after a successful inaugural year. The recreational and educational experiences of this event will again be delivered by seasoned producers and educators immersed in the hospitality culture of the Town of Vail.

EVENT OVERVIEW

What is the name of your event/program?	Climb It For Climate
Description of the Event:	The 2nd Annual Climb It For Climate event will gather the community for a celebration of sustainability-from education, action stations and sponsor booths at basecamp to interactive challenges on the hike to Eagle's Nest atop Vail Mountain to live music, food, and views at the mountaintop party!
Mission/Purpose of the Event:	<p>All proceeds of Climb It For Climate will benefit Walking Mountains Science Center, the hub of environmental education and climate action in Eagle County. We're excited to gather the community for this event inspiring us to live, work, and play in a more sustainable way.</p> <p>At Walking Mountains, we are committed to helping Eagle County reach its climate action goals of reducing greenhouse gas emissions by 50% by 2030 and 80% by 2050!</p>
Amount of 2023 sponsorship funding requested	\$25,000
Proposed Start Date	Sep 23, 2023
Proposed End Date	Sep 23, 2023
Are your event/program dates set or can they be changed?	Event Dates cannot be changed
Location/Venues :	<p>We are working to confirm the following event plan with Vail Resorts for Saturday, September 23, 2023:</p> <p>9am - Noon - "The Basecamp" registration area adjacent to the Lionshead Gondola 10am - 1:30 pm - "The Climb" hiking up Berry Picker trail and Post Road (Lionshead Gondola also available) Noon - 4 pm - "The Party" at Eagle's Nest (3rd floor and rooftop) and Nature Discovery Center</p>
Are you requesting in-kind use of TOV venues or services?	No
Do you plan to use Vail Recreation District Facilities?	No
Is this a New or Existing Event?	Existing Event
If existing, number of years event has taken place	1, this is the 2nd year.

How much was your event or program funded in 2021?

None of the event was funded in 2021. The event took place in September 2022.

APPLICANT INFORMATION

Company/Organization: Walking Mountains Science Center

Contact Sherri Hahn

Position Director of Special Events and Corporate Partnerships

Address 318 Walking Mountains Lane
PO Box 9469
Avon, CO 81620

Email sherrih@walkingmountains.org

Website <https://www.walkingmountains.org/>

Phone (913) 526-5437

Number Years in Business 25

Business Type Nonprofit Charitable 501(c)(3)

Does the event or program benefit a charity or organization? Yes

Please name and describe the beneficiary Walking Mountains Science Center

Walking Mountains Science Center provides immersive, natural science, and environmental educational programming for people of all ages along with sustainability related programs, including climate action related initiatives, in pursuit of our mission to awaken a sense of wonder and inspire environmental stewardship and sustainability through natural science education.

Vision

We envision an Eagle Valley where everyone understands the science of nature and is inspired to take action as an environmental steward.

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1cMtG9UU4ghY2ZXTpH1qVBFnbyEidtGZk&export=download&display=/128252605_137952036_TownofVailCSERFPBudgetClimbltforClimate2022.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1ioo8IUaj8mtld128jjquooxuw0-HDhv4&export=download&display=/128252605_137952037_TownofVailCSERFPBudgetClimbltforClimate2023.xlsx

AUDIENCE INFORMATION

Anticipated Number of Participants 400-500 (these people are also the attendees noted below)

Prior Year Spectators/Attendees 400

Anticipated Attendance for Upcoming Event 400-500 (these are also the Participants noted above)

Anticipated Percentage Destination Visitors 10

Percentage Eagle County Residents 90

Demographic Profile: Male and Female, Single Adults, Families with Children and active and healthy 35-55 years old. As this event is a fundraiser, the sponsorship revenue model will attract individual and corporate sponsors who are generally affluent. Climate change affects everyone so we hope to attract an audience that is a good representation of the stakeholders that can impact progress towards climate action goals including diverse individuals (socioeconomically and culturally diverse), business owners and employees across industries, government officials and employees, and Climate Action Collaborative representatives.

Other Pertinent Audience Data: Those committed to environmental stewardship and sustainability and those wanting to become more educated on these topics in a fun, outdoor environment. Climb It For Climate has attracted a dynamic and influential host committee representing a variety of social networks through neighborhoods, recreation, occupations, and board service. While the sustainability world gathers for several conferences each year, a gap exists in the "edutainment" space - to our knowledge, there is not a local event that unites a national or international audience around climate action. Climb It For Climate can become that "not-to-be-missed" event every year for the increasing population of people who care about sustainability and want to meet like-minded community members and visitors.

Prior Year Net Promoter Score 69

ECONOMIC IMPACT

Number of overnight stays expected? 30

If you have conducted previous research, what do you estimate will be the gross economic impact? 20000

Anticipated incremental impact on lodging tax and sales tax? Sales tax on dining and lodging per below.

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses The event ends between 3:30 - 4:30 so we anticipate a high number of participants will dine in Vail and approximately 30 hotel rooms will be filled by participants.

Other economic drivers? N/A

PROPOSED SPONSORSHIP for Town of Vail:

Proposed Sponsorship Level	Presenting Summit Sponsor
Funding Requested	25000
Attach your sponsorship proposal, detailing the specific rights, benefits and assets to be received commensurate with the requested funding level	https://drive.google.com/uc?id=1JeGG4eTxPZuxaFQg2niTUACYgfGJXaKS&export=download&display=/128252605_137952096_FromPaul32723WMT016CIFCCorporateSponsorshipColor.pdf
Do you have a sponsorship proposal to attach?	Yes
Attach Proposal	https://drive.google.com/uc?id=16LuYvw9m1jzdPdAGbYQaBZ5I4qDgUMdy&export=download&display=/128252605_137952099_FromPaul32723WMT016CIFCCorporateSponsorshipColor.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Yes, station to present information on Discover Vail. Activations in mobile app.
Attach Media Plan	https://drive.google.com/uc?id=1iu6OPNNjzUuZR-uEvemHqHLDk8VCC9BV&export=download&display=/128252605_137952104_FinalfromPaul2023CSEMediaPlanTemplate.xlsx

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Other: Event Website and all collateral materials, mobile app, event bandana
Which Print Outlets? # Insertions; Retail Value?	Vail Daily

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Site Maps or Event Program
Collateral Materials: # of event posters distributed	100
Collateral Materials: # of event rack card/brochures distributed	0
Collateral Materials: # of event site maps/programs distributed	0

Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured	Town spokesperson at preview event/opening Name in news release Opportunity for Town to be interviewed
Town spokesperson opportunity	Yes
Name in news release	Yes
Opportunity for Town to be interviewed	Yes

Web, Social Media, and Digital Benefits

Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured	Recognition on Event Website Home Page ID & Link on Event Website Sponsor Page Recognition on Event Social Media Sites Social Media Storytelling Post Logo Inclusion in Event's e-blasts Story/content Inclusion in Event's e-blasts Mobile App Banner ad with link Data Capture of Audience Email and Zip Code
Event Website: # annual page visitors	2500
Event Website: Web address - Where will logo be featured?	https://hub.walkingmountains.org/climb-it-for-climate-home
Event Website ID & Link: # annual page visitors	https://hub.walkingmountains.org/climb-it-for-climate-home
Social Media: Facebook #; Twitter # = Total #?	4,000
Social Media: How will TOV be recognized in social media?	Posts and storytelling. We can also share the TOV sustainability quiz, etc
Storytelling Post: Will you provide opportunities for Discover Vail?	Yes
Storytelling Post: Facebook #; Twitter # = Total #	4000
Will TOV receive ID in e-newsletters and blasts?	Yes
Logo Inclusions e-blast: # times sent; #? Addresses; #%? Open rate	Multiple blasts. Average open rate 27%+. July - September.
Mobile App: Will DiscoverVail logo (with link) be included?	Yes
Mobile App: # app downloads	250

Data Capture: Quantity of email records expected to be provided to the Town 400

Onsite Benefits

Onsite Benefits - Select what would apply?	Inclusion on Event Entrance Banner Inclusion of Asset Banner DiscoverVail Banners placed on site Audio Mentions Complimentary Exhibit Space
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Hospitality Benefits

Hospitality Benefits - Select what would apply?	Event VIP Credentials Event General Admission Tickets Food/Beverage Tickets
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General Admission Credentials : How many tickets will TOV receive?	20
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General Admission Credentials : Value	2000
--	------

Food/Beverage Credentials : How many tickets will TOV receive?	20
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ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

We'd like to work on improving sustainability benchmarks this year beyond Zero Waste.

REQUIRED ATTACHMENTS

2022 Event Recap

https://drive.google.com/uc?id=1AlkcDer6032YjybWb1N77mwTEle33xrK&export=download&display=/128252605_137952153_CRC_2022_Event_Recap__CIFC_Walking_Mountains.pptx.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application

Video from event
<https://drive.google.com/file/d/1prklFgynn1yTe4OwXaxO2-VpRFP2tJNd/view?usp=sharing>

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

To curate an unrivaled food and wine festival by gathering the most talented chefs, winemakers, brewers, distillers and culinary industry leaders & immerse attendees in the Vail Lifestyle through unique experiences that can only be possible with Vail's epic landscape. We feel our mission coincides with what the Town of Vail's brand and mission objectives are. We bring guests in during an off peak time and the guests we bring in have a household income of over 600,000 on average.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

To curate an unrivaled food and wine festival by gathering the most talented chefs, winemakers, brewers, distillers and culinary industry leaders & immerse attendees in the Vail Lifestyle through unique experiences that can only be possible with Vail's epic landscape. Our mission is to showcase Vail for what it is and embrace our lifestyle. Our wineries that come are ready to experience Vail and all it has to offer. Explore the community.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

We work with multiple venues, one being Vail Resorts and we sign a multiple year contract to ensure we are in lower demand times for them. We then confirm with other venues and town.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

We have been 100% compostable/recyclable for the last 10 years. We purchase all the compostable items and reusable glasses for the event.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

Ren Event Productions has been around for 25 years and Taste of Vail has been in the valley for 31. We have a track record that our events work and evolve with the times.

EVENT OVERVIEW

What is the name of your event/program?

Taste of Vail

Description of the Event:

Ranging from culinary seminars to cook-offs to mountain-top parties, the Taste of Vail's Spring Festival is an immersive four-day food, wine, beer and spirits festival in picturesque Vail, Colorado.

From April 5-8th 2023, 8,000 food, wine, beer and spirit lovers, over 50 wineries and 26 of Vail's top restaurants will gather in the iconic Vail Valley to celebrate food, wine, beer, spirits, skiing and the Vail Lifestyle.

We invite you to join us while we taste gourmet bites, sip drinks in our ski boots and enjoy panoramic views of the Rockies.

Mission/Purpose of the Event:

To curate an unrivaled food and wine festival by gathering the most talented chefs, winemakers, brewers, distillers and culinary industry leaders & immerse attendees in the Vail Lifestyle through unique experiences that can only be possible with Vail's epic landscape.

We have evolved this year and are including an international event, guest chefs from this event and are having a collaboration occur with the two.

Amount of 2023 sponsorship funding requested

25,000

Proposed Start Date

Apr 05, 2023

Proposed End Date

Apr 08, 2023

If you have more than a single date range, please list all your event/program dates here in this format MM/DD

04/5, 04/06, 04/07. 04/08

Are your event/program dates set or can they be changed?

Event Dates cannot be changed

Location/Venues :

Robots in the Kitchen, Advancing Technologies in the Foodservice Industry
Hosted by Elevation Foodservice Reps Trade Focused
Taste of Vail Village: April 5-8: 11 am- 4 pm Willow Bridge Road

Wednesday April 5, 2023 | 11:30 am - 12:30 pm | Grandview in Lionshead
Come listen to a round table discussion on the future of kitchens with
Richard O'Brien - Elevation Foodservice Reps owner, Pierson Shields -
Executive Chef at St. Regis Deer Valley, Park City, Utah, Tom Kunkel -
Vice President of Lab2Fab,...

Debut of Rose

\$85.00

Included in Festival Pass

Wednesday April 5, 2023 | 3:00 pm - 6:00 pm | The Lodge at Vail

Debut of Rose Wednesday, April 5 from 3-6 pm. Come experience just
released 2022 Roses for the first time at the 2023 Debut event! The event
will have over 80 Rose varietals to try. Rose wine is the liquid component...

