

COMMITTEE ON SPECIAL EVENTS MEETING

Committee on Special Events Regular Meeting Agenda



Vail Town Council Chambers

8:30 AM, February 7, 2024

1. Event Recaps

- 1.a Special Event Recaps 5 Min
[Kringle Market Recap.pdf](#)
[LFA Recap.pdf](#)
[Sportsmanship Tournament Recap.pdf](#)
[Vail Film Festival Recap.pdf](#)
[Ice Spectacular Recap.pdf](#)

2. New Business

- 2.a 2024 Special Event Sponsorship Presentations - 2nd cycle 4 hours
[20240207 Presentation Schedule.pdf](#)
[2024 2nd Cycle Sponsorship Applications.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.

Form Name: 2024 Event Recap
Submission Time: January 24, 2024 4:40 pm
Browser: Safari 17.0 / OS X
IP Address: 73.243.118.244
Unique ID: 1187521089
Location: 39.6362, -106.6218

Event Name Vail Kris Kringle Market

Event Producer Name Anglea Mueller

Email vailfarmersmarket@gmail.com

Event Date Dec 07, 2023

If multiple dates that are not consecutive, please list here December 8,9,10

Event highlights The market drew crowds each day and brought the holidays to Vail. The garland, the reindeer, the holiday cheer were seen throughout the event. People stocked up on breads, cookies, meat, and holiday gifts. The market was busy each day and even with snow, we had people that walked the entire market, which ran from Gorsuch to Willow Bridge Road.

Humble Brag The Market had vendors that do several holiday events and this event was their most successful.

Event challenges The weight of snow on the 20 x100- tent and we had tent breakage from the weight of the snow.

Net Promoter Score 87

Prior Year Net Promoter Score 85

Upload final budget actuals as per the funding agreement. https://drive.google.com/uc?id=1hx3flHDilLqp-j706OaKwoPoJp7mkaFh&export=download&display=/VailKrisKringleMarket_142881363_BudgetKrisKringle2023.xlsx

Upload Supplemental Presentation for CSE Meeting https://drive.google.com/uc?id=1wMBg_R8nrIXX-JT8Xf9G4H-NcDwYt5WY&export=download&display=/VailKrisKringleMarket_125806809_VailKrisKringleMarketwrapup23.pdf

Sponsorship Benefits

Was there an "Opt In" option for your attendees to sign up for Discover Vail emails? No

Total number of dedicated Discover Vail social posts 78

Screenshot	https://drive.google.com/uc?id=1c2az6FCQ3fx3JPt46bpSP13kucjBDbVc&export=download&display=/VailKrisKringleMarket_149815703_Screenshot20240124at1.56.05PM.png
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Dedicated Social post impressions Total 76

Screenshot	https://drive.google.com/uc?id=1MjzADcj7f97Jk1JEV-vrgtWk6REttRQF&export=download&display=/VailKrisKringleMarket_150218738_Screenshot20240124at1.56.05PM.png
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Total number of DiscoverVail.com banners placed on site.	0
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Any Additional Fulfillment:	The Vail Kris Kringle told guests to look at Discover Vail every time they purchased Gluhwein at the event Our sandwich boards had the logo and we did two flodesk emails to 7700 and also used our Vail farmers market site to enhance the exposure and sent out 76 social media posts with the link to Discover Vail
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Economic Impact

Actual Event Attendance	4500
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Prior Year Actual Event Attendance	3500
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How was attendance measured?	estimation
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Visitor Profile - local % of attendees	35
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Visitor Profile - front range visitor % of attendees	37
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Visitor Profile - destination visitor % of attendees	20
---	----

How did you determine attendee origin?	Questions at Gluhwein and speaking with vendors at event.
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Actual room nights booked that can be attributed directly to the event	135
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Estimated total room night generation	200
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How did you determine room night generation?	Vendors that stayed here and visitors/guests that mentioned they extended their stay
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Estimated visitor spend?	350000
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How did you determine visitor spend?	Estimated on what spent with vendors and going average guests paid for day in Vail
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Direct economic impact to TOV per attendee day?	350000
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Marketing Detail

Actual Marketing Spend - Print	2750
Actual Marketing Spend - Digital	5750
Actual # of impressions from digital	13.7
Actual Marketing Spend - Social	2250
Actual # of impressions from paid social	12331
Actual # of impressions from organic social	1501
Actual Marketing Spend: TV/Radio/OOH	1100
Actual number of Emails Sent	7500
Average email open rate	66.7
Number of email recipients (Total number in your database)	8200
Additional File	https://drive.google.com/uc?id=1ECTBpkkFfUM9m0LuAM9UHPNeKop6dWlf&export=download&display=/VailKrisKringleMarket_146423256_RenKrisKringleVD4.917x5.1723.pdf
	https://drive.google.com/uc?id=1XcUv91vUyIBmCN0iaYfrGB4mDLmvEQaP&export=download&display=/VailKrisKringleMarket_142881010_Screenshot20240124at1.56.17PM.png
Event Photos	https://drive.google.com/uc?id=1iUwnTEzTVoNf7QiHka-tfwdTELOK5g6B&export=download&display=/VailKrisKringleMarket_146423198_pob04345_53469157868_o.jpg
Event Photos	https://drive.google.com/uc?id=17j1-eom0AwbpMyqjaD9Reche424Ar6k&export=download&display=/VailKrisKringleMarket_149816411_IMG_5079.jpeg
Event Photos	https://drive.google.com/uc?id=1OtJoUS_N6lxQf2wrNjcZHbcOW88aY6NZ&export=download&display=/VailKrisKringleMarket_149816436_IMG_5090.jpeg
OTHER	
What was your waste diversion rate?	92
Please list any sustainability efforts your event instituted.	We had limited trash/compost from the event, as 99 % of items were take home.
Do you have your 2024 dates?	No

Final 2023 Invoice

https://drive.google.com/uc?id=1U2Rx9hKyGNLROJd-OJXE_gJBXKE61Qdn&export=download&display=/VailKrisKringleMarket_147129728_10268.pdf

Form Name: 2024 Event Recap
Submission Time: January 29, 2024 8:05 am
Browser: Chrome 121.0.0.0 / Windows
IP Address: 75.163.190.168
Unique ID: 1188815364
Location: 38.9129, -104.7794

Event Name Vail's Ice Spectacular

Event Producer Name Eddie Shipstad

Email eshipstad@outlook.com

Event Date Dec 22, 2023

If multiple dates that are not consecutive, please list here 22nd and 23rd

Event highlights Three Olympic medalists (Nathan Chen, Jason Brown, and Karen Chen)
Sold out 23rd show (80 short of selling out the 22nd show)
Reserved seating on the ice went well.
Many happy attendees
I'm thrilled with the benefits of being an event that is sponsored by the CSE. Being able to be on the DiscoverVail.com site as well as the Vail Daily and Vail.com sites is an incredible benefit!
Free advertising of our event on Channel 9 in Denver and the mountain affiliate was a great benefit. Interviews with the Olympians on Channel 9 and 3 featured articles the week of the show in the Vail Daily was great.
The banners at the Lionshead entrance and covered bridge were fantastic!
5 separate fans from Japan came over just for the show. 5 fans from the UK came for the show.
Spectators from 41 states and 7 countries attended the shows.

Humble Brag My goal was 750 people per show. Selling out the second night of 1,200 and 80 short of selling out the first night was an amazing feeling.

Timing of the second half with no announcements and continuous energy.

That all of the athletes loved being in the show. Cast party at Deca BOL on Friday after the show and meet and greet.

The meet and greet was a huge success with all of the skaters in the show attending alongside with the 3 Olympians.

Event challenges

We need one additional day in Dobson Arena to set up and allow the athletes more time to get use to the ice size.

The concessions line is frustrating.

Sound system needs to be updated. I don't have it in my budget yet to add sound to the production.

I still need around three more local sponsors for the event.

Net Promoter Score	84
Prior Year Net Promoter Score	90
Upload final budget actuals as per the funding agreement.	https://drive.google.com/uc?id=1F0tn-GK6WhH14OI1lgA17K9GSdiVsSs-&export=download&display=/VailsIceSpectacular_142881363_2023CSEFINALBUDGETREVIEW.xlsx
Upload Supplemental Presentation for CSE Meeting	https://drive.google.com/uc?id=1gELRtSZw3vW1feVeEsgwD8V-FOkpK3So&export=download&display=/VailsIceSpectacular_125806809_2023IceSpectacularCSERecapFeb7.pdf

Sponsorship Benefits

Was there an "Opt In" option for your attendees to sign up for Discover Vail emails?	No
Total number of email sends with Discover Vail inclusion	6000
Total number of emails with DEDICATED Discover Vail content	6000
Screenshot	https://drive.google.com/uc?id=1FXyBDxotLJQCsgAodDwE5t2vUmmoK1_J&export=download&display=/VailsIceSpectacular_149815702_Knowbeforeyougowithsponsors2023.png
Screenshot	https://drive.google.com/uc?id=1qmShpAlzHlxSSh_H-dFGvSkyMETuTLOF&export=download&display=/VailsIceSpectacular_149816060_IMG_7755.jpg
Email list size	1500
Email open rate	unsure
Total number of dedicated Discover Vail social posts	120