Leonora Wine Dinner with Penta Tequila and Reynolds Family Winery

\$195.00

Wednesday April 5, 2023 | 7:00 pm - 9:00 pm | Leonora in the Sebastian,
Vail

Join Executive Chef Kevin Erving for an unforgettable dinner paired with
Penta Tequila and Reynolds Family Wines. Second generation winemaker
Cameron Reynolds and Joe Pat, Penta National Sales Manager will walk
you through as you taste their tequila and wines...

All Things Tequila In One Bottle: Penta Tequila

\$80.00

Thursday April 6, 2023 | 1:30 pm - 2:30 pm | Grandview Room in
Lionshead, Vail

Learn the history of tequila and the 5 states of origin, and the different
expressions that Mexico has to offer. We will also discuss current trends in
Tequila and how it has exploded in popularity around the world. You will...

Niman Ranch Iberian Duroc Pork Challenge & Apres Tasting

\$85.00

Included in Festival Pass

Thursday April 6, 2023 | 3:00 pm - 6:00 pm | Streets of Vail

Niman Ranch Iberian Duroc Pork Challenge & Apres Tasting : Thursday,
April 6, 2023: 3pm- 6 pm Location: Streets of Vail: Willow Bridge Road,
Gore Creek Drive, Meadow Drive: 3 pm- 6 pm Taste over 22 Chefs and
Guests Chefs...

Explore Paso Robles Wines: Try Treasured and Unique

\$80.00

Thursday April 6, 2023 | 5:30 pm - 6:30 pm | The Sonnenalp

Join and discuss Paso Robles wines: Halter Ranch, SixMileBridge,

MAHA/Villa Creek, Clos Solene. Wineries will discuss their unique topography and how it translates into outstanding wines. The Sonnenalp chefs will also provide small bites to pair with the wine offerings....

Wine Spectator Whisky Advocate The Battle of the Bartenders Cocktail MixOff

\$50.00

Thursday April 6, 2023 | 5:30 pm - 7:00 pm | Vendettas Downstairs Bar
Come Shake and Stir Things Up with the The Battle of the Bartenders Whisky Cocktail MixOff Come attend the return of the Battle of the Vail Valley Bartenders Mix-Off at Vendetta's Downstairs Bar, in Vail Village. Partnering with Wine Spectator...

Dinner # 1 at Vails Western Whitehouse of President Gerald Ford

\$266.00

Thursday April 6, 2023 | 6:30 pm - 8:30 pm | Basshaus, 312 Mill Creek Circle, Vail, CO 81657

Join SixMileBridge and Jay Spickelmier and Adam Smith of Vail Chef for an unforgettable wine dinner at the historical Basshaus on Mill Creek Circle in Vail. Vail Chef is a Culinary team catering elevated dining experiences in the Eagle Vail...

1000 Miles of Pinot: Walt Wines

\$80.00

Friday April 7, 2023 | 10:00 am - 10:45 am | The Sebastian

Join WALT Wines General Manager Jeff Zappelli and explore their portfolio of pinot noir crafted from 1,000 Miles of prominent vineyards across the Pacific Coast. This seminar will look at the pinot noir varietal from 5 distinct vineyards, including the...

Niman Ranch Mountaintop Tasting

\$195.00

Included in Festival Pass

Friday April 7, 2023 | 12:00 pm - 2:30 pm | Eagles Nest

Mountaintop Tastings Friday, April 7, 2023 12:00-2:30 pm Eagles Nest Vail Colorado Join Taste of Vail for the creme de la creme of outdoor tastings. Held at 10,350 feet above sea level, this event offers spectacular mountain vistas accompanied by...

Three Ways to Rose

\$80.00

Friday April 7, 2023 | 3:00 pm - 4:00 pm | Sebastian

Kristin is the owner and winemaker of CSB Wine Company based in Willamette Valley, Oregon which makes Shovel Blanc Rose. Learn about the different techniques and why Kristin she chose the blended approach. There three main ways to make rose:...

Ketel One Vodka Root and Flower DJ Apres Party

Friday April 7, 2023 | 3:00 pm - 5:30 pm | Root and Flower

Ketel One Vodka/Root and Flower DJ Apres Party-No ticket needed, just come join us! Friday April 7, 2023 | 3pm-5:30pm | Root and Flower, Vail An Apres Party not to be missed, come have a Ketel One Espresso Martini, or...

Sturia Caviar & Wine

\$120.00

Friday April 7, 2023 | 4:00 pm - 5:00 pm | Grand View Room, Lionshead, Colorado

Join us in enjoying the classic pairing of wine and caviar. Discover the world of caviar, or, if you already a connoisseur, expand your gastronomical horizons. Try Four types of Sturia Caviar, which is created in the traditional method, and...

Sonnenalp Wine Dinner With Jesse Katz

\$260.00

Friday April 7, 2023 | 6:30 pm - 8:30 pm | Ludwigs, Sonnenalp

Please join us on April 7th at 6:30 pm in the Ludwigs Restaurant located at the Sonnenalp hotel for a dining/wine experience with Jesse Katz, Winemaker at Aperture Cellars. There will be food action stations prepared by Sonnenalp's Executive Chef...

Ramey Wine Cellars & Grouse Mountain Grill

\$210.00

Friday April 7, 2023 | 6:30 pm - 8:30 pm | Grouse Mountain Grill, Beaver Creek

Join us Friday April 7th with Ramey Wine Maker Cameron Frey, Executive Chef Frank Blea and Sommelier Andrew Weakly for an intimate 5 course omakase wine dinner experience at Grouse Mountain Grill in Beaver Creek \$210 per person Reserve your...

Dinner #2 Vails Western Whitehouse of President Gerald Ford with SixMileBridge, MAHA, Villa Creek Winery and Vail Chef

Friday April 7, 2023 | 6:30 pm - 8:30 pm | Basshaus, 312 Mill Creek Circle, Vail, CO 81657

Join SixMileBridge, MAHA/Villa Creek Winery and Chef Jay Spickelmier and Chef Adam Smith of Vail Chef for an unforgettable wine dinner at the historical Basshaus on Mill Creek Circle in Vail. SixMileBridge produces small batch, premium Cabernet and Bordeaux-style blends...

Root & Flower Flight Night with Lingua Franca and Josh Wludyka

Friday April 7, 2023 | 7:00 pm - 9:00 pm | Root and Flower, Vail

Root & Flower is offering a flight from Lingua Franca wines to pair with your food. Josh Wludyka from the winery will be there to walk you through your wines. This will be available anytime from 7pm-9pm. Come have a...

MORE

Favorite

La Croix Yoga, Sonnenalp Hotel

\$10.00

Saturday April 8, 2023 | 10:00 am - 11:00 am | Sonnenalp Hotel
Join us at Sonnenalp Hotel for LaCroix Yoga. The class will incorporate simple flowing sequences to warm up the body, as well as slower paced movements focusing on alignment, strength, balance, and flexibility. This class is appropriate for anyone of...

MORE

Buy Ticket Favorite

Riedel Tasting to change your wine life forever

\$80.00

Saturday April 8, 2023 | 10:30 am - 11:30 am | Grandview, Lionshead
Saturday, April 8 at 10:30 am- 11:30 am. Location Grandview Room, Lionshead. Join Riedel, Groth Vineyards & Winery and Silverado Vineyard along with Taste of Vail for an educational and entertaining program that will change your wine life forever! In...

Niman Ranch Iberian Duroc Hog Butchering 201 Trade Focused

Saturday April 8, 2023 | 10:30 am - 11:30 am | The Hythe

Niman Ranch Iberian Duroc Hog sustainability at its best: Join Niman Ranch, as they show us how to utilize the entire hog more in depth as a continuation of 101. Master Butcher will take us through the process while tasting...

A Taste of Colorado Wine

\$80.00

Saturday April 8, 2023 | 11:30 am - 12:30 pm | Sebastian

Did you know that Colorado has over 160 wineries and that Wine Enthusiast Magazine named Colorado a top wine destination in 2018? This seminar will allow you to learn about our state's AVAs and taste the outstanding wines selected for...

CHOW meeting Trade Focused

Saturday April 8, 2023 | 12:00 pm - 1:00 pm | Vail Library

Anyone who has dined in a restaurant has experienced hospitality. From servers and bartenders to dishwashers and chefs, each person working in a restaurant gives their all to make guests feel welcome, cared for and nourished. Our mission is to...

West Coast Pinot Noir: A Tale of Terroir

Saturday April 8, 2023 | 12:30 pm - 1:30 pm | Grandview Room in Lionshead, Vail

A tale of Terroir: April 8, 12:30-1:30 pm: Grandview: \$80 Take a deep dive into the dirt of the Russian River and Willamette Valleys in this interactive terroir tasting! Join Moshin Vineyards and Belle Pente Vineyard. The game is simple:...

Bordeaux Blends: How & Why

Saturday April 8, 2023 | 2:00 pm - 3:00 pm | The Sebastian

Finding Bordeaux in California What is Bordeaux and why are the wines some of the most coveted wines in the world? Is it the blending of several

grape varieties that produce the wines complexity? What does Right Bank and Left...

Saturday April 8, 2023 | 5:00 pm - 8:00 pm | The Hythe, Vail
Saturday, April 8, 2023 5-8 pm The Hythe, Vail Colorado Experience Vail's premier wine and food tasting. Taste of Vail's annual decadent and unparalleled wine and culinary spectacle. This event features all of the Taste of Vail's wineries and restaurants....

Are you requesting in-kind use of TOV venues or services? Yes

Do you plan to use Vail Recreation District Facilities? No

Is this a New or Existing Event for the Vail Valley Existing Event

If existing, number of years event has taken place 31

How much was your event or program funded in 2022? 48000

APPLICANT INFORMATION

Company/Organization:	Taste of Vail
Contact	Angela Mueller
Position	Executive Director
Address	PO box 5663 Vail , CO 81657
Email	info@tasteofvail.com
Website	www.tasteofvail.com
Phone	(970) 401-3320
Number Years in Business	32
Business Type	Nonprofit 501(c)(6)
Does the event or program benefit a charity or organization?	No

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=1nHdxGPCreKwQ3zWNI8FKioOmE3D5GbTv&export=download&display=/TasteofVail_130117239_2023RFPTOVAttDEventBudgetTemplate2.xlsx

REQUEST FOR FACILITY RENTAL FEE RELIEF

Are you requesting facility rental relief? No

AUDIENCE INFORMATION

Anticipated Number of Participants 200

Prior Year Spectators/Attendees 160

Anticipated Attendance for Upcoming Event 8000

Anticipated Percentage Destination Visitors 59

Percentage Eagle County Residents 40

Demographic Profile: 50 average age, 32% male, 67% female, 52% earn hhi 600,000 88% have BA

Other Pertinent Audience Data: 4 % International Visitors

Prior Year Net Promoter Score 84

ECONOMIC IMPACT

Number of overnight stays expected? 4

If you have conducted previous research, what do you estimate will be the gross economic impact? 1300000

Anticipated incremental impact on lodging tax and sales tax? 450,000

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses

Our events all give guests time to explore Vail. Go Ski, Go shop, go eat. Our events are tastings and many go eat after the events. We are collaborating with Mexico/Puerto Vallarta and we see growth with this to bring the Mexican community more knowledge about Vail and what we have to offer. Their Festival takes place November 9-19th. They will promote us, as we promote them and have their chefs here. We have three chefs coming, the tourism board, and the Festival Director. We see them excited to be a part of what Vail has to offer.

Other economic drivers?

Bring in over 120 winemakers and owners, bring in Guest Chefs, allow time for shopping and exploration. Majority stay in lodging when they are here.