Screenshot	https://drive.google.com/uc?id=17rx1_RqYVM4YkKmBWAZ2dewt3bf36c1_&export=download&display=/VailsIceSpectacular_149815703_TicketsonSale2023IceSpectacularLetter.png
Dedicated Social post impressions Total	over 100,000
Screenshot	https://drive.google.com/uc?id=1ilQDHXxcT5WC6CWUReQfN7C0GEAHrDM_&export=download&display=/VailsIceSpectacular_150218738_IMG_7755.jpg
Total number of DiscoverVail.com banners placed on site.	3
Any Additional Fulfillment:	<p>68 VIP Tickets to the Ice Spectacular Shows for the CSE/TOV</p> <p>Logo on the Lionshead and Covered Bridge banners</p> <p>Logo on Dobson Arena banner</p> <p>Logo on both show websites</p> <p>Logo on intro to the Channel 9 interviews in October, November, and December</p> <p>Logo and mention in all emails</p> <p>Logo on posters, flyers, all printed materials</p> <p>Mention in Training Camp advertisements (across the country and internationally)</p> <p>Announcements during all outdoor shows at the Arrabelle and Solaris Ice Rinks</p> <p>Logos on banners at monthly US Figure Skating Competitions around the state of Colorado</p> <p>Olympians posted :30 commercials with the DiscoverVail.com logo as well as mentioning it in their dialog on all of their social media platforms.</p> <p>Olympians had over 100,000 impressions from their social media platforms.</p> <p>Youtube has had over 60,000 views of videos posted of the show from fans from around the world.</p>
File	https://drive.google.com/uc?id=10WbSqnC9SbkgdXMsOuEeRaHOe3hQv0ga&export=download&display=/VailsIceSpectacular_149816171_IMG_7754.jpg
Economic Impact	
Actual Event Attendance	2270
Prior Year Actual Event Attendance	1175
How was attendance measured?	Tickets sold (600 bleacher seats and 527 on ice seats/ additional 48 seats for VIPS in the boxes and judges stands
Visitor Profile - local % of attendees	26

Visitor Profile - front range visitor % of attendees	25
Visitor Profile - destination visitor % of attendees	40
How did you determine attendee origin?	Ticket sales city, state, country/ 26% local/ 25% Front Range/ 35% out of state (41 states) / 4% out of the country
Actual room nights booked that can be attributed directly to the event	450
Estimated total room night generation	900
How did you determine room night generation?	Subtracted the day trip spectators, other mountain towns, and locals. Deducted 50% for spectators did not have the Ice Spectacular as their primary reason for coming to Vail.
Estimated visitor spend?	\$520,000
How did you determine visitor spend?	Used non-daytrip spectators. 47% of the audience stayed more than two nights.
Direct economic impact to TOV per attendee day?	\$260,000

Marketing Detail

Actual Marketing Spend - Print	10,000
Actual # of impressions from print	250,000
Actual Marketing Spend - Digital	4,620
Actual # of impressions from digital	385,009
Actual Marketing Spend - Social	0
Actual # of impressions from paid social	0
Actual # of impressions from organic social	220,000
Actual Marketing Spend: TV/Radio/OOH	0
Actual # of impressions from tv/radio/OOH	Channel 9 in Denver and Mountain affiliate
Total website visits and unique visitors	107,000
Actual number of Emails Sent	6000
Average email open rate	Don't know.

Number of email recipients (Total number in your database)	1500
Additional File	https://drive.google.com/uc?id=1QJAb_pXIFQoi_3kwwZKresGZuH2FIOia&export=download&display=/VailsIceSpectacular_146423256_2023DigitalAdswiththeVailDaily.png
	https://drive.google.com/uc?id=1459VuUSiNuU6puVmcNRXX_6uDMjkrjTB&export=download&display=/VailsIceSpectacular_142881010_2023AdforThanksgivingpaper.png
Event Photos	https://drive.google.com/uc?id=1Zt--YvqmgHOPw6Fd8HYvZ59vGob5MW_p&export=download&display=/VailsIceSpectacular_146423198_JBWorm.jpg
Event Photos	https://drive.google.com/uc?id=1ivXEqdGsp9uus3neqaw0QSX6GEXjoi0P&export=download&display=/VailsIceSpectacular_149816411_Nathanbackflip3.jpg
Event Photos	https://drive.google.com/uc?id=1a99eU9BIMKdYvHeTZRs0V3zn667ueV4J&export=download&display=/VailsIceSpectacular_149816436_JasonBrownfallingleaf.jpg

OTHER

What was your waste diversion rate?	Responsible by Dobson Arena
Please list any sustainability efforts your event instituted.	QR Code for show order and bios on the athletes in the show (no printed programs). Tickets could be printed or scanned.
Do you have your 2024 dates?	Yes
2024 Event Dates	December 22nd and 23rd, 2024
Photo for 2024 Listing - PLEASE NO IMAGES WITH TEXT	https://drive.google.com/uc?id=16MnHn9Zr2wzMUXkvGkS0YVV53J9S8Lhl&export=download&display=/VailsIceSpectacular_149816579_ChockandBates.png
Additional Photo Upload	https://drive.google.com/uc?id=1jfxj8XaXjMt5IIMWMa11YxDLdSj3kIDC&export=download&display=/VailsIceSpectacular_150097163_JasonBrown2.png
Final 2023 Invoice	https://drive.google.com/uc?id=1MfVPMloux_duwwB5eUO4gIMKjpluGrW-&export=download&display=/VailsIceSpectacular_147129728_TownofVail2023IceSpectacularFINALInvoiceforIceSpectacular.pdf

Form Name: 2024 Event Recap
Submission Time: January 30, 2024 6:43 pm
Browser: Chrome 120.0.0.0 / Windows
IP Address: 73.203.2.71
Unique ID: 1189493062
Location: 39.489, -104.8298

Event Name	LFA 170
Event Producer Name	Sven Bean
Email	sbean@lfa.com
Event Date	Oct 27, 2023
Event highlights	<p>Viewership was very strong, one of the best MMA events of the year. We had live viewership in over 90 countries and VoD viewership was around 120 countries</p> <p>Simulcast in the Metaverse through a partnership with Meta (Facebook)</p> <p>Well attended by fans</p>
Humble Brag	We made ESPN top ten with a highlight, and it became the most viewed reel in LFA history, at 7 million views
Event challenges	The late October date had a lot of local businesses closed, which made the local promotion effort more challenging
Net Promoter Score	0
Upload final budget actuals as per the funding agreement.	https://drive.google.com/uc?id=1LVp6wY2CbJnSpY0y5hUMEV7syzVQwptN&export=download&display=/LFA170_142881363_LFA2023VAILBUDGETFINAL.xlsx
Upload Supplemental Presentation for CSE Meeting	https://drive.google.com/uc?id=13OU_Y-AArpv5DU9OzTdlhL7WVWutFmxd&export=download&display=/LFA170_125806809_LFA170SocialMediaReport.xlsx
Sponsorship Benefits	
Was there an "Opt In" option for your attendees to sign up for Discover Vail emails?	No
Total number of email sends with Discover Vail inclusion	38777
Total number of emails with DEDICATED Discover Vail content	0
Email list size	20354

Email open rate	31 percent
Total number of DiscoverVail.com banners placed on site.	We do not print banners to hang inside of venue, we use a digital LED screen instead.
Any Additional Fulfillment:	<p>Logo on Digital Sponsor Loop at Live event</p> <p>Logo on Tale of Tape for UFC broadcast</p> <p>Logo on Tale of Tape for Meta broadcast</p> <p>Logo on Tale of Tape for YouTube broadcast (500k subscribers)</p> <p>"This bout brought to you by Discover Vail" with tag line by Ring Announcer at Live Event</p> <p>"This bout brought to you by Discover Vail" with tag line by Ring Announcer for UFC broadcast</p> <p>"This bout brought to you by Discover Vail" with tag line by Ring Announcer for Meta broadcast</p> <p>"This bout brought to you by Discover Vail" with tag line by Ring Announcer for YouTube broadcast</p> <p>Logo on Octagon Bumper pad at Live Event</p> <p>Logo on Octagon Bumper pad for UFC Broadcast</p> <p>Logo on Octagon Bumper pad for Meta Broadcast</p> <p>Logo on Octagon Bumper pad for YouTube Broadcast</p> <p>VIP Table and ticket package to Town Of Vail group</p>

Economic Impact

Actual Event Attendance	1893
Prior Year Actual Event Attendance	1437
How was attendance measured?	Ticket manifest
Visitor Profile - local % of attendees	50
Visitor Profile - front range visitor % of attendees	30
Visitor Profile - destination visitor % of attendees	20
How did you determine attendee origin?	estimate
Actual room nights booked that can be attributed directly to the event	159
Estimated total room night generation	350
How did you determine room night generation?	Rooming list
Estimated visitor spend?	\$50.00 average for locals, \$250.00 average for non locals

How did you determine visitor spend?	estimate
Direct economic impact to TOV per attendee day?	\$47,300.00 (\$50.00 x 946) + \$236,500.00 (\$250.00 x 946)= \$283,800.00
Marketing Detail	
Actual Marketing Spend - Print	\$6586.00
Actual Marketing Spend - Digital	n/a
Actual Marketing Spend - Social	\$3000.00
Actual # of impressions from tv/radio/OOH	n/a
Actual number of Emails Sent	38777
Average email open rate	26.75 percent
Number of email recipients (Total number in your database)	20354
Additional File	https://drive.google.com/uc?id=1iKqwYluLXJp6dEemwsoHINZMqwAUdl6E&export=download&display=/LFA170_146423256_20240125_08h47_59.png
	https://drive.google.com/uc?id=1jN78o4oGEJVQyh7fKJgPamB3cbQqbckG&export=download&display=/LFA170_142881010_20240125_08h49_35.png
Event Photos	https://drive.google.com/uc?id=1RI_oWuU2KSKLOTvSAIn1rXKW-2-la-WF&export=download&display=/LFA170_146423198__DSC8918.jpg
Event Photos	https://drive.google.com/uc?id=1Al82juFpqt52fAHMWSxNJgWQA1lxhOWH&export=download&display=/LFA170_149816411__DSC0414.jpeg
Event Photos	https://drive.google.com/uc?id=1lzSGimolcMdb5k38MI2BCq0N37p-0a8&export=download&display=/LFA170_149816436__DSC9289.jpg
OTHER	
What was your waste diversion rate?	Unavailable as Dobson Arena did not provide this information, but will moving forward.
Please list any sustainability efforts your event instituted.	Handled by the Dobson Arena team
Do you have your 2024 dates?	Yes
2024 Event Dates	Either 10-11-24 or 10-18-24