Proposed Sponsorship for Town of Vail:

Proposed Sponsorship Level	Increase to Title Sponsor
Funding/Fee Requested	25000
Attach your sponsorship proposal, detailing the specific rights, benefits and assets to be received commensurate with the requested funding level	https://drive.google.com/uc?id=1BNSdjZAJIGQizt5v83WP8U5OfYaPnDdV&export=download&display=/TasteofVail_128252737_TasteofvailTownSponsorshipDeck2023vs2.pdf
Do you have a sponsorship proposal to attach?	Yes
Attach Proposal	https://drive.google.com/uc?id=1Y_tOzvfdn5hl2sA59XhPadqUDHwfyrtX&export=download&display=/TasteofVail_130129408_TasteofvailTownSponsorshipDeck2023vs2.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	No
Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising
Attach Media Plan	https://drive.google.com/uc?id=1OgYDZPBVfd8y3XJ4YqZBL0DdYTsn2TZz&export=download&display=/TasteofVail_130192865_2023TasteofVailMarketingPlan.docx2.pdf
Which Print Outlets? # Insertions; Retail Value?	Vail Daily, 5280, United Hemispheres
Provide Other Details - Quantity & Retail Value?	\$24,000
Public Relations / Earned Media - Select where DiscoverVail logo be featured	Opportunity for Town to be interviewed
Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured	Recognition on Event Website Home Page Recognition on Event Social Media Sites Social Media Storytelling Post Logo Inclusion in Event's e-blasts Story/content Inclusion in Event's e-blasts
Event Website: Web address - Where will logo be featured?	www.tasteofvail.com
Social Media: How will TOV be recognized in social media?	@discovervail website on sponsor page and a slide with Discover Vail on it.
Social Media: Facebook #; Twitter # = Total #?	#discovervail, #tasteofvail #springinvail #skivail #culinaryvail #stayinvail #foodandwinevail #vail

Will TOV receive ID in e-newsletters and blasts? Yes

Logo Inclusions e-blast: # times sent; #? Addresses; #%? Open rate 4 a month (1 a week) 20,000 addresses open rate: 40% on average

Collateral Materials - Select Materials DiscoverVail logo be Featured Rack Card/ Brochures
Site Maps or Event Program

On-Site Benefits - Select what would apply? Inclusion of Asset Banner
DiscoverVail Banners placed on site

Hospitality Benefits - Select what would apply? Event VIP Credentials
Event General Admission Tickets
Food/Beverage Tickets

VIP Credentials : How many tickets will TOV receive? 32

VIP Credentials : Value 15200

General Admission Credentials : How many tickets will TOV receive? 200

General Admission Credentials : Value 1400

ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

We have worked extremely hard this year to evolve this event. The costs of doing this and ensuring we are showcasing Vail and Taste of Vail have increased and our marketing and presence has expanded. We are asking for additional funds to continue this growth and evolution of the event. The marketing, the pr and the activations are all increasing in costs. We thank you for your consideration.

REQUIRED ATTACHMENTS

2022 Event Recap

https://drive.google.com/uc?id=1IMRKjSBiQPyTen95kkSOyniBU0kZcCvV&export=download&display=/TasteofVail_128252752_TownWrapup2022.pdf

OPTIONAL ATTACHMENTS

File

https://drive.google.com/uc?id=1WmBj6pjVOUmIkOcFIGBbXyJFNwSSStt9I&export=download&display=/TasteofVail_128252756_TOV11x17Flyer23.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=1SR9KpUSALOkvsw6LW7VJO6s_Dp20jIH S&export=download&display=/TasteofVail_128252757_pressreleasechef23tov.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=18mSDATkmmTnsQnxyRqp8NWR_L1KRUVr8&export=download&display=/TasteofVail_128252759_tasteofvail23.pdf

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

We are proposing to host the Handmade in Colorado Expo in Vail, which is one of our signature events that is a juried showcase of high quality visual art and handcrafted products curated from only Colorado artisans. The event is compatible with Vail's brand as it embraces the creative economy of our state. The demographics of our audience are art enthusiasts both locally and from outside of the State that are predominately college educated homeowners that are affluent and have above average disposal income. They tend to stay at local lodging for multiple nights and support local hotels, restaurants and retail shops. The event will appeal to a wide range of ages, but our target audience is families, art collectors, and individuals that appreciate the value for one of a kind handcrafted items. The participating exhibitors & attendees will stay at local lodging for multiple nights and support local hotels, restaurants and retail shops.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

We will produce a well-run high quality event that will provide a positive guest experience. We have been producing this event in Estes Park and Downtown Denver for the last 14 years and we have a proven track record of creating an extremely well-attended event that is well received by the participating exhibitors, attending public and surrounding businesses. The HICE is the only event in the State that is exclusive to Colorado artisans & creates the unique experience of interacting directly with the artisans and designers. This event is designed for locavores as customers and has free admission, Live Art, Live Music and we are also interested in supporting the Vail adaptive ski program. Our events activate commercial districts, create culture, support small businesses, have positive economic impacts for the local merchants, and build community thus providing the community with a means to express their interest in and support for local art and culture.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

We are open to hosting this event during the week or on a weekend. As for weekends in 2023, we would like to be considered for July 29 & 30, Sept 2 & 3, Oct 7 & 8, or November 25 & 26. As for during the week, we can host this event anytime from June through October as the weather permits.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

The proposed event would only consist of artisan vendors and there would be no food or beverages sold. This is in an effort to not compete with local restaurants and also to reduce our environmental footprint. With the absence of food or beverage vendors the amount of waste produced will be minimal. Nonetheless, we will abide by all of the environmental and sustainability best practices as outlined by the Celebrate Green Special Events Resource Guide.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

I am the founding Director for Colorado Events, a local nonprofit organization that has been producing a series of high quality events since 2002. Our events create a platform for arts and handmade crafts in Colorado. We produce over 50 event dates a year specializing in Art Festivals, Outdoor Markets, Street Fairs, Holiday Craft Shows, and Special Events. We produce free public events in some of Colorado's most prominent downtown and tourist locations which include Downtown Denver, Glenwood Springs, Boulder, Colorado Springs, Snowmass, Crested Butte, Estes Park, Fort Collins, & Longmont.

EVENT OVERVIEW

What is the name of your event/program?

Handmade in Colorado Expo

Description of the Event:

A juried event showcasing some of Colorado's best fine art and contemporary craft. The event will feature a vast array of independent designers producing original handcrafted goods from a wide array of media including metals, paper, glass, fibers, food, fabricated objects, clay, paint, wax, gems, and more. All work sold will be created from both emerging and experienced artisans from Colorado. This event is designed for Locavores as customers will only find Colorado made items sold by exhibitors that will interact directly with their customers. This event has free admission and some great Local live music. Come support your local artists and craftspeople in their pursuit of creativity made by hand. Experience Live Art, Enjoy Free Live Music from Colorado musicians at the only event in the State that is exclusive to Colorado artists and crafters!

Mission/Purpose of the Event:

The purpose of the event is to support local art and culture and the creative economy of our state. We seek to produce a community event that develop and encourage interest in fine art and contemporary craft. The public that attends the event will be educated, entertained, & engaged by interacting directly with the exhibitors and by enjoying free live music from a series of great local musicians. Our events provide the community with a means for citizens to express their interest in and support for local art and culture. Our company mission is to organize a community event that increase public knowledge and appreciation for visual arts, fine crafts, and supporting local merchants, by creating opportunities that connect artists and local businesses with the community for their mutual benefit. This event will also activate commercial districts, create culture, support small businesses, have positive economic impacts for the local merchants, and build community.

Amount of 2023 sponsorship funding requested

Flexible

Proposed Start Date

Jul 29, 2023

Proposed End Date

Jul 30, 2023

If you have more than a single date range, please list all your event/program dates here in this format MM/DD

9/29 & 9/30 or 9/2 & 9/3 or 10/7 & 10/8 We are open to hosting this event during the week or on a weekend. As for weekends in 2023, we would like to be considered for July 29 & 30, Sept 2 & 3, Oct 7 & 8, or November 25 & 26. As for during the week, we can host this event anytime from June through October as the weather permits. We can also plan different dates if you are interested in starting in 2024.

Are your event/program dates set or can they be changed?

Event Dates cannot be changed

Location/Venues : Ideally, we would love to host this event in either the Vail Village or Lionshead Village. If those locations are not available then we are open to other possible venues that would be conducive to such an event.

Are you requesting in-kind use of TOV venues or services? Yes

Do you plan to use Vail Recreation District Facilities? No

Is this a New or Existing Event? Existing Event

If existing, number of years event has taken place This event has happened for 14 years in Colorado but is a new event proposal for the Town of Vail.

How much was your event or program funded in 2021? 0

APPLICANT INFORMATION

Company/Organization: Colorado Events

Contact Steven Wallis

Position Director

Address 2525 Arapahoe Ave, E4-720
Boulder, CO 80302

Email coloradoevents@gmail.com

Website www.handmadeincolorado.com or www.coloradoevents.org or
www.artfestivalsincolorado.com

Phone (720) 272-7467

Number Years in Business 21

Business Type Nonprofit 501(c)(6)

Does the event or program benefit a charity or organization? Yes

Please name and describe the beneficiary We are interested in donating a portion of the vendor fees to the Vail Adaptive Ski School program.

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=15aUF5F4ZrXoxLw5S8DeOT8odoF2EzBP9&export=download&display=/128252605_137952037_2023RFPVailEventBudget.xlsx

REQUEST FOR FACILITY RENTAL FEE RELIEF

Are you requesting facility rental relief? No

AUDIENCE INFORMATION

Anticipated Number of Participants 80 if the venue supports that many

Prior Year Spectators/Attendees 12000

Anticipated Attendance for Upcoming Event 12000

Anticipated Percentage Destination Visitors 70

Percentage Eagle County Residents 30

File https://drive.google.com/uc?id=1shIX9pJBqLVu4qoTMHmCxrRrKo1_zh6X&export=download&display=/128252605_137952081_ColoradoEventsAbo utusanddemographicsurvey.pdf

Prior Year Net Promoter Score 100

ECONOMIC IMPACT

Number of overnight stays expected? 180

Anticipated incremental impact on lodging tax and sales tax? Significant

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses

The Expo will be a boost to the local economy and surrounding businesses. The event will draw more visitors to the area for both day and overnight trips. These additional visitors will purchase meals, hotel rooms, souvenirs, and a variety of retail items from the local business community. The event will appeal to a wide range of ages, but our target audience is families, art collectors, and individuals that appreciate the value for one of a kind handcrafted items. Our target audience is people that have a college degree, are affluent, and have a disposable income. The demographics are anticipated to be 50% split between male and female. This event appeals to local residents, but there will also be a significant number of visitors from across Colorado as well as from out of State, with the highest concentration of attendees coming from Eagle, Summit and Garfield Counties as well from Denver Metro and the Colorado Front Range.

Other economic drivers?

Increased business will be generating in various sectors including local Hotels, restaurants, service providers , and retail shops.

PROPOSED SPONSORSHIP for Town of Vail:

Proposed Sponsorship Level	Presenting Sponsor
Funding Requested	5000
Do you have a sponsorship proposal to attach?	No
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Yes
Attach Media Plan	https://drive.google.com/uc?id=14ONY9zhCPpR3WOiYE8ZzUd7QvUDgFiPW&export=download&display=/128252605_137952104_2023EventCalendar.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Audio ID in Radio Ads
Which Print Outlets? # Insertions; Retail Value?	Vail Daily, Summit Daily, The Westword, The Boulder Weekly

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures Site Maps or Event Program
---	--

Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured	Opportunity for Town to be interviewed
--	--

Web, Social Media, and Digital Benefits

Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured	Recognition on Event Website Home Page ID & Link on Event Website Sponsor Page Logo Inclusion in Event's e-blasts
Event Website: # annual page visitors	180000
Event Website: Web address - Where will logo be featured?	www.handmadeincolorado.com
Event Website ID & Link: # annual page visitors	180000

Will TOV receive ID in e-newsletters and blasts? Yes

Logo Inclusions e-blast: # times sent; #? Addresses; #%? Open rate 12,000

Onsite Benefits

Onsite Benefits - Select what would apply? Inclusion on Event Entrance Banner
Complimentary Exhibit Space

Event Entrance: Location; # impressions Depends on approved venue

Exhibit Space: Value: Standard booth cost 450

Hospitality Benefits

Hospitality Benefits - Select what would apply? Not Applicable

ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

I own a condo in Sandstone and have been a long time local in the Vail community.