Form Name: 2024 Event Recap
Submission Time: January 30, 2024 10:05 pm
Browser: Chrome 120.0.0.0 / OS X
IP Address: 67.190.9.83
Unique ID: 1189543680
Location: 39.6362, -106.6218

Event Name 2023 44th Annual Vail Sportsmanship Tournament

Event Producer Name Kristi Scheidegger

Email kristi@vailmountaineers.org

Event Date Oct 20, 2023

If multiple dates that are not consecutive, please list here Oct. 20-22; Nov. 3-5; Nov. 10-12; Nov. 17-19

Event highlights Over the span of 4 weekends, we welcomed 81 hockey teams (including Vail Mountaineer Hockey Club teams) to the Town of Vail for a weekend of competition, team building and camaraderie. This is up from 73 teams in 2022. We successfully partnered with 8 Vail properties to offer lodging for the participants.

Based on the data from our lodging partners, we had 1,248 room nights booked in the Town of Vail. This is up from 1,095 nights in 2022.

The vast majority of teams came from the Denver Front Range, but we also hosted teams from Wyoming and Utah.

All divisions were full and we had to turn teams away due to shortages of available ice.

Humble Brag Seeing the continued success of this event makes me very proud. I became involved in coordinating/organizing the event about 8 years ago and each year that I've been in the role of Event Producer we have been able to increase the number of participants and bring more people to the Town of Vail. The success of this event can be attributed to our incredible volunteer parents, the leadership of the Directors and the attention to detail that we put into the event production. Not to mention, participants continually comment on how much they love coming to visit the Vail Valley!

Event challenges Our main challenge, and the thing that prevents us from bringing more people to Vail during this relatively quiet time, is the limited amount of ice we have available. If we had another sheet of ice in Vail, we could expand this successful event to more divisions (girls teams, AA, AAA, adults), but we already use every possible minute of available ice as it is.

Net Promoter Score 31

Upload final budget actuals as per the funding agreement.

https://drive.google.com/uc?id=1bkQ4IG0aThBBP1LexZ8wROASYfWBqfp7&export=download&display=/202344thAnnualVailSportsmanshipTournament_142881363_2023VST2024RFPAttDEventBudgetTemplateCYC1.xlsx

Sponsorship Benefits

Was there an "Opt In" option for your attendees to sign up for Discover Vail emails?

Yes

Total number of new opt in entries for Discovervail.com

Unknown

Total number of email sends with Discover Vail inclusion

100-150 emails were sent to Team Managers and/or Head Coaches, then they email is forwarded to all team participants

Total number of emails with DEDICATED Discover Vail content

100-150

Screenshot

https://drive.google.com/uc?id=1Wa8FOy-0UByqY9legbEDKoHJb9Me8lFS&export=download&display=/202344thAnnualVailSportsmanshipTournament_149815702_VST_Discover_Vail_Email.png

Screenshot

https://drive.google.com/uc?id=1rhhS580DUywnE7QpABHXpcHVLI051nxR&export=download&display=/202344thAnnualVailSportsmanshipTournament_149816060_VST_Discover_Vail_Tournament_Website.png

Email list size

100-150 contacts for each team

Email open rate

unknown

Total number of dedicated Discover Vail social posts

1

Screenshot

https://drive.google.com/uc?id=1VseD0sW-AdvwP1FyPgfwlQaK236SxDe&export=download&display=/202344thAnnualVailSportsmanshipTournament_149815703_VST_FB_Post.jpeg

Dedicated Social post impressions Total

92

Any Additional Fulfillment:

We do not have a dedicated Discover Vail banner for our event.

Economic Impact

Actual Event Attendance

6250

Prior Year Actual Event Attendance

5500

How was attendance measured?	Attendance is estimated as this is not a ticketed event. We estimate an average of 3 coaches per team, an average of 14 players per team and an average of 3.5 spectators per player.
Visitor Profile - local % of attendees	16
Visitor Profile - front range visitor % of attendees	57
Visitor Profile - destination visitor % of attendees	85
How did you determine attendee origin?	Team name designates the location
Actual room nights booked that can be attributed directly to the event	1248
Estimated total room night generation	1248
How did you determine room night generation?	Pick up reports directly from our Vail lodging partners
Estimated visitor spend?	\$500 average
How did you determine visitor spend?	Survey Monkey responses from 422 respondents
Direct economic impact to TOV per attendee day?	Including lodgings, most attendees spent about \$175-\$225 per day
Marketing Detail	
Actual Marketing Spend - Print	0
Actual # of impressions from print	0
Actual Marketing Spend - Digital	0
Actual # of impressions from digital	0
Actual Marketing Spend - Social	0
Actual # of impressions from paid social	0
Actual # of impressions from organic social	95
Actual Marketing Spend: TV/Radio/OOH	0
Actual # of impressions from tv/radio/OOH	0
Total website visits and unique visitors	Unknown

Actual number of Emails Sent	150-200 (then they were forwarded)
Average email open rate	unknown
Number of email recipients (Total number in your database)	unknown
Event Photos	https://drive.google.com/uc?id=1zt5lfl6oZLq6SDJ-dGcNMUKi2wl-bQE2&export=download&display=/202344thAnnualVailSportsmanshipTournament_146423198_VST_Welcome_Dobson.png
Event Photos	https://drive.google.com/uc?id=1vkzL5GboXMAMk0Nw3h0QUphFM1X4ejA3&export=download&display=/202344thAnnualVailSportsmanshipTournament_149816411_VST_10U_A_Champions.png

OTHER

Please list any sustainability efforts your event instituted.	Reusable water bottles and filling stations, recycling bins throughout Dobson, reusing banners
Do you have your 2024 dates?	Yes
2024 Event Dates	Nov. 1-3, Nov. 8-10; Nov. 15-17; High School weekend TBD in October
Final 2023 Invoice	https://drive.google.com/uc?id=1xl5fG8aG6IUCIoUsrfKPfQSonrHhLYKB&export=download&display=/202344thAnnualVailSportsmanshipTournament_147129728_2023_VST_TOV_Invoice.pdf

Form Name: 2024 Event Recap
Submission Time: February 1, 2024 9:16 pm
Browser: Safari 13.1.1 / OS X
IP Address: 67.220.20.233
Unique ID: 1190359020
Location: 44.9005, -93.2885

Event Name Vail Film Festival

Event Producer Name Sean Cross

Email sean@vailfilmfestival.org

Event Date Dec 07, 2023

Event highlights

- We screened over 70 films, including narrative features, documentaries, short, and student films. We continued our efforts to help advance equity in film, and as in past years, all films were required to have at least one woman in an integral role, either director, writer, producer, or cinematographer.
- We had over 200 filmmakers in attendance, supporting their films with filmmaker Question & Answer sessions.
- We increased our educational programming, with four filmmaker panel discussions during the festival.
- We launched an Eagle County Youth filmmaker program, screening local youth films on the festival Sunday, followed by a panel with professional filmmakers sharing their experiences and giving advice.
- We honored Alicia Silverstone (Star of "Clueless" and many other films) with our Excellence in Acting Award, and Ava Acres (Star of the festival Closing Night Film "No Right Way") with our Rising Star award, and followed the awards with an on-stage Q&A with both actors.
- We honored Melora Hardin (Best known as Jan on the hit TV series "The Office") with a Best Performance award for her leading role in "Golden Vanity", which screened as part of the festival lineup.
- We partnered with the Hong Kong Trade Office to showcase three Hong Kong films, including Hong Kong's 2023 Oscar selection, "A Light Never Goes Out."

Humble Brag

We had more filmmakers in attendance than in any previous year, and a record number of film submissions, making the Vail Film Festival one of the country's most valued film festivals by filmmakers. It was also a great achievement to secure Alicia Silverstone as our special honoree this year. Alicia is most known for her starring role in 1995's hit film 'Clueless' and is again one of Hollywood's hottest actors, with starring roles in 'Reptile' with Benicio Del Toro and Justin Timberlake, and 'Tunnels' with Susan Sarandon and Anna Faris. Alicia shared two stories of her Vail Film Festival experience on her Instagram account, hash tagging #DiscoverVail and #VailFilmFestival, to her 2.7 million followers.