REQUIRED ATTACHMENTS

2022 Event Recap

https://drive.google.com/uc?id=1Y0-GfMCJuf6oJKsDG8FdlxRjIXrnpPo&export=download&display=/128252605_137952153_HandmadeinColorado023Logo.jpg

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application

<https://youtu.be/PdULH5-qYeo>
<https://www.uncovercolorado.com/events/handmade-in-colorado-expo/>
<https://www.cbsnews.com/colorado/news/top-craft-shows-in-denver/>
<https://www.westword.com/arts/the-ten-best-summer-arts-festivals-in-colorado-7959295>
<https://www.denverpost.com/2016/06/26/artisans-take-over-downtown-for-16th-street-fair/>

File

https://drive.google.com/uc?id=1QbdkuJwfm4gL4VCgZcO_8mmpeU4jH6j&export=download&display=/128252605_137952156_HandmadeinColoradoTextFlagLogo.jpg

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=1X3yCgTx4tXax_Bnl2cwzFf6N6puUxgi&export=download&display=/128252605_137952157_CertificateofGoodstandingColoradoEvents.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=1kOFjK5j7Gu7Aa5Zo7_yRc8eXfAu1ob5g&export=download&display=/128252605_137952158_HandmadeinColoradoExpo2023ExhibitorPacket.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=1y3Y4jVWXsaH-Tnr8cyO_EmKm9dEwCT8e&export=download&display=/128252605_137952159_ResumeStevenWallisColoradoEvents.pdf

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

The Ice Spectacular brings the highest world-renowned level of skating to the world-renowned Resort of Vail.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

The community of Vail expects the world's best of everything. Our ice events provide a positive experience featuring elite athletes that are known by skating fans and new skating fans.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

While this event is in the peak time for the Town of Vail, it has been recognized as a beneficial production for the guests of Vail visiting the area and having world-class entertainment during their stay.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

Our event is in Dobson Arena. The arena has recycling bins. We also use minimal printing for our event.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

This is the 6th year of the Vail Skating Festival and the 5th year for the Ice Spectacular. Each year the event has grown. The 2022 Show featuring Olympic Champion, Nathan Chen sold out 3-weeks prior to the show. Shipstad Entertainment has also directed shows for over 20 years. Eddie Shipstad Jr is continuing his family's tradition of ice entertainment since 1936.

EVENT OVERVIEW

What is the name of your event/program?	Vail Skating Festival's ICE SPECTACULAR (added second show due to 2022 high demand)
Description of the Event:	90- minute evening of high energy ice entertainment featuring Olympic, World, Team USA, and seasoned professional athletes. The show has thoughtful music, choreography, themed programs, and ice entertainment that is enjoyed by skating fans from around the world to new fans that are coming to the show.
Mission/Purpose of the Event:	Bring the highest level of ice entertainment to the best resort in the world. I believe the guests and residents of Vail during this time of year deserve the highest level of entertainment during their amazing stay in Vail. We had to turn away hundreds of people last year at the 2022 event and we sold the event out 3-weeks prior to the show.
Amount of 2023 sponsorship funding requested	\$18,000
Proposed Start Date	Dec 22, 2023
Proposed End Date	Dec 23, 2023
If you have more than a single date range, please list all your event/program dates here in this format MM/DD	12/22 and 12/23
Are your event/program dates set or can they be changed?	Event Dates cannot be changed
Location/Venues :	Dobson Arena
Are you requesting in-kind use of TOV venues or services?	Yes
Do you plan to use Vail Recreation District Facilities?	Yes
Please attach letter or email confirmation from Vail Recreation District if using VRD facilities	https://drive.google.com/uc?id=1UkezPuXFES2TJmnd-UUZK4_GTSmtdy0i&export=download&display=/VailSkatingFestivalsICESPECTACULARaddesecondshowdueto2022highdemand_128252634_2023DobsonArenaHoldDatesfortheIceSpectacular.png
Is this a New or Existing Event for the Vail Valley	Existing Event
If existing, number of years event has taken place	Since 2018

How much was your event or program funded in 2022? \$12,000

APPLICANT INFORMATION

Company/Organization: Shipstad Entertainment

Contact Eddie Shipstad

Position Owner/President

Address 55 Villegreen Street
Colorado Springs, CO 80906

Email eshipstad@outlook.com

Website www.vailskatefest.com www.shipstament.com
www.vailsummerskate.com www.road2goldsating.com

Phone (303) 947-6113

Number Years in Business 16

Business Type LLC or S-Corp

**Does the event or program benefit a
charity or organization?** No

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1dbTbNe2KpXdm9Wc5dwZQno_TCVHRnYlf&export=download&display=/VailSkatingFestivalsICESPECTACULARadedsecondshowdueto2022highdemand_128252714_2022DetailedBudgetforIceSpectacular.png

Attach Upcoming Budget

https://drive.google.com/uc?id=1Y2sBQyOQGrxnaINH1xGwZSHFXXVR59CR&export=download&display=/VailSkatingFestivalsICESPECTACULARadedsecondshowdueto2022highdemand_130117239_2023RFPAttDEventBudgetIceSpectacularsecondshow.xlsx

REQUEST FOR FACILITY RENTAL FEE RELIEF

Are you requesting facility rental relief? Yes

Select one or more venues rental relief is needed from Dobson Arena

Dobson Arena - number of days requested 2

Proposed Start Date - Dobson Arena Dec 22, 2023

Do you need to add a second set of dates for the Dobson Arena? No

Please describe proposed use of Dobson Arena
December 21 start lighting set up off the ice/ rent 3 hours of ice for Olympians to rehearse
December 22 add flooring and chairs for the on-ice seating/ lighting programing/ show
December 23 programming and rehearsals

Total in-kind value for Dobson Arena rental \$7,000

AUDIENCE INFORMATION

Anticipated Number of Participants	45
File	https://drive.google.com/uc?id=10M7u-vw4enwL_RDz2M2ftYG9_M6oC_3R&export=download&display=/VailSkatingFestivalsICESPECTACULARaddedsecondshowdueto2022highdemand_130129469_SkatersSecuritySynchroStaffnumbers.png
Prior Year Spectators/Attendees	1206
File	https://drive.google.com/uc?id=1slvrPK6-g4DHS31tyW95_3bgXk8bUPA_&export=download&display=/VailSkatingFestivalsICESPECTACULARaddedsecondshowdueto2022highdemand_130129470_2022IceSpectacularAttendance.png
Anticipated Attendance for Upcoming Event	1200 for one show or 2000 for two shows
File	https://drive.google.com/uc?id=1Yp6VyZS-b0Py5UrxW1ayY37TDasuzEOr&export=download&display=/VailSkatingFestivalsICESPECTACULARaddedsecondshowdueto2022highdemand_130129472_2022IceSpectacularAttendance.png
Anticipated Percentage Destination Visitors	70
Percentage Eagle County Residents	30
File	https://drive.google.com/uc?id=1tPzz5VlcD9f1QIXFIV6cPB3anmOtaW3l&export=download&display=/VailSkatingFestivalsICESPECTACULARaddedsecondshowdueto2022highdemand_130129473_2022OvernightProfileandattendanceinfo.png
Demographic Profile:	Women, Families, high-income, skating fans from around the country and world
Other Pertinent Audience Data:	62% of the 2022 audience's primary reason to visit Vail was for the Ice Spectacular
File	https://drive.google.com/uc?id=1-92Xjhbb03FtQ2X_JOCIGs_ftJT4Ei9g&export=download&display=/VailSkatingFestivalsICESPECTACULARaddedsecondshowdueto2022highdemand_130129476_2022OvernightProfileandattendanceinfo.png
Prior Year Net Promoter Score	91
File	https://drive.google.com/uc?id=1j_97Fr3KdLn4Kqi7Plpf5PFonQLavsWg&export=download&display=/VailSkatingFestivalsICESPECTACULARaddedsecondshowdueto2022highdemand_130129477_2022NetPromoterScoreforIceSpectacular.png

ECONOMIC IMPACT

Economic Impact Research backup	https://drive.google.com/uc?id=1bM99X7txo2BBqTv0DvqzIo7ix1M1QTK5&export=download&display=/VailSkatingFestivalsICESPECTACULARaddedsecondshowdueto2022highdemand_130129553_2022NightStays.png
Number of overnight stays expected?	600
If you have conducted previous research, what do you estimate will be the gross economic impact?	345600
File	https://drive.google.com/uc?id=1bURxmE_kyf0973zWjLPEABe84dioOh-U&export=download&display=/VailSkatingFestivalsICESPECTACULARaddedsecondshowdueto2022highdemand_130129555_2023ROIIceSpectacular.png
Anticipated incremental impact on lodging tax and sales tax?	345600
If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses	Skating fans should stay for both shows to see the Olympians and elite skaters. The outdoor show on the 21st featuring one Olympian skater will also draw more spectators to spend multiple nights in Vail. 62% of the 2022 audience's primary reason for coming to Vail was the Ice Spectacular.
Other economic drivers?	Free outdoor show on December 21st at the Solaris Ice Rink (if hired by the Town of Vail)

Proposed Sponsorship for Town of Vail:

Proposed Sponsorship Level	Co-title sponsor
Funding/Fee Requested	18000
Attach your sponsorship proposal, detailing the specific rights, benefits and assets to be received commensurate with the requested funding level	https://drive.google.com/uc?id=1RC3mkPlnxTBI-q47i7dPmOMU7Ep0xsPe&export=download&display=/VailSkatingFestivalsICESPECTACULARadde dsecondshowdueto2022highdemand_128252737_2023GoldTitleSponsorshipOpportunities.png
Do you have a sponsorship proposal to attach?	Yes
Attach Proposal	https://drive.google.com/uc?id=1U8Pu-olAn7ari0Kt6QS8YrsebG6Ugs_f&export=download&display=/VailSkatingFestivalsICESPECTACULARadde dsecondshowdueto2022highdemand_130129408_2023GoldTitleSponsorshipOpportunities.png
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	36 VIP seats
Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Audio ID in Radio Ads Visual ID in Television Ads Other: Mention on all social media platforms/ mention by Olympians on their social media
Attach Media Plan	https://drive.google.com/uc?id=1bt1q_SndQZ4rke4awmEszJxMAQ_O11bQ&export=download&display=/VailSkatingFestivalsICESPECTACULARadde dsecondshowdueto2022highdemand_130192865_MarketingandAdvertisin gplanfortheVailSkatingFestival2023.pdf
Which Print Outlets? # Insertions; Retail Value?	Vail Daily 20 \$4000
Which radio outlets? # Spots; Retail Value?	\$0
Which TV outlets? # Spots; Retail Value?	\$1000
Provide Other Details - Quantity & Retail Value?	Social media \$2000
Public Relations / Earned Media - Select where DiscoverVail logo be featured	Town spokesperson at preview event/opening Name in news release Opportunity for Town to be interviewed Other: Mentioned on all social media posts from the Ice spectacular/ mention with Olympians' social media posts.

Opportunity for Town to be interviewed	Yes
Name in news release	Yes
Opportunity for Town to be interviewed	Yes
Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured	Recognition on Event Website Home Page ID & Link on Event Website Sponsor Page Recognition on Event Social Media Sites Social Media Storytelling Post Logo Inclusion in Event's e-blasts Story/content Inclusion in Event's e-blasts Mobile App Banner ad with link Data Capture of Audience Email and Zip Code
Event Website: # annual page visitors	106000
Event Website: Web address - Where will logo be featured?	www.vailskatefest.com
Event Website ID & Link: # annual page visitors	106000
Social Media: How will TOV be recognized in social media?	Logo and mention during interviews or advertising videos
Social Media: Facebook #; Twitter # = Total #?	200
Storytelling Post: Facebook #; Twitter # = Total #	200
Will TOV receive ID in e-newsletters and blasts?	Yes
Logo Inclusions e-blast: # times sent; #? Addresses; #%? Open rate	past ticket holders 800/ 4 times sent
Story/content Inclusion in Event's e-blasts: # times sent; #? Addresses; #%? Open rate Mobile App Banner ad with link	200
Mobile App: Will DiscoverVail logo (with link) be included?	No
Data Capture: Quantity of email records expected to be provided to the Town	200
Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures Site Maps or Event Program

Collateral Materials: # of event posters distributed	300
Collateral Materials: # of event rack card/brochures distributed	6000
On-Site Benefits - Select what would apply?	Inclusion on Event Entrance Banner Inclusion of Asset Banner DiscoverVail Banners placed on site Audio Mentions Complimentary Exhibit Space
Event Entrance: Location; # impressions	10000
Asset Banner: Location; # impressions	5000
Discovervail.com Banner: Location(s); # impressions	5000
Audio Mentions: # impressions x times/event	4
Exhibit Space: Value: Standard booth cost	0
Hospitality Benefits - Select what would apply?	Event VIP Credentials
VIP Credentials : How many tickets will TOV receive?	36
VIP Credentials : Value	3600

ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

Since 2018 the Ice Spectacular has received 2 in-kind days for Dobson Arena. This has saved our tight production budget around \$7,000. This year we were not given in-kind days. We have greatly appreciated the days but understand that non-profit events have priority over events such as ours. We hope that in the future we will be granted those days if they become available.

The 2022 show sold out 3 weeks prior to the event. We believe that this risk of adding another show is worth taking on, but additional funding is necessary to move forward with this option...especially this first year of adding the additional show. I believe the guests and residents of Vail during this time deserve an amazing world-class holiday ice event. It was very disappointing for the guests of Vail that really wanted to see the production this past December and to see Olympic Champion, Nathan Chen.

REQUIRED ATTACHMENTS

2022 Event Recap

https://drive.google.com/uc?id=1t3EBKJpeoyJqfBL7spDY6UcSQIjM-Rxl&export=download&display=/VailSkatingFestivalsICESPECTACULARaddedsecondshowdueto2022highdemand_128252752_2022DetailedBudgetforIceSpectacular.png

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application

<https://www.dropbox.com/s/p6mpl9yi9hk8vki/Ice%20Spectacular%20x%20Shipstad%20Entertainment.mp4?dl=0>

File

https://drive.google.com/uc?id=150bj6UNSGYoaNxNUIQjJ76ivmxhz5CRx&export=download&display=/VailSkatingFestivalsICESPECTACULARaddedsecondshowdueto2022highdemand_128252756_Screenshot_20221212_090016.png

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=1MIYy-hzb_FKF6iglF2oeV7GNu2zP3HA&export=download&display=/VailSkatingFestivalsICESPECTACULARaddedsecondshowdueto2022highdemand_128252758_vailshowrehearsal116.jpg

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail’s brand, mission and objectives as set forth by the Town Council.

The Ethical Leadership Forum's purpose is to inspire ethical leadership through education and cross-sector sharing of actionable ideas. It is a unique opportunity to connect and collaborate with fellow emerging and experienced ethical leaders, who share a commitment to prosperity, organizational purpose, and serving the public good. The virtues of ethical leadership, if not the resulting community impact, align with Vail's conscious efforts across multiple challenges in the region.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail’s community values, interests, and standards and provides a positive guest experience.

This event is a one-of-a-kind conference that aligns with the Town of Vail's values of innovation, collaboration and environmental sustainability. Community leaders and guest speakers will lead discussions on ethical leadership practice, models of ethical leadership, and explore collaborative cross-sector strategies that are necessary to move humanity forward in a positive direction.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

The Ethical Leadership Forum is scheduled during the last half of October, a historically slow time in the Vail Village.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

Students Shoulder-to-Shoulder has a working relationship with the Walking Mountains Science Center and plans to include them to consult on optimal eco-friendly practices.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

The Ethical Leadership Forum has been a successful event every year since it's first versions on the Vail Mountain School Campus in 2011. Since 2016, the event has been held in Vail Village, excluding 2 virtual events during COVID.

EVENT OVERVIEW

What is the name of your event/program?	The Ethical Leadership Forum
Description of the Event:	This two-day event (Th and F) is centered in Lionshead, while intentionally using both villages for breakout sessions. This allows for a more active, engaging experience for attendees and allows them to explore and see all that Vail has to offer.
Mission/Purpose of the Event:	The Ethical Leadership Forum is a collaborative event that brings together emerging and experienced leaders across sectors-education, non-profit, business, government, philanthropy, media, and more-to learn, share and grow their unique and interconnected ways of advancing ethical leadership.
Amount of 2023 sponsorship funding requested	20,000
Proposed Start Date	Oct 19, 2023
Proposed End Date	Oct 20, 2023
Are your event/program dates set or can they be changed?	Event dates are flexible and can be changed
Location/Venues :	<p>Out-of-town guests are encouraged to stay at Antlers and The Hythe. Plenary sessions are held in these venues. Breakout sessions are hosted throughout the Vail and Lionshead. Historically, sessions have occurred in the Ski Museum, Vail Library, the Sonnenalp Hotel, Blue Moose Pizza, donated office space in the Vail Village (Berkshire Hathaway), hiking trails, local coffee shops and more.</p> <p>We would like to request use of Vail Public Library's small meeting room and the Community Room (Lionshead garage)</p>
Are you requesting in-kind use of TOV venues or services?	Yes
Do you plan to use Vail Recreation District Facilities?	No
Is this a New or Existing Event?	Existing Event
If existing, number of years event has taken place	12
How much was your event or program funded in 2021?	We received \$25,000 for this event last year in 2022.

APPLICANT INFORMATION

Company/Organization: Students Shoulder to Shoulder

Contact Robert Bandoni

Position Executive Director

Address 6 Gold Dust Drive
Edwards , CO 81632

Email rbandoni@shouldertoshoulder.com

Website shouldertoshoulder.com

Phone (970) 471-6277

Number Years in Business 16

Business Type Nonprofit Charitable 501(c)(3)

Does the event or program benefit a charity or organization? Yes

Please name and describe the beneficiary Students Shoulder to Shoulder began in Vail out of Vail Mountain School in 2007. Since then, it has grown into a global-reaching nonprofit, focused on the inspiration and support of ethical leadership. We run field studies in Ethical Leadership for High School students, work to inspire ethical leadership in the business sector, and host this event every year. All strategies we use to improve society as a whole through ethical leadership.

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=19CFLi8ZxtIDUZYP5B9ZPsFdoUGhU_b7g&export=download&display=/128252605_137952036_2022PL.png

Attach Upcoming Budget

https://drive.google.com/uc?id=1oLP2SIPj_vIMkioMaHdBGm_XwesaW-ow&export=download&display=/128252605_137952037_2023PrjectedBudget.pdf

REQUEST FOR FACILITY RENTAL FEE RELIEF

Are you requesting facility rental relief? No

AUDIENCE INFORMATION

Anticipated Number of Participants 30

Prior Year Spectators/Attendees 126

Anticipated Attendance for Upcoming Event 230

Anticipated Percentage Destination Visitors 65

Percentage Eagle County Residents 35

Prior Year Net Promoter Score 80

ECONOMIC IMPACT

Number of overnight stays expected? 150

Anticipated incremental impact on lodging tax and sales tax? 30%

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses

The Ethical Leadership Forum will increase revenues during a slow time of year for our host hotels, Antlers and The Hythe. Additionally, programming occurs at multiple sites around the Vail Village, encouraging exploration and spending for all of our guests. We hire local professional services including: yoga instruction, consultation, printing services, shuttle services, and audio/visual services. Our end-of-event party buyout is booked at a restaurant that would otherwise be closed.

Other economic drivers?

We are in discussions with the Vail Symposium about collaborating on a guest speaker and integrating their programming into the Forum.

PROPOSED SPONSORSHIP for Town of Vail:

Proposed Sponsorship Level	Title Sponsor
Funding Requested	20000
Attach your sponsorship proposal, detailing the specific rights, benefits and assets to be received commensurate with the requested funding level	https://drive.google.com/uc?id=1z9ViPoGb6iXGqFUuNSDoyt3Rhc_ITQ9v&export=download&display=/128252605_137952096_Proposal.pdf
Do you have a sponsorship proposal to attach?	Yes No
Attach Proposal	https://drive.google.com/uc?id=1B9Oo4FGaoqnn-XEWMnGAsdg7yRnInuar&export=download&display=/128252605_137952099_Proposal.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	8 Tickets to attend both days of the event
Attach Media Plan	https://drive.google.com/uc?id=12aDf5CxY5jp2jU8rb1npuQdyWujplv94&export=download&display=/128252605_137952104_ForumMediaplan2023GoogleSheets.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising
Which Print Outlets? # Insertions; Retail Value?	Vail Daily- \$4,000
Provide Other Details - Quantity & Retail Value?	All event website, online marketing, and signage at event will feature the TOV logo

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster
Collateral Materials: # of event posters distributed	25

Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured	Opportunity for Town to be interviewed
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Web, Social Media, and Digital Benefits

Web, Social Media & Digital Recognition Recognition on Event Website Home Page
- Select Materials DiscoverVail logo be featured

Event Website: # annual page visitors 200

Event Website: Web address - Where will logo be featured? <https://www.ethicalleadershipforum.org/>

Onsite Benefits

Onsite Benefits - Select what would apply? Inclusion on Event Entrance Banner
Inclusion of Asset Banner
DiscoverVail Banners placed on site
Audio Mentions

Hospitality Benefits

Hospitality Benefits - Select what would apply? Event General Admission Tickets
Food/Beverage Tickets

General Admission Credentials : How many tickets will TOV receive? 8

General Admission Credentials : Value 800

ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

I have attached a deck with graphics and data to support our application under "optional Attachments". I have had some trouble submitting this application, as I keep getting an "error" message.

REQUIRED ATTACHMENTS

2022 Event Recap

https://drive.google.com/uc?id=1Kvc2mCQPvG0jdtgDsiGuj9uC3wrlJ_99&export=download&display=/128252605_137952153_TownofVailPresentationEthicalLeadershipForum2022.pdf

OPTIONAL ATTACHMENTS

File

https://drive.google.com/uc?id=130kXjL5xVqGJDSNYk7IRjMiL8pFafOS9&export=download&display=/128252605_137952156_2023Forum.pptx.pdf

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

Mountain Youth programs are intended to reach the entire community, maximize existing efforts, and enhance quality of life for all residents in Vail and the Eagle River Valley. Mountain Youth and partners have identified youth mental and behavioral health needs, through the Healthy Kids Colorado Survey, as a priority for collaborative prevention efforts. Community education events address these concerns: attendees report more readily incorporating positive health behaviors that support their overall wellbeing, as well as more confidence discussing the presentation topic with friends and family to tackle issues together. Events focus on teaching positive health behaviors and bring community together to connect and learn how to access resources. These efforts support the Vail brand, mission and objectives in creating a world class community that is healthy, vibrant, connected, and has a rich sense of place that keeps residents engaged in the Vail brand and in the Vail community.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

Mountain Youth is dedicated to the health and well-being of youth. All community education topics focus on mental and behavioral health and provide relevant and current information, resources, and tools to support youth and families in improving healthy decision-making, communication, relationships and tackling issues together. Mountain Youth's efforts support Vail's community values and provides a positive guest experience through bringing in local, regional, and national level speakers that connect families with valuable information, interactive activities, and relatable resources that enrich the family's abilities to be able to support one another within the family and across the community. These educational events focus on fostering a healthy community that explores and faces challenging topics together. They also focus on connecting mental, behavioral, and physical health and how families can pursue activities that improve all three areas to support improved overall wellbeing.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

Mountain Youth's events occur throughout the school year, and particularly in months that are less busy for families and the community in order to encourage attendance. The timing of the Move Chat Connect event supported with this funding in the Town of Vail will occur in October, a time when tourism levels are traditionally lower than other times of the year. Additionally, Mountain Youth's community education programs that include Eat Chat Connect, Move Chat Connect and Aprendiendo Juntos (Learning Together), occur throughout the school year and during times of the year that the community is less busy. These series generally occur once a month from September to April, coordinated around holidays and school breaks, as to not overwhelm families or community partners. The primary audience is local families; therefore, the timing of events is scheduled to best fit their needs and when the community has more availability and free time.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

Mountain Youth has been Actively Green certified since 2018 and continues to update practices and maintain certification. Staff work to incorporate environmental and sustainable practices utilizing the resources available at the locations where events are held, including access to recycling or composting bins. Staff work with local food suppliers to reduce packaging waste and donate or send food home, so no food goes to waste. Staff and attendees are encouraged to carpool or utilize public transportation. Mountain Youth provides beverages and where possible tries to stay away from using plastic bottles. Staff reuse supplies including tablecloths, serving utensils and bowls, and can source compostable serveware for attendee use. For events where composting and zero waste is available, a volunteer will help to make sure all waste is put in the appropriate container. Staff will coordinate with facilities to ensure waste practices follow or improve upon their practices.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

Mountain Youth has been providing education events since 2010 to bring youth, parents and community members together with content experts to build their knowledge of challenges facing youth, engage in dialogue at the event and continued in the home, and connect with resources to support them in overcoming tough situations. The program grew tremendously when the parent advisory council voted to focus topics on mental and behavioral health, enabling the organization to create a strong partnership with Vail Health Behavioral Health and bring in national level speakers. The series has had as many as 300 attendees at one event and has had nearly 5500 overall attendees since 2010. The organization has long standing partnerships with schools and community locations, as well as agreements with childcare, interpretation, food, and media providers. The organization began partnering with High Five Access Media in 2021 to record the events, in English and Spanish, to post to social media channels.

EVENT OVERVIEW

What is the name of your event/program?