Event challenges	The biggest challenge was a lack of available parking at the Cascade Theater. In future years we will look at having more transportation offerings between Vail Village and the Cascade Theater, and also look at expanding the number of screening venues in Vail Village.
Net Promoter Score	76
Prior Year Net Promoter Score	70
Upload final budget actuals as per the funding agreement.	https://drive.google.com/uc?id=1MWM4mzldzOO9mqdDMzWYOIN_Kf2Y5xRv&export=download&display=/VailFilmFestival_142881363_2023_RFP_Budget_VailFilmFestival_Actual.xlsx
Upload Supplemental Presentation for CSE Meeting	https://drive.google.com/uc?id=1kc26KfU5W41DaCsxm1BI_-h2BKQHP-hr&export=download&display=/VailFilmFestival_125806809_2023VailFilmFestival_WrapReport.pdf

Sponsorship Benefits

Was there an "Opt In" option for your attendees to sign up for Discover Vail emails?	Yes
Total number of new opt in entries for Discovervail.com	74
Upload Data from Opt In	https://drive.google.com/uc?id=1hBZ7UseushkCwKqR-U25EyxIFo19-LXO&export=download&display=/VailFilmFestival_149814230_DiscoverVailoptions_VailFilmFestival.xlsx
Total number of email sends with Discover Vail inclusion	3
Total number of emails with DEDICATED Discover Vail content	3
Screenshot	https://drive.google.com/uc?id=1rGtFE3Ymb9kYMMinU-IZh9sVXfNF_BtA&export=download&display=/VailFilmFestival_149815702_VFFnewsletterDiscoverVailscreenshot1.png
Screenshot	https://drive.google.com/uc?id=1HiiuNzSoQqsEAB4eg7G1ujj6fnfLdJTN&export=download&display=/VailFilmFestival_149816060_VFFnewsletterDiscoverVailscreenshot2.png
Email list size	9500
Email open rate	44%
Total number of dedicated Discover Vail social posts	5+ million

Screenshot	https://drive.google.com/uc?id=1K8k-qH62Izak2JsnrJHHbX0IqFjAqn96&export=download&display=/VailFilmFestival_149815703_AliciaInstagramPost1.PNG
Dedicated Social post impressions Total	5+ million
Screenshot	https://drive.google.com/uc?id=1zVR0NXI5k2KJ78xz2Q_0OIVMCMpUutuW&export=download&display=/VailFilmFestival_150218738_ScreenShot20240201at3.35.23PM.png
Total number of DiscoverVail.com banners placed on site.	2
Any Additional Fulfillment:	Dedicated website page for DiscoverVail: https://www.vailfilmfestival.com/discover-vail
File	https://drive.google.com/uc?id=1oNcFVebetXwNUPYKrgmvHkHHsqPuKhuD&export=download&display=/VailFilmFestival_149816171_ScreenShot20240201at3.39.46PM.png
Economic Impact	
Actual Event Attendance	5570
Prior Year Actual Event Attendance	4000
How was attendance measured?	Through pass & ticket sales
Visitor Profile - local % of attendees	15
Visitor Profile - front range visitor % of attendees	30
Visitor Profile - destination visitor % of attendees	55
How did you determine attendee origin?	Survey and Eventbrite sales
Actual room nights booked that can be attributed directly to the event	The Grand Hyatt, the Hythe, Mountain Haus, Lodge Tower, Sonnenalp hotel, Evergreen Lodge, Vail Racquet Club.
Estimated total room night generation	2160
How did you determine room night generation?	Eventbrite/Survey/Hotel blocks
Estimated visitor spend?	2,950,000
How did you determine visitor spend?	Survey
Direct economic impact to TOV per attendee day?	737,500

Marketing Detail

Actual Marketing Spend - Print	2500
Actual # of impressions from print	600,000
Actual Marketing Spend - Digital	4500
Actual # of impressions from digital	1,500,000
Actual Marketing Spend - Social	30000
Actual # of impressions from paid social	15,000,000
Actual # of impressions from organic social	6,000,000
Actual Marketing Spend: TV/Radio/OOH	5000
Actual # of impressions from tv/radio/OOH	300,000
Total website visits and unique visitors	240,000
Actual number of Emails Sent	5
Average email open rate	44%
Number of email recipients (Total number in your database)	9500
Link to shared files	https://drive.google.com/drive/folders/1bwji9ppfQEC2K8csv_TW6WacCF4arm5c?usp=sharing
Additional File	https://drive.google.com/uc?id=1gegpEJWUNHp1oz_FxzPOTJK505i7hNvg&export=download&display=/VailFilmFestival_146423256_VFF2023Facebookads.pdf
	https://drive.google.com/uc?id=1nFUV48PRbuUV-8e97iarY-gMSin1nYle&export=download&display=/VailFilmFestival_142881010_VFF2023Instagramadsexample1.png
Link to shared photo files	https://drive.google.com/drive/folders/1IVVi-uSCHJXkg676N79TL5JMjf-krcMz?usp=sharing
Event Photos	https://drive.google.com/uc?id=1XvWfKMb1QMwjyMzDYVykjSHBj-mG7es&export=download&display=/VailFilmFestival_146423198_AliciaSilverstone_AvaAcres_onStage2023.jpg
Event Photos	https://drive.google.com/uc?id=1o3mnLcHVu7G9xwrvsCz4qJ-RgeLSTdnt&export=download&display=/VailFilmFestival_149816411_ScreenShot20240131at1.44.56PM.png

Event Photos https://drive.google.com/uc?id=1OkYjiYgOH2E7aKEI32bPdhdGMAwSQtSp&export=download&display=/VailFilmFestival_149816436_ScreenShot20240131at1.45.18PM.png

OTHER

What was your waste diversion rate? All events took place at venues who managed the waste diversion themselves (Grand Hyatt, Cascade theater, Chasing Rabbits, Mountain Haus, Colorado Ski Museum, 10th Mountain Whiskey.

Please list any sustainability efforts your event instituted. Online only program guide instead of printed, we encouraged people to take TOV free shuttles, we encouraged people to bring their own water bottles, the staff office had a water dispenser.

Do you have your 2024 dates? Yes

2024 Event Dates 12/5/2024 - 12/8/2024

Photo for 2024 Listing - PLEASE NO IMAGES WITH TEXT https://drive.google.com/uc?id=1z15LMB8YD5Se0hxeSN3DdS0cLI-2sXrM&export=download&display=/VailFilmFestival_149816579_VFFAwardsPicture.jpg

Additional Photo Upload https://drive.google.com/uc?id=1oXD2YjYIgCn6IgEYZPYWy2IVlhyS8eu8&export=download&display=/VailFilmFestival_150097163_JulieDelpy.jpg

Final 2023 Invoice https://drive.google.com/uc?id=1hAcoKM8NJRQVX4KsAu37LRkILKFoxdeY&export=download&display=/VailFilmFestival_147129728_Invoice3rdInstalmentVFF2023CSE.pdf

Form Name: 2024 Event Recap
Submission Time: January 30, 2024 6:43 pm
Browser: Chrome 120.0.0.0 / Windows
IP Address: 73.203.2.71
Unique ID: 1189493062
Location: 39.489, -104.8298

Event Name	LFA 170
Event Producer Name	Sven Bean
Email	sbean@lfa.com
Event Date	Oct 27, 2023
Event highlights	<p>Viewership was very strong, one of the best MMA events of the year. We had live viewership in over 90 countries and VoD viewership was around 120 countries</p> <p>Simulcast in the Metaverse through a partnership with Meta (Facebook)</p> <p>Well attended by fans</p>
Humble Brag	We made ESPN top ten with a highlight, and it became the most viewed reel in LFA history, at 7 million views
Event challenges	The late October date had a lot of local businesses closed, which made the local promotion effort more challenging
Net Promoter Score	0
Upload final budget actuals as per the funding agreement.	https://drive.google.com/uc?id=1LVp6wY2CbJnSpY0y5hUMEV7syzVQwptN&export=download&display=/LFA170_142881363_LFA2023VAILBUDGETFINAL.xlsx
Upload Supplemental Presentation for CSE Meeting	https://drive.google.com/uc?id=13OU_Y-AArpv5DU9OzTdlhL7WVWutFmx d&export=download&display=/LFA170_125806809_LFA170SocialMediaReport.xlsx
Sponsorship Benefits	
Was there an "Opt In" option for your attendees to sign up for Discover Vail emails?	No
Total number of email sends with Discover Vail inclusion	38777
Total number of emails with DEDICATED Discover Vail content	0
Email list size	20354

Email open rate	31 percent
Total number of DiscoverVail.com banners placed on site.	We do not print banners to hang inside of venue, we use a digital LED screen instead.
Any Additional Fulfillment:	<p>Logo on Digital Sponsor Loop at Live event</p> <p>Logo on Tale of Tape for UFC broadcast</p> <p>Logo on Tale of Tape for Meta broadcast</p> <p>Logo on Tale of Tape for YouTube broadcast (500k subscribers)</p> <p>"This bout brought to you by Discover Vail" with tag line by Ring Announcer at Live Event</p> <p>"This bout brought to you by Discover Vail" with tag line by Ring Announcer for UFC broadcast</p> <p>"This bout brought to you by Discover Vail" with tag line by Ring Announcer for Meta broadcast</p> <p>"This bout brought to you by Discover Vail" with tag line by Ring Announcer for YouTube broadcast</p> <p>Logo on Octagon Bumper pad at Live Event</p> <p>Logo on Octagon Bumper pad for UFC Broadcast</p> <p>Logo on Octagon Bumper pad for Meta Broadcast</p> <p>Logo on Octagon Bumper pad for YouTube Broadcast</p> <p>VIP Table and ticket package to Town Of Vail group</p>

Economic Impact

Actual Event Attendance	1893
Prior Year Actual Event Attendance	1437
How was attendance measured?	Ticket manifest
Visitor Profile - local % of attendees	50
Visitor Profile - front range visitor % of attendees	30
Visitor Profile - destination visitor % of attendees	20
How did you determine attendee origin?	estimate
Actual room nights booked that can be attributed directly to the event	159
Estimated total room night generation	350
How did you determine room night generation?	Rooming list
Estimated visitor spend?	\$50.00 average for locals, \$250.00 average for non locals

How did you determine visitor spend?	estimate
Direct economic impact to TOV per attendee day?	\$47,300.00 (\$50.00 x 946) + \$236,500.00 (\$250.00 x 946)= \$283,800.00
Marketing Detail	
Actual Marketing Spend - Print	\$6586.00
Actual Marketing Spend - Digital	n/a
Actual Marketing Spend - Social	\$3000.00
Actual # of impressions from tv/radio/OOH	n/a
Actual number of Emails Sent	38777
Average email open rate	26.75 percent
Number of email recipients (Total number in your database)	20354
Additional File	https://drive.google.com/uc?id=1iKqwYluLXJp6dEemwsoHINZMqwAUdl6E&export=download&display=/LFA170_146423256_20240125_08h47_59.png
	https://drive.google.com/uc?id=1jN78o4oGEJVQyh7fKJgPamB3cbQqbckG&export=download&display=/LFA170_142881010_20240125_08h49_35.png
Event Photos	https://drive.google.com/uc?id=1RI_oWuU2KSKLOTvSAIn1rXKW-2-la-WF&export=download&display=/LFA170_146423198__DSC8918.jpg
Event Photos	https://drive.google.com/uc?id=1Al82juFpqt52fAHMWSxNJgWQA1lxhOWH&export=download&display=/LFA170_149816411__DSC0414.jpeg
Event Photos	https://drive.google.com/uc?id=1lzSGimolcMdib5k38MI2BCq0N37p-0a8&export=download&display=/LFA170_149816436__DSC9289.jpg
OTHER	
What was your waste diversion rate?	Unavailable as Dobson Arena did not provide this information, but will moving forward.
Please list any sustainability efforts your event instituted.	Handled by the Dobson Arena team
Do you have your 2024 dates?	Yes
2024 Event Dates	Either 10-11-24 or 10-18-24

Form Name:	2024 Event Recap
Submission Time:	January 30, 2024 10:05 pm
Browser:	Chrome 120.0.0.0 / OS X
IP Address:	67.190.9.83
Unique ID:	1189543680
Location:	39.6362, -106.6218

Event Name	2023 44th Annual Vail Sportsmanship Tournament
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Event Producer Name	Kristi Scheidegger
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Email	kristi@vailmountaineers.org
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Event Date	Oct 20, 2023
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If multiple dates that are not consecutive, please list here	Oct. 20-22; Nov. 3-5; Nov. 10-12; Nov. 17-19
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Event highlights	<p>Over the span of 4 weekends, we welcomed 81 hockey teams (including Vail Mountaineer Hockey Club teams) to the Town of Vail for a weekend of competition, team building and camaraderie. This is up from 73 teams in 2022. We successfully partnered with 8 Vail properties to offer lodging for the participants.</p>
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Based on the data from our lodging partners, we had 1,248 room nights booked in the Town of Vail. This is up from 1,095 nights in 2022.

The vast majority of teams came from the Denver Front Range, but we also hosted teams from Wyoming and Utah.

All divisions were full and we had to turn teams away due to shortages of available ice.

Humble Brag	<p>Seeing the continued success of this event makes me very proud. I became involved in coordinating/organizing the event about 8 years ago and each year that I've been in the role of Event Producer we have been able to increase the number of participants and bring more people to the Town of Vail. The success of this event can be attributed to our incredible volunteer parents, the leadership of the Directors and the attention to detail that we put into the event production. Not to mention, participants continually comment on how much they love coming to visit the Vail Valley!</p>
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Event challenges	<p>Our main challenge, and the thing that prevents us from bringing more people to Vail during this relatively quiet time, is the limited amount of ice we have available. If we had another sheet of ice in Vail, we could expand this successful event to more divisions (girls teams, AA, AAA, adults), but we already use every possible minute of available ice as it is.</p>
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Net Promoter Score	31
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Upload final budget actuals as per the funding agreement.

https://drive.google.com/uc?id=1bkQ4IG0aThBBP1LexZ8wROASYfWBqfp7&export=download&display=/202344thAnnualVailSportsmanshipTournament_142881363_2023VST2024RFPAttDEventBudgetTemplateCYC1.xlsx

Sponsorship Benefits

Was there an "Opt In" option for your attendees to sign up for Discover Vail emails?

Yes

Total number of new opt in entries for Discovervail.com

Unknown

Total number of email sends with Discover Vail inclusion

100-150 emails were sent to Team Managers and/or Head Coaches, then they email is forwarded to all team participants

Total number of emails with DEDICATED Discover Vail content

100-150

Screenshot

https://drive.google.com/uc?id=1Wa8FOy-0UByqY9legbEDKoHJb9Me8lFS&export=download&display=/202344thAnnualVailSportsmanshipTournament_149815702_VST_Discover_Vail_Email.png

Screenshot

https://drive.google.com/uc?id=1rhhS580DUywnE7QpABHXpcHVLI051nxR&export=download&display=/202344thAnnualVailSportsmanshipTournament_149816060_VST_Discover_Vail_Tournament_Website.png

Email list size

100-150 contacts for each team

Email open rate

unknown

Total number of dedicated Discover Vail social posts

1

Screenshot

https://drive.google.com/uc?id=1VseD0sW-AdvwP1FyPgfwlQaK236SxDe&export=download&display=/202344thAnnualVailSportsmanshipTournament_149815703_VST_FB_Post.jpeg

Dedicated Social post impressions Total

92

Any Additional Fulfillment:

We do not have a dedicated Discover Vail banner for our event.

Economic Impact

Actual Event Attendance

6250

Prior Year Actual Event Attendance

5500

How was attendance measured?	Attendance is estimated as this is not a ticketed event. We estimate an average of 3 coaches per team, an average of 14 players per team and an average of 3.5 spectators per player.
Visitor Profile - local % of attendees	16
Visitor Profile - front range visitor % of attendees	57
Visitor Profile - destination visitor % of attendees	85
How did you determine attendee origin?	Team name designates the location
Actual room nights booked that can be attributed directly to the event	1248
Estimated total room night generation	1248
How did you determine room night generation?	Pick up reports directly from our Vail lodging partners
Estimated visitor spend?	\$500 average
How did you determine visitor spend?	Survey Monkey responses from 422 respondents
Direct economic impact to TOV per attendee day?	Including lodgings, most attendees spent about \$175-\$225 per day

Marketing Detail

Actual Marketing Spend - Print	0
Actual # of impressions from print	0
Actual Marketing Spend - Digital	0
Actual # of impressions from digital	0
Actual Marketing Spend - Social	0
Actual # of impressions from paid social	0
Actual # of impressions from organic social	95
Actual Marketing Spend: TV/Radio/OOH	0
Actual # of impressions from tv/radio/OOH	0
Total website visits and unique visitors	Unknown

Actual number of Emails Sent	150-200 (then they were forwarded)
Average email open rate	unknown
Number of email recipients (Total number in your database)	unknown
Event Photos	https://drive.google.com/uc?id=1zt5lfl6oZLq6SDJ-dGcNMUKi2wl-bQE2&export=download&display=/202344thAnnualVailSportsmanshipTournament_146423198_VST_Welcome_Dobson.png
Event Photos	https://drive.google.com/uc?id=1vkzL5GboXMAMk0Nw3h0QUphFM1X4ejA3&export=download&display=/202344thAnnualVailSportsmanshipTournament_149816411_VST_10U_A_Champions.png

OTHER

Please list any sustainability efforts your event instituted.	Reusable water bottles and filling stations, recycling bins throughout Dobson, reusing banners
Do you have your 2024 dates?	Yes
2024 Event Dates	Nov. 1-3, Nov. 8-10; Nov. 15-17; High School weekend TBD in October
Final 2023 Invoice	https://drive.google.com/uc?id=1xl5fG8aG6IUCIoUsrfKPfQSonrHhLYKB&export=download&display=/202344thAnnualVailSportsmanshipTournament_147129728_2023_VST_TOV_Invoice.pdf

Form Name: 2024 Event Recap
Submission Time: February 1, 2024 9:16 pm
Browser: Safari 13.1.1 / OS X
IP Address: 67.220.20.233
Unique ID: 1190359020
Location: 44.9005, -93.2885

Event Name Vail Film Festival

Event Producer Name Sean Cross

Email sean@vailfilmfestival.org

Event Date Dec 07, 2023

Event highlights

- We screened over 70 films, including narrative features, documentaries, short, and student films. We continued our efforts to help advance equity in film, and as in past years, all films were required to have at least one woman in an integral role, either director, writer, producer, or cinematographer.
- We had over 200 filmmakers in attendance, supporting their films with filmmaker Question & Answer sessions.
- We increased our educational programming, with four filmmaker panel discussions during the festival.
- We launched an Eagle County Youth filmmaker program, screening local youth films on the festival Sunday, followed by a panel with professional filmmakers sharing their experiences and giving advice.
- We honored Alicia Silverstone (Star of "Clueless" and many other films) with our Excellence in Acting Award, and Ava Acres (Star of the festival Closing Night Film "No Right Way") with our Rising Star award, and followed the awards with an on-stage Q&A with both actors.
- We honored Melora Hardin (Best known as Jan on the hit TV series "The Office") with a Best Performance award for her leading role in "Golden Vanity", which screened as part of the festival lineup.
- We partnered with the Hong Kong Trade Office to showcase three Hong Kong films, including Hong Kong's 2023 Oscar selection, "A Light Never Goes Out."