Mountain Youth Community Education

Description of the Event:

Mountain Youth community education sessions focus on bringing the community together to learn, discuss and improve behavioral health. Eat Chat Connect, Aprendiendo Juntos (Learning Together) and Move Chat Connect (MCC) series occur throughout the school year to encourage ongoing community discussion and interaction with behavioral health topics. Through our free, active and education series, MCC, Mountain Youth seeks to improve the lives of youth and families through movement and community connection. MCC is looking to create more inclusive and active events so all families have equal access to movement and sport. Mountain Youth will host a free ice-skating event at Dobson Ice Arena to encourage youth, families, and community members to move, connect, and learn about the importance of movement on mental health. We expect between 50-100 attendees, and will include free food, childcare, and live Spanish interpretation. The event will be held in the evening from 5:30-7:30pm.

Mission/Purpose of the Event:

Mountain Youth offers services that provide families knowledge and tools to face current and real issues and establish shared language and expectations. All education events engage the community in an informal, interactive and informative setting to create and encourage open dialogue about mental health, address stigma, and provide real facts from topic experts. All community education efforts utilize a two-generation approach of youth and parents/caregivers learning together to ensure families have the knowledge and skills necessary to raise healthy youth. Working with two generations improves the overall effort of preventing youth substance use and promoting positive mental health. Families learn how to pursue positive, healthy activities together, connect to resources, and improve family communication to have difficult conversations. Youth learn how to resist negative peer pressure, identify a trusted adult, and address needs together.

Amount of 2023 sponsorship funding requested

5000

Proposed Start Date

Oct 21, 2023

Proposed End Date

Oct 21, 2023

Are your event/program dates set or can they be changed?

Event dates are flexible and can be changed

Location/Venues : Mountain Youth has received approval from Vail Recreation District to host an ice skating Move Chat Connect event at Dobson Arena on October 21, 2023 from 5:30-7:30PM. Staff are awaiting a confirmation email and will send to TOV CSE staff as soon as it is received, attached is an email chain that denotes conversations occurring with Vail Rec District. Approval and scheduling of the event occurred over the phone and VRD staff did not have internet and email access to send a confirmed email by the application deadline.

Are you requesting in-kind use of TOV venues or services?

No

Do you plan to use Vail Recreation District Facilities?

Yes

Please attach letter or email confirmation from Vail Recreation District if using VRD facilities

https://drive.google.com/uc?id=1IZP6C4Qwv1gzR6Jcmf1zetl_kZJCmeCF&export=download&display=/128252605_137952018_RE_EXTERNALRE_MountainYouthinkindrequest.pdf

Is this a New or Existing Event?

Existing Event

If existing, number of years event has taken place

13

How much was your event or program funded in 2021?

3000 in 2021, 4000 in 2022

APPLICANT INFORMATION

Company/Organization: Eagle River Youth Coalition, Inc. dba Mountain Youth

Contact Mikayla Curtis

Position Director of Strategic Impact

Address PO Box 4613
Edwards, CO 81631

Email mcurtis@mountainyouth.org

Website www.mountainyouth.org

Phone (970) 949-9250

Number Years in Business 22

Business Type Nonprofit Charitable 501(c)(3)

Does the event or program benefit a charity or organization? No

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1_1gNxCFbm4qh7mOXUfeN_YzQJoN8Mpsl&export=download&display=/128252605_137952036_2022PnL.pdf

Attach Upcoming Budget

https://drive.google.com/uc?id=18szouCNiWfe4R-EaSCwnanAbKa2sSgjc&export=download&display=/128252605_137952037_2023RFPAttDEventBudgetMtnYouth.xlsx

AUDIENCE INFORMATION

Anticipated Number of Participants 50-100

Prior Year Spectators/Attendees 159

Anticipated Attendance for Upcoming Event 50-100

Anticipated Percentage Destination Visitors 0

Percentage Eagle County Residents 100

Demographic Profile: There were 159 attendees from the previous ice skating Move Chat Connect held in Eagle. The demographic breakdown of these attendees included 75% female, 25% male; 60% under 21, 40% over 21 years old; 60% Hispanic/Latino, 39% White not Hispanic/Latino, 1% Other; 3% LGBTQ+, 97% not LGBTQ+; 100% Eagle County residents. For all community education events, there were over 850 attendees in 2022. The overall estimated demographic breakdown of attendees in 2022 were 25% under 21 years old, 55% female 45% male, and 35% Hispanic 65% not Hispanic.

Other Pertinent Audience Data: Events are intended for youth and their parents/caregivers, as well as events are open to general community members. Mountain Youth provides live Spanish interpretation to allow members who speak Spanish to feel welcome to participate. The anticipated numbers reflected above are for the Move Chat Connect event in the Town of Vail. The anticipated numbers of attendees across all community education programs is 1,000 in the 2023-2024 school year.

Prior Year Net Promoter Score 0

ECONOMIC IMPACT

Number of overnight stays expected? 0

Anticipated incremental impact on lodging tax and sales tax? There is a potential for event attendees to spend dollars before or after the program that could have a small impact on sales tax.

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses As part of our community education events, Mountain Youth purchases food from local restaurants or caterers. Mountain Youth also contracts with local providers for childcare and interpretation services. Mountain Youth has also scheduled the event at a time and location that could encourage support of ancillary businesses. Mountain Youth is also willing to work with partners to include additional benefits and referrals to local businesses as a part of attending the event (ie: a discount coupon that encourages them to visit that business in a timeframe close to when the event occurs).

Other economic drivers? There is potential for attendees to come back to Vail Rec & surrounding businesses to do the activities on their own and spend additional dollars in the town.

PROPOSED SPONSORSHIP for Town of Vail:

Proposed Sponsorship Level	Presenting Sponsor
Funding Requested	5000
Attach your sponsorship proposal, detailing the specific rights, benefits and assets to be received commensurate with the requested funding level	https://drive.google.com/uc?id=1K2Juy6h33bGUI7B9rfMv279yCEjx6TrM&export=download&display=/128252605_137952096_2023TOVSponsorshipLetter.pdf
Do you have a sponsorship proposal to attach?	No
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Banner and/or table at the event with opportunity to give away branded items, presenting logo placement on marketing materials, invited to speak at the event
Attach Media Plan	https://drive.google.com/uc?id=1xpNR81ohdIQWj8k6s96q7AoTCC8Mu59G&export=download&display=/128252605_137952104_2023CSEMediaPlanMountainYouth.xlsx

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Audio ID in Radio Ads
Which Print Outlets? # Insertions; Retail Value?	Vail Daily, two half page ads, \$1,000 value; press release, no value.
Which radio outlets? # Spots; Retail Value?	KZYR & KKVM radio spots, 1 spot that runs 15 times, value of \$150

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster
Collateral Materials: # of event posters distributed	75

Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured	Name in news release
Name in news release	Yes

Web, Social Media, and Digital Benefits

Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured Recognition on Event Website Home Page
Recognition on Event Social Media Sites
Logo Inclusion in Event's e-blasts

Event Website: # annual page visitors 1640

Event Website: Web address - Where will logo be featured? www.mountainyouth.org; www.mountainyouth.org/eatchatconnect;
www.mountainyouth.org/movechatconnect;
www.mountainyouth.org/aprendiendojuntos; www.mountain.org/calendar

Social Media: Facebook #; Twitter # = Total #? Facebook 2-3 posts; Instagram 2-3 posts = 4-6 Total

Social Media: How will TOV be recognized in social media? The TOV will be tagged in the post and mentioned as a presenting sponsor in description for the Move Chat Connect event in Vail. A thank you post specific to TOV will also be done following the event.

Will TOV receive ID in e-newsletters and blasts? Yes

Logo Inclusions e-blast: # times sent; #? Addresses; #%? Open rate Included in the monthly newsletter sent at the start of the month when the event will occur, as well as the two months prior to the event, sent one time to all contacts (3,278 currently), 47% open rate. A second e-blast will be sent a few days before the event and will include logo inclusion, sent to same contact list.

Onsite Benefits

Onsite Benefits - Select what would apply? DiscoverVail Banners placed on site
Complimentary Exhibit Space

Discovervail.com Banner: Location(s); # impressions 2

Exhibit Space: Value: Standard booth cost 1

Hospitality Benefits

Hospitality Benefits - Select what would apply? Not Applicable

ADDITIONAL INFORMATION

Are there any questions or other things you'd like to share with the board that are not included in the application?

Mountain Youth community education events draw diverse crowds of people and could bring new local visitors to the Town of Vail. Mountain Youth strives to provide enriching and safe events for youth and their family members, and this will support that opportunity for more community members across the Eagle River Valley. The Town of Vail support would be highlighted across the different community education series (Eat Chat Connect, Move Chat Connect, Aprendiendo Juntos) that will reach approximately 1,000 community members in the 2023-2024 school year at various locations across Vail and the Eagle River Valley. The application information includes anticipated attendees specific to one Move Chat Connect event held in the Town of Vail at Dobson Arena that the Town would be highlighted as the presenting sponsor with an anticipated attendance of 50-100 individuals.

REQUIRED ATTACHMENTS

2022 Event Recap

https://drive.google.com/uc?id=1Tsnuxh-h4MhIXZCngyOQ9tBHFm2Mkr4R&export=download&display=/128252605_137952153_EE2022EventRecapNoSurveyMtnYouth_Combined.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application

www.mountainyouth.org; www.mountainyouth.org/eatchatconnect; www.mountainyouth.org/movechatconnect; www.mountainyouth.org/aprendiendojuntos; www.mountain.org/calendar; www.youtube.com/@mountainyouth6883/videos

File

https://drive.google.com/uc?id=1WSky7-qm0H2M2y8dpuBGqMLYJQzNI901&export=download&display=/128252605_137952156_123012_VHBH_MoveChatConnect_Feb_English_8.5x11_Final.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=1CgAKMT7Ju_hVZD7a3kEM6yQlup-Qml1t&export=download&display=/128252605_137952157_123012_VHBH_MoveChatConnect_Feb_Spanish_8.5x11_PR_R1.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=107II_TzHOu-zXtt1mqTB3uXaiFsSHDKc&export=download&display=/128252605_137952158_EatChatConnecteventatCMCEdwardsJan.10_VailDaily.com.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=1EtVOXme5Pb6F9Go8oJp4-ldgcMR7-9la&export=download&display=/128252605_137952159_MoveChatConnectPhotos.pdf

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

Betty Ford Alpine Gardens' mission is to deepen understanding and promote conservation of alpine plants and fragile mountain environments. Our mission aligns with the Town of Vail's mission to preserve our surrounding natural environment and to provide citizens and guests with an abundance of recreational and educational opportunities.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

There is no better partner to meet Vail's value of environmental stewardship than Betty Ford Alpine Gardens. We are a recognized expert in the world of mountain conservation and environmental science. The alpine ecosystem is like nothing on earth - Vail's promise.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

Betty Ford Alpine Gardens is open year-round, offering activities for visitors of all ages.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

Betty Ford Alpine Gardens received the 2022 Actively Green Business of the Year award by the Vail Valley Partnership. We are a leader in educating and practicing conservation and sustainability.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

Betty Ford Alpine Gardens was established in 1986. In 2020, the Gardens authored the North American Botanic Garden Strategy for Alpine Plant Conservation. We are recognized worldwide as alpine ecosystem experts. Vail, at 8200 feet, provides the perfect environment for North America's highest elevation botanic garden, exposing visitors to plants that grow in few places on the planet.

EVENT OVERVIEW

What is the name of your event/program?

Breaking Records

Description of the Event:

Breaking Records, Betty Ford Alpine Gardens' 2023 annual theme, focuses on the science of phenology, simply the study of nature over time. Illustrations of the world's longest phenological plant series data demonstrate the great acceleration that has occurred since the 1980s. The outsized impact on alpine and higher-latitude ecosystems will be highlighted through an exhibit and family-friendly activities in the Education Center.

Outdoors, a related exhibit, Breaking Records: Recording and Collecting Plants from the World's Coldest and Highest Places, combines history and botany. Twelve panels will highlight expeditions and botanists that recorded and collected plants from the world's highest and coldest regions of the earth.

Mission/Purpose of the Event:

Betty Ford Alpine Gardens is always seeking to meet our mission of deepening understanding and promoting the conservation of alpine plants and fragile mountain environments. What better way than providing fun and educational activities for Vail visitors of all ages. Wildflower and Garden tours, scavenger hunts, expert presentations, workshops and other activities in the Gardens' year-round Visitor Center in Ford Park provide an escape to Vail's natural world.