Humble Brag

We had more filmmakers in attendance than in any previous year, and a record number of film submissions, making the Vail Film Festival one of the country's most valued film festivals by filmmakers. It was also a great achievement to secure Alicia Silverstone as our special honoree this year. Alicia is most known for her starring role in 1995's hit film 'Clueless' and is again one of Hollywood's hottest actors, with starring roles in 'Reptile' with Benicio Del Toro and Justin Timberlake, and 'Tunnels' with Susan Sarandon and Anna Faris. Alicia shared two stories of her Vail Film Festival experience on her Instagram account, hash tagging #DiscoverVail and #VailFilmFestival, to her 2.7 million followers.

Event challenges	The biggest challenge was a lack of available parking at the Cascade Theater. In future years we will look at having more transportation offerings between Vail Village and the Cascade Theater, and also look at expanding the number of screening venues in Vail Village.
Net Promoter Score	76
Prior Year Net Promoter Score	70
Upload final budget actuals as per the funding agreement.	https://drive.google.com/uc?id=1MWM4mzldzOO9mqdDMzWYOIN_Kf2Y5xRv&export=download&display=/VailFilmFestival_142881363_2023_RFP_Budget_VailFilmFestival_Actual.xlsx
Upload Supplemental Presentation for CSE Meeting	https://drive.google.com/uc?id=1kc26KfU5W41DaCsxm1BI_-h2BKQHP-hr&export=download&display=/VailFilmFestival_125806809_2023VailFilmFestival_WrapReport.pdf

Sponsorship Benefits

Was there an "Opt In" option for your attendees to sign up for Discover Vail emails?	Yes
Total number of new opt in entries for Discovervail.com	74
Upload Data from Opt In	https://drive.google.com/uc?id=1hBZ7UseushkCwKqR-U25EyxIFo19-LXO&export=download&display=/VailFilmFestival_149814230_DiscoverVailoptions_VailFilmFestival.xlsx
Total number of email sends with Discover Vail inclusion	3
Total number of emails with DEDICATED Discover Vail content	3
Screenshot	https://drive.google.com/uc?id=1rGtFE3Ymb9kYMMinU-IZh9sVXfNF_BtA&export=download&display=/VailFilmFestival_149815702_VFFnewsletterDiscoverVailscreenshot1.png
Screenshot	https://drive.google.com/uc?id=1HiiuNzSoQqsEAB4eg7G1ujj6fnfLdJTN&export=download&display=/VailFilmFestival_149816060_VFFnewsletterDiscoverVailscreenshot2.png
Email list size	9500
Email open rate	44%
Total number of dedicated Discover Vail social posts	5+ million

Screenshot	https://drive.google.com/uc?id=1K8k-qH62Izak2JsnrJHHbX0IqFjAqn96&export=download&display=/VailFilmFestival_149815703_AliciaInstagramPost1.PNG
Dedicated Social post impressions Total	5+ million
Screenshot	https://drive.google.com/uc?id=1zVR0NXI5k2KJ78xz2Q_0OIVMCMpUutuW&export=download&display=/VailFilmFestival_150218738_ScreenShot20240201at3.35.23PM.png
Total number of DiscoverVail.com banners placed on site.	2
Any Additional Fulfillment:	Dedicated website page for DiscoverVail: https://www.vailfilmfestival.com/discover-vail
File	https://drive.google.com/uc?id=1oNcFVebetXwNUPYKrgmvHkHHsqPuKhuD&export=download&display=/VailFilmFestival_149816171_ScreenShot20240201at3.39.46PM.png
Economic Impact	
Actual Event Attendance	5570
Prior Year Actual Event Attendance	4000
How was attendance measured?	Through pass & ticket sales
Visitor Profile - local % of attendees	15
Visitor Profile - front range visitor % of attendees	30
Visitor Profile - destination visitor % of attendees	55
How did you determine attendee origin?	Survey and Eventbrite sales
Actual room nights booked that can be attributed directly to the event	The Grand Hyatt, the Hythe, Mountain Haus, Lodge Tower, Sonnenalp hotel, Evergreen Lodge, Vail Racquet Club.
Estimated total room night generation	2160
How did you determine room night generation?	Eventbrite/Survey/Hotel blocks
Estimated visitor spend?	2,950,000
How did you determine visitor spend?	Survey
Direct economic impact to TOV per attendee day?	737,500

Marketing Detail

Actual Marketing Spend - Print	2500
Actual # of impressions from print	600,000
Actual Marketing Spend - Digital	4500
Actual # of impressions from digital	1,500,000
Actual Marketing Spend - Social	30000
Actual # of impressions from paid social	15,000,000
Actual # of impressions from organic social	6,000,000
Actual Marketing Spend: TV/Radio/OOH	5000
Actual # of impressions from tv/radio/OOH	300,000
Total website visits and unique visitors	240,000
Actual number of Emails Sent	5
Average email open rate	44%
Number of email recipients (Total number in your database)	9500
Link to shared files	https://drive.google.com/drive/folders/1bwji9ppfQEC2K8csv_TW6WacCF4arm5c?usp=sharing
Additional File	https://drive.google.com/uc?id=1gegpEJWUNHp1oz_FxzPOTJK505i7hNvg&export=download&display=/VailFilmFestival_146423256_VFF2023Facebookads.pdf
	https://drive.google.com/uc?id=1nFUV48PRbuUV-8e97iarY-gMSin1nYle&export=download&display=/VailFilmFestival_142881010_VFF2023Instagramadsexample1.png
Link to shared photo files	https://drive.google.com/drive/folders/1IVVi-uSCHJXkg676N79TL5JMjf-krcMz?usp=sharing
Event Photos	https://drive.google.com/uc?id=1XvWfKMb1QMwjyMzDYVykjSHBj-mG7es&export=download&display=/VailFilmFestival_146423198_AliciaSilverstone_AvaAcres_onStage2023.jpg
Event Photos	https://drive.google.com/uc?id=1o3mnLcHVu7G9xwrvsCz4qJ-RgeLSTdnt&export=download&display=/VailFilmFestival_149816411_ScreenShot20240131at1.44.56PM.png

Event Photos https://drive.google.com/uc?id=1OkYjiYgOH2E7aKEI32bPdhdGMAwSQtSp&export=download&display=/VailFilmFestival_149816436_ScreenShot20240131at1.45.18PM.png

OTHER

What was your waste diversion rate? All events took place at venues who managed the waste diversion themselves (Grand Hyatt, Cascade theater, Chasing Rabbits, Mountain Haus, Colorado Ski Museum, 10th Mountain Whiskey.

Please list any sustainability efforts your event instituted. Online only program guide instead of printed, we encouraged people to take TOV free shuttles, we encouraged people to bring their own water bottles, the staff office had a water dispenser.

Do you have your 2024 dates? Yes

2024 Event Dates 12/5/2024 - 12/8/2024

Photo for 2024 Listing - PLEASE NO IMAGES WITH TEXT https://drive.google.com/uc?id=1z15LMB8YD5Se0hxeSN3DdS0cLI-2sXrM&export=download&display=/VailFilmFestival_149816579_VFFAwardsPicture.jpg

Additional Photo Upload https://drive.google.com/uc?id=1oXD2YjYIgCn6IgEYZPYWy2IVlhyS8eu8&export=download&display=/VailFilmFestival_150097163_JulieDelpy.jpg

Final 2023 Invoice https://drive.google.com/uc?id=1hAcoKM8NJRQVX4KsAu37LRkILKFoxdeY&export=download&display=/VailFilmFestival_147129728_Invoice3rdInstalmentVFF2023CSE.pdf

Form Name: 2024 Event Recap
Submission Time: January 29, 2024 8:05 am
Browser: Chrome 121.0.0.0 / Windows
IP Address: 75.163.190.168
Unique ID: 1188815364
Location: 38.9129, -104.7794

Event Name Vail's Ice Spectacular

Event Producer Name Eddie Shipstad

Email eshipstad@outlook.com

Event Date Dec 22, 2023

If multiple dates that are not consecutive, please list here 22nd and 23rd

Event highlights Three Olympic medalists (Nathan Chen, Jason Brown, and Karen Chen)
Sold out 23rd show (80 short of selling out the 22nd show)
Reserved seating on the ice went well.
Many happy attendees
I'm thrilled with the benefits of being an event that is sponsored by the CSE. Being able to be on the DiscoverVail.com site as well as the Vail Daily and Vail.com sites is an incredible benefit!
Free advertising of our event on Channel 9 in Denver and the mountain affiliate was a great benefit. Interviews with the Olympians on Channel 9 and 3 featured articles the week of the show in the Vail Daily was great.
The banners at the Lionshead entrance and covered bridge were fantastic!
5 separate fans from Japan came over just for the show. 5 fans from the UK came for the show.
Spectators from 41 states and 7 countries attended the shows.

Humble Brag My goal was 750 people per show. Selling out the second night of 1,200 and 80 short of selling out the first night was an amazing feeling.

Timing of the second half with no announcements and continuous energy.

That all of the athletes loved being in the show. Cast party at Deca BOL on Friday after the show and meet and greet.

The meet and greet was a huge success with all of the skaters in the show attending alongside with the 3 Olympians.

Event challenges

We need one additional day in Dobson Arena to set up and allow the athletes more time to get use to the ice size.

The concessions line is frustrating.

Sound system needs to be updated. I don't have it in my budget yet to add sound to the production.

I still need around three more local sponsors for the event.

Net Promoter Score	84
Prior Year Net Promoter Score	90
Upload final budget actuals as per the funding agreement.	https://drive.google.com/uc?id=1F0tn-GK6WhH14OI1lgA17K9GSdiVsSs-&export=download&display=/VailsIceSpectacular_142881363_2023CSEFINALBUDGETREVIEW.xlsx
Upload Supplemental Presentation for CSE Meeting	https://drive.google.com/uc?id=1gELRtSZw3vW1feVeEsgwD8V-FOkpK3So&export=download&display=/VailsIceSpectacular_125806809_2023IceSpectacularCSERecapFeb7.pdf

Sponsorship Benefits

Was there an "Opt In" option for your attendees to sign up for Discover Vail emails?	No
Total number of email sends with Discover Vail inclusion	6000
Total number of emails with DEDICATED Discover Vail content	6000
Screenshot	https://drive.google.com/uc?id=1FXyBDxotLJQCsgAodDwE5t2vUmmoK1_J&export=download&display=/VailsIceSpectacular_149815702_Knowbeforeyougowithsponsors2023.png
Screenshot	https://drive.google.com/uc?id=1qmShpAlzHlxSSh_H-dFGvSkyMETuTLOF&export=download&display=/VailsIceSpectacular_149816060_IMG_7755.jpg
Email list size	1500
Email open rate	unsure
Total number of dedicated Discover Vail social posts	120

Screenshot	https://drive.google.com/uc?id=17rx1_RqYVM4YkKmBWAZ2dewt3bf36c1_&export=download&display=/VailsIceSpectacular_149815703_TicketsonSale2023IceSpectacularLetter.png
Dedicated Social post impressions Total	over 100,000
Screenshot	https://drive.google.com/uc?id=1ilQDHXxcT5WC6CWUReQfN7C0GEAHrDM_&export=download&display=/VailsIceSpectacular_150218738_IMG_7755.jpg
Total number of DiscoverVail.com banners placed on site.	3
Any Additional Fulfillment:	<p>68 VIP Tickets to the Ice Spectacular Shows for the CSE/TOV</p> <p>Logo on the Lionshead and Covered Bridge banners</p> <p>Logo on Dobson Arena banner</p> <p>Logo on both show websites</p> <p>Logo on intro to the Channel 9 interviews in October, November, and December</p> <p>Logo and mention in all emails</p> <p>Logo on posters, flyers, all printed materials</p> <p>Mention in Training Camp advertisements (across the country and internationally)</p> <p>Announcements during all outdoor shows at the Arrabelle and Solaris Ice Rinks</p> <p>Logos on banners at monthly US Figure Skating Competitions around the state of Colorado</p> <p>Olympians posted :30 commercials with the DiscoverVail.com logo as well as mentioning it in their dialog on all of their social media platforms.</p> <p>Olympians had over 100,000 impressions from their social media platforms.</p> <p>Youtube has had over 60,000 views of videos posted of the show from fans from around the world.</p>
File	https://drive.google.com/uc?id=10WbSqnC9SbkgdXMsOuEeRaHOe3hQv0ga&export=download&display=/VailsIceSpectacular_149816171_IMG_7754.jpg
Economic Impact	
Actual Event Attendance	2270
Prior Year Actual Event Attendance	1175
How was attendance measured?	Tickets sold (600 bleacher seats and 527 on ice seats/ additional 48 seats for VIPS in the boxes and judges stands
Visitor Profile - local % of attendees	26

Visitor Profile - front range visitor % of attendees	25
Visitor Profile - destination visitor % of attendees	40
How did you determine attendee origin?	Ticket sales city, state, country/ 26% local/ 25% Front Range/ 35% out of state (41 states) / 4% out of the country
Actual room nights booked that can be attributed directly to the event	450
Estimated total room night generation	900
How did you determine room night generation?	Subtracted the day trip spectators, other mountain towns, and locals. Deducted 50% for spectators did not have the Ice Spectacular as their primary reason for coming to Vail.
Estimated visitor spend?	\$520,000
How did you determine visitor spend?	Used non-daytrip spectators. 47% of the audience stayed more than two nights.
Direct economic impact to TOV per attendee day?	\$260,000

Marketing Detail

Actual Marketing Spend - Print	10,000
Actual # of impressions from print	250,000
Actual Marketing Spend - Digital	4,620
Actual # of impressions from digital	385,009
Actual Marketing Spend - Social	0
Actual # of impressions from paid social	0
Actual # of impressions from organic social	220,000
Actual Marketing Spend: TV/Radio/OOH	0
Actual # of impressions from tv/radio/OOH	Channel 9 in Denver and Mountain affiliate
Total website visits and unique visitors	107,000
Actual number of Emails Sent	6000
Average email open rate	Don't know.

Number of email recipients (Total number in your database)	1500
Additional File	https://drive.google.com/uc?id=1QJAb_pXIFQoi_3kwwkZKresGZuH2FIOia&export=download&display=/VailsIceSpectacular_146423256_2023DigitalAdswiththeVailDaily.png
	https://drive.google.com/uc?id=1459VuUSiNuU6puVmcNRXX_6uDMjkrjTB&export=download&display=/VailsIceSpectacular_142881010_2023AdforThanksgivingpaper.png
Event Photos	https://drive.google.com/uc?id=1Zt--YvqmgHOPw6Fd8HYvZ59vGob5MW_p&export=download&display=/VailsIceSpectacular_146423198_JBWorm.jpg
Event Photos	https://drive.google.com/uc?id=1ivXEqdGsp9uus3neqaw0QSX6GEXjoi0P&export=download&display=/VailsIceSpectacular_149816411_Nathanbackflip3.jpg
Event Photos	https://drive.google.com/uc?id=1a99eU9BIMKdYvHeTZRs0V3zn667ueV4J&export=download&display=/VailsIceSpectacular_149816436_JasonBrownfallingleaf.jpg

OTHER

What was your waste diversion rate?	Responsible by Dobson Arena
Please list any sustainability efforts your event instituted.	QR Code for show order and bios on the athletes in the show (no printed programs). Tickets could be printed or scanned.
Do you have your 2024 dates?	Yes
2024 Event Dates	December 22nd and 23rd, 2024
Photo for 2024 Listing - PLEASE NO IMAGES WITH TEXT	https://drive.google.com/uc?id=16MNhn9Zr2wzMUXkvGkS0YVV53J9S8Lhl&export=download&display=/VailsIceSpectacular_149816579_ChockandBates.png
Additional Photo Upload	https://drive.google.com/uc?id=1jfxj8XaXjMt5IIMWMa11YxDLdSj3kIDC&export=download&display=/VailsIceSpectacular_150097163_JasonBrown2.png
Final 2023 Invoice	https://drive.google.com/uc?id=1MfVPMloux_duwwB5eUO4gIMKjpluGrW-&export=download&display=/VailsIceSpectacular_147129728_TownofVail2023IceSpectacularFINALInvoiceforIceSpectacular.pdf



Committee on Special Events 2024 Sponsorship Funding Presentations

Wednesday, February 7, 2024

Town Council Chambers

Meeting Agenda and Packet available at <http://www.vailgov.com/agendas>.

Each presentation will include 5 minutes for questions from the CSE

		Event	Objective	2023 Sponsorship	2024 Request
8:30	8:40	Ethical Leadership Forum	Education and Enrichment	\$20,000.00	\$20,000.00
8:40	8:50	From the Ashes of Dinosaurs Keynote Speaker Event	Education and Enrichment		\$1230 (\$1100 + \$130 Alcohol Security)
8:50	9:00	SHIFRUNS	Recreation		\$10,000.00
9:00	9:10	Vail to Minturn 26K*	Recreation		\$10,000.00
9:10	9:20	Vail Gymnastics Classic	Recreation	\$9.00	\$12,000.00
9:20	9:30	2024 45th Annual Vail Sportsmanship Tournament	Recreation	\$12,500.00	\$12,500.00
9:30	9:40	The 53rd Annual Fred Ammer Vail Invitational.	Recreation	\$10,000.00	\$15,000.00
9:40	9:50	Cindy Eskwith Memorial Vail Cup Soccer Tournament	Recreation	\$17,000.00	\$25,000.00
9:50	10:00	Kick It Vail Cup	Recreation	\$7,500.00	\$80,000.00
10:00	10:10	Break			
10:10	10:20	Handmade in Colorado Expo	Visitor Draw	\$5,000.00	\$6,000.00
10:20	10:30	Vail Kris Kringle Market	Visitor Draw	\$30,000.00	\$30,000.00
10:30	10:40	Vail's Ice Spectacular	Visitor Draw	\$30,000.00	\$35,000.00
10:40	10:50	The Vail Jazz Party	Visitor Draw	\$90,000.00	\$45,000.00
10:50	11:00	Vail Wine Classic	Visitor Draw	\$40,000.00	\$50,000.00
11:00	11:10	Arrabelle and the Town of Vail Presents: Concerts under the Tent in Lionshead	Visitor Draw		\$69,600.00
11:10	11:20	Vail Film Festival	Visitor Draw	\$75,000.00	\$75,000.00
11:20	11:30	Freefall Bluegrass Festival	Visitor Draw	\$65,000.00	\$80,000.00
11:30	11:40	LFA	Visitor Draw	\$17,500.00	\$30,000.00 (\$20,000.00 for event production, \$10,000.00 for sponsorship placement)
11:40	11:50	Discover Vail 8150 Week	Visitor Draw		\$50,000 because this is a new event
11:50	12:20	Vail Oktoberfest 2024	Visitor Draw		\$75,000.00

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 is a one-of-a-kind event that brings in adult professionals and leaders from around the nation in late October. Attendees explore all that Vail has to offer and gain an understanding of the unique value that Vail has to deliver.