Amount of 2023 sponsorship funding requested

\$25,000

Proposed Start Date

May 01, 2023

Proposed End Date

Oct 31, 2023

If you have more than a single date range, please list all your event/program dates here in this format MM/DD

5/8-9/21 Volunteer Gardening; 5/25 Butterfly launch; 5/29-10/29 Phenophase Fun Family Scavenger Hunt; 5/29-9/4 Guided Garden Tour; 5/31-8/30 Guided Take a Walk on the Wild Side Native Plant Walk; 6/1-6/4 Rock Garden Plant Sale; 6/5-9/4 Self-guided Strawberry Lane Wildflower Hike; 6/24-10/29 Indoor and Outdoor Breaking Records Exhibits and Tundra Explorer activities; 6/28 Plant Families of the American West Workshop; 6/30 Member Breakfast; 6/26-9/15 Yoga in the Gardens; 7/6-7/9 Tai Chi Series; 7/12 Speaker, Crevice Gardening; 7/14-7/28 Montane Native Plant Master Class; 7/6-8/17 Chefs in the Garden; 7/26 Macroinvertebrate Workshop; 10/5-10/8 Bulb Sale

Are your event/program dates set or can they be changed?

Event dates are flexible and can be changed

Location/Venues :

Betty Ford Alpine Gardens, Betty Ford Alpine Gardens Visitor Center and Ford Park, Vail

Are you requesting in-kind use of TOV venues or services? No

Do you plan to use Vail Recreation District Facilities? No

Is this a New or Existing Event for the Vail Valley New Event

APPLICANT INFORMATION

Company/Organization: Betty Ford Alpine Gardens

Contact Nanette Kuich

Position Education Director

Address Betty Ford Alpine Gardens
522 South Frontage Road East
Vail, CO 81657

Email Nanette@bettyfordalpinegardens.org

Website <https://bettyfordalpinegardens.org/>

Phone (970) 476-0103

Number Years in Business 38

Business Type Nonprofit Charitable 501(c)(3)

Does the event or program benefit a charity or organization? Yes

Please name and describe the beneficiary Betty Ford Alpine Gardens, Vail, CO. Betty Ford Alpine Gardens is an internationally recognized botanical garden specializing in alpine plants and ecosystems. Located in the Town of Vail, it is the highest botanical garden in North America, at 8,200 feet. Vail's unique location gives the Gardens the ability to propagate, grow and display alpine plants from the world over. The Visitor Center hosts new exhibitions and activities annually that focus on aspects of mountain ecosystems that are "uniquely Vail".

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=157IY8T6lsmmut_b7YKieLjNukoOrcoUC&export=download&display=/BreakingRecords_128252714_2022CSERecapBudget.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1ioOLAhY2xfWrfbEGwCSz5qpWOQ2IWXKu&export=download&display=/BreakingRecords_130117239_2023BFAGSummerBudget.xlsx

AUDIENCE INFORMATION

Anticipated Number of Participants 12

Prior Year Spectators/Attendees 140000

Anticipated Attendance for Upcoming Event 125,000 outdoors; 12,000 indoors

Anticipated Percentage Destination Visitors 75

Percentage Eagle County Residents 25

Demographic Profile: 49% women, 33% men, 17% children

Prior Year Net Promoter Score 98

ECONOMIC IMPACT

Number of overnight stays expected? 25000

Anticipated incremental impact on lodging tax and sales tax? N/A

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses N/A

Other economic drivers? N/A

Proposed Sponsorship for Town of Vail:

Proposed Sponsorship Level	N/A
Funding/Fee Requested	0
Do you have a sponsorship proposal to attach?	No
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	N/A
Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Audio ID in Radio Ads
Attach Media Plan	https://drive.google.com/uc?id=1kPV5l1QZdmxkvpXC8yPx7Q2iR9TEiiV6&export=download&display=/BreakingRecords_130192865_2023marketingPlan.docx
Which Print Outlets? # Insertions; Retail Value?	Vail Daily, Summit Daily, Boulder Daily Camera, CO Springs Gazette, Denver Post Home & Garden; \$25,000
Public Relations / Earned Media - Select where DiscoverVail logo be featured	Name in news release
Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured	Social Media Storytelling Post
Storytelling Post: Facebook #; Twitter # = Total #	100
Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster
Collateral Materials: # of event posters distributed	14
Collateral Materials: # of event rack card/brochures distributed	2000
On-Site Benefits - Select what would apply?	Inclusion on Event Entrance Banner
Event Entrance: Location; # impressions	Ford Park & Visitor Center; 125,000
Hospitality Benefits - Select what would apply?	Not Applicable

ADDITIONAL INFORMATION

REQUIRED ATTACHMENTS

OPTIONAL ATTACHMENTS

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

The Vail Cup aligns with the mission of growing a vibrant, diverse economy and community as it brings together players and families from different backgrounds and socio economic status. The tournament brings in teams from various regions surrounding Colorado which can lead to an increase in tourism, return visits, and revenue for local businesses. The tournament is a low impact event as it takes place on well maintained soccer fields that are overseen by the Rec District. The players and families that attend value the outdoors and healthy lifestyle that the valley provides them. The tournament staff provide the guests with ample information in regards to The Town of Vail's exceptional services and recreational, cultural, and educational opportunities available to them during their stay. The tournament is supported by local restaurants, lodging and recreational programs within the Town of Vail.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

The Vail Valley Cup is an annual event. It brings back existing and new players and families to the valley. It is compatible with the community values and interests of Vail and contributes positively to the standards of the community in its support of youth sports and families. It supports local businesses, lodging and restaurants all of which are important to the Vail community. One of Vail's core values is promoting an active and healthy lifestyle, and the tournament aligns with this value by promoting physical activity and positive guest experience through recreation. The tournament is a family-friendly event that provides a positive weekend community environment for the attendees. Families use this tournament as a fall foliage vacation and build lasting memories of what Vail's beauty has to offer which supports the "Life is But A Dream" campaign.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

The Vail Cup soccer tournament take place the beginning of October 7-8, 2023 a lower demand pre season time period. This has been a consistently good time to hold the tournament as it's a time when tourism draw is needed since it is a shoulder season between Summer and Winter high seasons.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

We have followed the Zero Waste guidelines put in place by the Town of Vail for several years. We provide water containers for people to fill their reusable water bottles and do not provide food trucks for any of the Town of Vail fields. We have recycle bins around all fields. We send out messaging regarding the Town of Vail's Celebrate Green program to all attendees and we also post the information on our website, the event portion of the website, emails and social media.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

The same event producers have been putting on the Cindy Eskwith Memorial Soccer tournament for the last 10 years plus. They also have been involved in the Fred Ammer soccer tournament in partnership with the Vail Rec district for the past few years. The Vail Cup tournament has continued to grow and broaden its base of attendees. It is a tournament that many soccer clubs look forward to sending its teams to each fall. The tournament continues to get high overall satisfaction in regards to its attendees.

EVENT OVERVIEW

What is the name of your event/program?

The Cindy Eskwith Memorial Vail Cup soccer tournament

Description of the Event:

The Vail Valley Soccer Tournament invites all CSA sanctioned event teams U11 through U15 boys and U11 through U19 girls teams to play soccer in the beautiful Vail Valley and surrounding area of Eagle County. The 9th Annual Vail Valley Cup Cindy Eskwith Memorial Tournament will be held on October 7-8, 2023. All teams will play a minimum of three games (weather permitting). Family, friends and players will spend the weekend in the valley enjoying the game of soccer and the beauty and charm that the Vail Valley has to offer. It is a recommended play and stay tournament with many lodging partners and local sponsors providing extra tournament values to the attendees as support of the event.

Mission/Purpose of the Event:

The mission of the soccer tournament is to raise monies to support the Vail Valley Soccer Club's scholarship program. This is the largest fundraiser of the year for the soccer club. About 60% of the membership of the Vail Valley Soccer Club is provided some kind of scholarship support in order to maintain diversity and inclusivity. Many members of the club would not otherwise be able to participate in a program of this level. Providing these players with scholarship support allows many of the players opportunities that they might not otherwise get do to their socio economic status. It allows them the ability to travel through their sport and play at a higher level which gives them the possibility of being seen by colleges. For many of our scholarship players these opportunities might not have been available without the club's financial support mad possible through our annual fundraising soccer tournament.

Amount of 2023 sponsorship funding requested

17,500

Proposed Start Date

Oct 07, 2023

Proposed End Date

Oct 08, 2023

Are your event/program dates set or can they be changed?

Event Dates cannot be changed

Location/Venues :

Donovan Park, Ford Park, Vail Athletic/Rugby Fields (2023 not available due to irrigation project), Vail Mountain School, Battle Mtn High School, Eagle-Vail fields, HPS, Avon Elementary, Nottingham Park, Mountain Rec fields, Eagle Fairgrounds, Singletree Community Park

Are you requesting in-kind use of TOV venues or services?

Yes

Do you plan to use Vail Recreation District Facilities?	Yes
Please attach letter or email confirmation from Vail Recreation District if using VRD facilities	https://drive.google.com/uc?id=1Vt0ugweBvQsw-UHuLcTAzo3vd_s-Z1AL&export=download&display=/128252605_137952018_ScreenShot20230326at5.15.44PM.png
Is this a New or Existing Event?	Existing Event
If existing, number of years event has taken place	25+
How much was your event or program funded in 2021?	15,000

APPLICANT INFORMATION

Company/Organization: Vail Valley Soccer Club

Contact Lisa Reeder

Position Tournament Director

Address PO Box 2728
Edwards, CO 81632

Email tournament@vailsoccer.com

Website www.vailsoccer.com

Phone (970) 390-4481

Number Years in Business 34

Business Type LLC or S-Corp

Does the event or program benefit a charity or organization? Yes

Please name and describe the beneficiary Vail Valley Soccer Club scholarship fund; players that would not otherwise be able to afford the membership and travel needed to be a part of a competitive soccer club

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1S3EHFeywCjKBaG74SRQE9ejO6-2XByuO&export=download&display=/128252605_137952036_VailCup2022detailedbudget.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1ABNdVtMziPi58kmc-FmjWBImbxhdLNOD&export=download&display=/128252605_137952037_VailCup2023detailedbudget.xlsx

REQUEST FOR FACILITY RENTAL FEE RELIEF

Are you requesting facility rental relief? No

AUDIENCE INFORMATION

Anticipated Number of Participants 12,000

Prior Year Spectators/Attendees 11500

Anticipated Attendance for Upcoming Event 12,000 plus

Anticipated Percentage Destination Visitors 90

Percentage Eagle County Residents 10

Demographic Profile: U11 through U19 youth and their families. Married families, grandparents, siblings. Income levels able to come to Eagle County for the weekend. High school, college

Other Pertinent Audience Data: Families, outdoor healthy lifestyle, sports enthusiasts, travelers and vacationers

Prior Year Net Promoter Score 94

ECONOMIC IMPACT

Number of overnight stays expected? 3000

If you have conducted previous research, what do you estimate will be the gross economic impact? 2847000

Anticipated incremental impact on lodging tax and sales tax? 329,000

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses

Families are in town with players, siblings, grandparents for a weekend of soccer and entertainment. The teams will play 2 games on Saturday, most come Friday night as they have Saturday morning games. All teams also have Sunday games. There is ample time to eat and drink in town and also shop. Teams have lots of down time to explore the

Other economic drivers? Restaurants, recreation, shopping, gasoline,

PROPOSED SPONSORSHIP for Town of Vail:

Proposed Sponsorship Level	Title
Funding Requested	17500
Do you have a sponsorship proposal to attach?	No
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Town of Vail can have a booth on site if interested
Attach Media Plan	https://drive.google.com/uc?id=1Kdq7e2AODXzK_EtDP5_5ZdofJ8UTVPvB&export=download&display=/128252605_137952104_2023CSEMediaPlanVailCup.xlsx

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Other: Sports Connect tournament registration platform, VVSC website, VVSC Newsletter, Social media; facebook, instagram, sports connect event app,
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Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Site Maps or Event Program
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Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured	Name in news release
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Name in news release	Yes
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Web, Social Media, and Digital Benefits

Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured	Recognition on Event Website Home Page ID & Link on Event Website Sponsor Page Recognition on Event Social Media Sites Logo Inclusion in Event's e-blasts Mobile App Banner ad with link
--	--

Event Website: Web address - Where will logo be featured?	www.vailsoccer.com (home page, tournament page). Sports connect tournament page (tournament registration site)
---	--

Social Media: Facebook #; Twitter # = Total #?	Facebook, instagram
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Social Media: How will TOV be recognized in social media? Discover Vail Logo, Sponsorship support of event, Presenting/Title

Will TOV receive ID in e-newsletters and blasts? Yes

Mobile App: Will DiscoverVail logo (with link) be included? Yes

Data Capture: Quantity of email records expected to be provided to the Town 400

Onsite Benefits

Onsite Benefits - Select what would apply? Inclusion of Asset Banner
DiscoverVail Banners placed on site

Asset Banner: Location; # impressions 4

Discovervail.com Banner: Location(s); # impressions 4

Hospitality Benefits

Hospitality Benefits - Select what would apply? Not Applicable

ADDITIONAL INFORMATION

REQUIRED ATTACHMENTS

2022 Event Recap

https://drive.google.com/uc?id=1PGIdO-BQI11Z1HTT32QQ5zsEnbFY1VIE&export=download&display=/128252605_137952153_CRC2022EventRecapVailCup.pdf

OPTIONAL ATTACHMENTS

File

https://drive.google.com/uc?id=1MxzRUbOmAMy7qTjPvyuHETqKjFpE6WZR&export=download&display=/128252605_137952156_Eventsponsordeck2023.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding

https://drive.google.com/uc?id=187zXfxYN4L4ssdYRPsNaZsNHWGap6JNj&export=download&display=/128252605_137952157_briannolantestimoniaIvcup.docx

REQUIREMENTS FOR REQUEST

BRAND: Explain how this Event is compatible with and supports Vail's brand, mission and objectives as set forth by the Town Council.

The Fred Ammer Soccer Invitational aligns with the mission of growing a vibrant, diverse economy and community as it brings together players from different backgrounds, cultures, and nationalities as soccer generally has a diverse and inclusive community of players and spectators. The tournament brings in teams from various regions which can lead to an increase in tourism and revenue for local businesses. The tournament is a low impact event as it takes place on well maintained soccer fields that are overseen by the Rec District. The tournament staff provides the guests with ample information in regards to The Town of Vail's exceptional services and recreational, cultural, and educational opportunities available to them during their stay. The tournament is supported by local restaurants, lodging and recreational programs within the Town of Vail.

ALIGNMENT WITH COMMUNITY VALUES: Explain how this event is compatible and supports Vail's community values, interests, and standards and provides a positive guest experience.

The Fred Ammer Soccer Invitational is an annual event. It brings back existing and new visitors to the valley. It is not only compatible with the community values and interests of Vail but also contributes positively to the standards of the community. It supports local businesses and organizations, all of which are important to the Vail community. One of Vail's core values is promoting an active and healthy lifestyle, and the tournament aligns with this value by promoting physical activity and positive guest experience. The tournament is a family-friendly event that provides a positive guest experience for visitors and locals. Families use this tournament as a vacation and participate in many activities, hiking, biking, skiing (winter) outside of the tournament in the Town of Vail which supports the "Life is But A Dream" campaign. The high standards of the soccer fields where the event is held emphasize the natural beauty of Vail.

TIMING: Explain how this event takes place during a lower demand time period in which programming or tourism draws are most needed

This event adds to the diversity of the summer clientele in the Town of Vail. The soccer fields would not be in use at this time if it wasn't for the tournament. The players that attend our tournament have more disposable income and the diversity of teams adds to the overall ambiance of the town.

SUSTAINABLE PRACTICES: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail. Briefly explain how this criteria is being met.

The tournament works closely with the Vail Rec District and the tournament attendees to follow the Town of Vail's emphasis of hosting a Zero Waste event in order to help with lowering the carbon footprint and help with the decrease of negative impact on the environment. Water stations will be provided so that players/referees/spectators can refill their water bottles and messaging regarding Town of Vail's Zero Waste program will be passed on to all attendees before they travel to the tournament.

PRODUCER QUALIFICATIONS: Event producer must have a proven track record of successful event production and execution. Briefly explain how this criteria is met.

The tournament had a 33 percent increase in team participation this past year despite astronomical gas and lodging prices. We added a women's division which developed lots of interest for this coming summer tournament. We have acquired a great partnership with Stiegl which kept players in Vail last year due to great evening activation. Teams averaged 25 players last year with 75 additional visitors in their traveling party. We had games on Friday night to add additional "stay in vail" time to their visit. The same event producers put on the very successful fall Vail Cup Soccer tournament.

EVENT OVERVIEW

What is the name of your event/program?

The 2023 Fred Ammer Soccer Invitational

Description of the Event:

Vail Recreation District and Vail Valley Soccer Club unite in welcoming the top men's and women's teams from across the country to one of the toughest tournaments in the Rocky Mountains. Soccer games are played throughout Vail, EagleVail and Edwards. Spectators are welcome and volunteers are always sought for the event. The event is supported by many local business and lodging partners. Please visit our preferred lodging partners.

Vail Realty

Vail International Condos

Evergreen Lodge

Antlers at Vail

Simba Run

Beaver Creek Lodge

Mission/Purpose of the Event:

Fred Ammer was born Germany and moved to Colorado in the late 1950's Ammer began the Vail Soccer Club in the early 1970's as a way for Europeans living in Vail to stay in shape during the summer months. The Vail Soccer Club became one of Colorado's premier soccer clubs, winning the state cup in the late 1970's and eventually including two full men's teams, a women's team and the kids' program. The first Vail Invitational Tournament, which was originally held on the old soccer field (where Ski Club Vail is currently located), featured six teams. Through the hard work and collaboration between Tom Steinberg, the Town of Vail, the Vail Ruby Club and the Vail Soccer Club, some open space east of town was appropriated as the new athletic fields. The sod was laid by players themselves and supporters of Vail rugby and soccer. To this day, the Vail Invitational is a championship-caliber tournament attracting top teams from across the country. This tournament is truly a dedication to Fred.

Amount of 2023 sponsorship funding requested

12,500

Proposed Start Date

Jul 21, 2023

Proposed End Date

Jul 23, 2023

Are your event/program dates set or can they be changed?

Event Dates cannot be changed

Location/Venues :	Vail Ford Park fields, Rugby field, Vail Mountain School, Mtn. Rec fields and Eagle Vail fields
Are you requesting in-kind use of TOV venues or services?	Yes
Do you plan to use Vail Recreation District Facilities?	Yes
Please attach letter or email confirmation from Vail Recreation District if using VRD facilities	https://drive.google.com/uc?id=1hjgnjOXgYwuADdCFFT8rWKCjjehcwk4_&export=download&display=/The2023FredAmmerSoccerInvitational_128252634_Fredammerjoelvailrec.png
Is this a New or Existing Event for the Vail Valley	Existing Event
If existing, number of years event has taken place	52nd Fred Ammer Tournament
How much was your event or program funded in 2022?	10,000

APPLICANT INFORMATION

Company/Organization: Vail Valley Soccer Club/Vail Rec District

Contact Kerri Thelen

Position Executive Director

Address PO Box 2728
Edwards, CO 81632

Email director@vailsoccer.com

Website www.vailsoccer.com

Phone (970) 479-2280

Number Years in Business 33

Business Type Nonprofit Charitable 501(c)(3)

Does the event or program benefit a charity or organization? Yes

Please name and describe the beneficiary

The Fred Ammer tournament monies go towards funding scholarships for those in need of scholarship monies in order to be able to participate in the Vail Valley Soccer Club. VVSC has teams competing in both the Denver Advance League and the Mountain Region League of the Colorado Soccer Association. We are proud to have a competitive sports program that is inclusive of all our community members regardless of race, economical status or gender. One of VVSC's goals is to create a athletic environment that honors and represents our community both on and off the field. Our intention is to offer a affordable competitive athletic option for local youth. Many athletes are priced out of skiing, hockey and lacrosse in this valley and VVSC believes it is critical for all youth to find a sport that appeals to them within the community. Soccer has a universal language that encourages friendships, sportsmanship and leadership world wide. VVSC is proud to be part of a global community that bridges relationships, opportunity and growth for the our youth.

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1kS0YgCbzKuNSX-gJRhflk66cleT6jkXq&export=download&display=/The2023FredAmmerSoccerInvitational_128252714_2023FredAmmerTournamentPL.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1iAB9gN38gSAtUjrQNx2FhvIO_SJCCIQb&export=download&display=/The2023FredAmmerSoccerInvitational_130117239_FREDAMMERBUDGET2023.xlsx

REQUEST FOR FACILITY RENTAL FEE RELIEF

Are you requesting facility rental relief? No

AUDIENCE INFORMATION

Anticipated Number of Participants 775

Prior Year Spectators/Attendees 1650

Anticipated Attendance for Upcoming Event 2350

Anticipated Percentage Destination Visitors 90

Percentage Eagle County Residents 10

Demographic Profile: 18-35, married/single, working professionals, college grads

Other Pertinent Audience Data: Outdoor enthusiasts, travelers art and culture, young professionals

Prior Year Net Promoter Score 92

ECONOMIC IMPACT

Number of overnight stays expected? 1500

If you have conducted previous research, what do you estimate will be the gross economic impact? 1157500

Anticipated incremental impact on lodging tax and sales tax? 50,690

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses

Each team plays 1-2 games per day, therefore, there is ample time to participate in event activities outside of the soccer tournament. Goal is to stay in Vail. Each player will receive a coin for a free Stiegl beer to be redeemed at the Blue Moose in Vail. This will add to the players and their families spending time at local restaurants and bars in the village. This clientele comes to Vail to party.

Other economic drivers?

The economic driver is "Food and Drink" and shopping in the local stores.

Proposed Sponsorship for Town of Vail:

Proposed Sponsorship Level	Presenting Sponsor
Funding/Fee Requested	12500
Do you have a sponsorship proposal to attach?	No
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	na
Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Other: schedule, save the date, emails, our website, Vail Rec website, shared instagram and social media
Attach Media Plan	https://drive.google.com/uc?id=1gcrO7lcs1FEm-t5qGVp09jalMy5E1kvY&export=download&display=/The2023FredAmmerSoccerInvitational_130192865_FredAmmer2023mediaplan.xlsx
Which Print Outlets? # Insertions; Retail Value?	Social Media nationally. Targeting national and surrounding states. Emails to college databases, Soccer associations nationally. CSA state organizations database which is 80,000.
Public Relations / Earned Media - Select where DiscoverVail logo be featured	Name in news release Opportunity for Town to be interviewed
Web, Social Media & Digital Recognition - Select Materials DiscoverVail logo be featured	Recognition on Event Website Home Page ID & Link on Event Website Sponsor Page Recognition on Event Social Media Sites Social Media Storytelling Post Logo Inclusion in Event's e-blasts
Event Website: # annual page visitors	50000
Event Website: Web address - Where will logo be featured?	www.vailsoccer.com - www.vailrec.com
Social Media: How will TOV be recognized in social media?	Instagram, Newsletter, Event e-blast, Facebook (*Sports Connect app should be on board within the next month)
Social Media: Facebook #; Twitter # = Total #?	10,000
Will TOV receive ID in e-newsletters and blasts?	Yes
Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster
Collateral Materials: # of event posters distributed	250

On-Site Benefits - Select what would apply?

DiscoverVail Banners placed on site
Complimentary Exhibit Space

Discovervail.com Banner: Location(s); # impressions

10

Exhibit Space: Value: Standard booth cost

300

Hospitality Benefits - Select what would apply?

Not Applicable

ADDITIONAL INFORMATION

REQUIRED ATTACHMENTS

2022 Event Recap	https://drive.google.com/uc?id=198Im_tDK61xZoK8l94FTvcdWVZWI_md7&export=download&display=/The2023FredAmmerSoccerInvitational_128252752_FredAmmer2022.keyEdited1.pdf
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OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application	www.vailrec.com
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File	https://drive.google.com/uc?id=1XsXhGEoGQJzT2mISTjswV7BhO_-xZmdr&export=download&display=/The2023FredAmmerSoccerInvitational_128252756_Eventsponsordeck2023.pdf
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Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding	https://drive.google.com/uc?id=1dzTg9lCmwPTQlQROxpQtePut1eyPdsq&export=download&display=/The2023FredAmmerSoccerInvitational_128252758_image001.png
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Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding	https://drive.google.com/uc?id=1nF60SDUNYPGvBGce3xw9n-ergW6nrlx9&export=download&display=/The2023FredAmmerSoccerInvitational_128252757_ScreenShot20220601at12.51.11PM.png
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