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 virtues of ethical leadership align with Vail's conscious efforts across multiple challenges in the region: innovation, collaboration and environmental sustainability.

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 for 2024.

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

Students Shoulder-to-Shoulder has been hosting the Ethical Leadership Forum for many years in Vail during October. The event got its start on the Vail Mountain School Campus in 2011 and has been held in the Vail Village since 2016. (excluding 2 years when the event was virtual during Covid)

EVENT OVERVIEW

What is the name of your event/program?

Ethical Leadership Forum

Description 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.

The Ethical Leadership Forum attracts out-of-state guests, front-range guests, and Eagle County community members. We also host student groups from several different Eagle County high schools for student-specific sessions.

Event programming and sessions are held at several locations throughout the Vail and Lionshead Villages, allowing attendees to explore all that Vail has to offer.

Mission/Purpose of the Event:

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.

Shoulder-to-Shoulder adds value to the event and increases attendance through partnerships with Vail Symposium, Vail Valley Partners, regional Rotary Clubs, Eagle County High Schools, private schools around the country, and nonprofits around the world.

Amount of 2024 sponsorship funding requested

20,000

Proposed Start Date

Oct 17, 2024

Proposed End Date

Oct 18, 2024

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

Event Dates cannot be changed

Location/Venues :

Out-of-town guests are encouraged to stay at Antlers and The Sebastian. Discounted lodging codes are provided by both lodging partners, encouraging attendees to book overnight lodging for the event and allowing for accurate tracking of room nights generated by the event.

Plenary sessions are held in these hotel venues. Breakout sessions are hosted throughout 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.

Are you requesting in-kind use of TOV venues?

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 years

How much was your event or program funded in 2023?

Town of Vail provided \$20,000 in 2023.

Does the event or program benefit a charity or organization?

Yes

Please name and describe the beneficiary

Students Shoulder-to-Shoulder's mission is to inspire and support ethical leadership. The Ethical leadership forum is one of our key strategies, bringing together leaders from across sectors to discuss and enhance ethical leadership.

All proceeds from the Forum are directed to financial aid for Eagle County high school students to attend Shoulder-to-Shoulder Field Studies in Ethical Leadership.

Which facility are you requesting in-kind use of?

Grand View Room

Dates of requested use.

10/17-10/18 2024

Description of Venue Use

We ask for the use of the Grand View ballroom as a location for a breakout discussion on one or both days of the event

APPLICANT INFORMATION

Company/Organization: Students Shoulder-to-Shoulder

Contact Robert Bandoni

Position Executive Director

Address 6 Golddust
Edwards, CO 81632

Email Rbandoni@shouldertoshoulder.com

Website <https://shouldertoshoulder.com/>

Phone (970) 471-6277

Number Years in Business 15 years

Business Type Nonprofit Charitable 501(c)(3)

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=1QeCbYBmZ36Lj_QUYTTCMGO9XDyaKqzTGM&export=download&display=/128252605_150122403_2024Proposedbudget.pdf

Please list all other event sponsors and anticipated dollar amounts.

Blue Sky Imagine Productions- \$40,000; Cash Business sponsorships \$2,000

Please list cash and in kind support you are receiving from Vail Resorts.

None

AUDIENCE INFORMATION

Anticipated Number of Participants 25

Anticipated Total Attendance for Upcoming Event 300

Prior Year Attendance 200

Anticipated Percentage Destination Visitors 50

Anticipated Percentage Eagle County Residents 50

Target Demographic Profile: This is a cross sector event of business leaders, educators, philanthropists, nonprofit leaders, rotarians, high school students, college students and Eagle County Community members.

Other Pertinent Audience Data: We will have attendees from all over the United States, as well as our nonprofit partners from around the world. The majority of the audience will be comprised of adult professionals.

Prior Year Net Promoter Score 85

File upload of any survey data or other backup to justify the above answers. https://drive.google.com/uc?id=1gTONkdfYOgrvXQtUYfaaLf1OnwpzhG4S&export=download&display=/128252605_150122431_Forum2023Survey.pdf

ECONOMIC IMPACT

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

50000

Economic Impact Research backup

https://drive.google.com/uc?id=1Pt_Th8lqRs6Z-o5E-aca7_gnu8F93Vhz&export=download&display=/128252605_150122435_ProjectedEconomicImpactGoogleSheets.pdf

Number of overnight stays expected?

175

Anticipated incremental impact on lodging tax and sales tax?

30% growth

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

The Forum takes place at Antlers and the Sebastian, creating revenue for both hotels both from a lodging and a conference standpoint. Our welcome and closing dinners are hosted at Vail Village restaurants. Breakout sessions are held throughout the village as well, allowing guests to explore Vail and Lionshead villages as they transfer from one breakout session to the other. Historically, we have utilized the Vail ski Museum, Sonnenalp, Vail Library and Berkshire Hathaway as breakout session locations.

Other economic drivers?

Our hotel partners provide discount lodging that extends through the weekend after the event, encouraging out-of-town attendees to extend their stay and enjoy a vacation in Vail.

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Government Sponsor, \$20,000
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=1TwThPWwH9N7PIGPnFu6t8SzNzuUVO5Nj&export=download&display=/128252605_150122443_24sponsorshipproposalGoogleDocs.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	TOV will receive 8 tickets to the event and invitations to our Meet the Speaker events
Will you be able to provide opt in guest data from your event?	Yes
Attach Media Plan	https://drive.google.com/uc?id=1LVtZuBdlHeUeGEBsZINIXpZ2MUQQVUD9&export=download&display=/128252605_150122448_2024ForumMarketingPlanGoogleSheets.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Other: Email advertising, digital advertising, onsite banners
Which Print Outlets? # Insertions?	Vail Daily - 10 insertions
Retail Value of all Paid Print Advertising	\$5,500
What is your total budget for traditional marketing?	\$14,000

Collateral Materials

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

Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured	Town spokesperson at preview event/opening Other: We welcome a spokesperson from DiscoverVail or Town of Vail to welcome attendees and open our Plenary Session
Town spokesperson opportunity	Yes
Opportunity for Town to be interviewed	No

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 Data Capture of Audience Email and Zip Code
Event Website: # annual page visitors	2011
Event Website: Web address - Where will logo be featured?	https://www.ethicalleadershipforum.org/ - Logo will be featured in banner graphic
# annual page visitors to the pages with sponsor logo?	2,011
Social Media: How will TOV be recognized in social media?	Tagged in all event posts, included in story posts
Social Media Reach: Total social reach across your owned platforms?	1,500
Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging?	5
Storytelling Post: Will you provide opportunities for Discover Vail?	Yes
Storytelling Post: How many story telling posts will the Town receive?	3000
Will TOV receive ID in e-newsletters and blasts?	Yes
Email Logo Inclusion reach:	8,000

Onsite Benefits

Onsite Benefits - Select what would apply?	Inclusion on Event Entrance Banner Inclusion of Asset Banner DiscoverVail Banners placed on site Complimentary Exhibit Space
Event Entrance Banner: Estimated number of impressions	300
Asset Banner: Estimated number of impressions	300

Discovervail.com Banner: Number of banners placed on site. 4

Exhibit Space: Value: Standard booth cost 0

Hospitality Benefits

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

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

General Admission Credentials : Value 85

Food/Beverage Credentials : How many tickets will TOV receive? 8

Other Hospitality Benefits: Description of benefits 8 invitations to the Meet the Speaker Mixer events - These events are free to attendees but are Invite only

Other Hospitality Benefits: Value 0

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain.

We fulfilled our sponsorship obligations in 2023. We wish to encourage the TOV town council to accept the tickets issued to them and to attend the event this year.

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

Thank you for your previous support of our efforts to grow the Ethical Leadership Forum. It has led to our confidence in 2024 that (1) we will attract more attendees from each of our targeted sectors, totaling up to 300 and (2) though our budget needs will increase, we are attracting more supporters and partners - from across the valley and beyond, resulting in the same request as last year. Our intention is to continue to reduce percentage of the total need.

REQUIRED ATTACHMENTS

2023 Event Recap

https://drive.google.com/uc?id=1UdEbwOhCnmSXXKQOSS1YqK9gH3hDXsQQQ&export=download&display=/128252605_150122506_EthicalLeadershipForum_125806809_Forum23.pdf

OPTIONAL ATTACHMENTS

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

https://drive.google.com/uc?id=1HMw8XCItMYh9rPd2FtLhY-ZPnxffvsfM&export=download&display=/128252605_150122509_2224presentationDeck.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 protect the alpine environment through education, conservation and living plant collections. 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

"From the Ashes of Dinosaurs" June 14, 2026, is a keynote speaker event by Tyler Lyson, Denver Museum of Nature and Science. It accompanies "Dinosaurs Among Us" exhibit and activities already approved by CSE.

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 has received the Actively Green Business of the Year award two years in a row (2022, 2023) by the Vail Valley Partnership. We are a leader in educating and practicing conservation and sustainability. All events are zero waste. BFAG website has also added a sustainability webpage.

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?	"From the Ashes of Dinosaurs" Keynote Speaker Event
Description of the Event:	Dr. Tyler Lyson, Associate Curator of Vertebrate Paleontology at the Denver Museum of Nature and Science, will present exciting new discoveries of dinosaur extinction and the rise of mammals from amazingly preserved fossils found outside Colorado Springs. His work on a new dinosaur at the DMNS will also be revealed.
Mission/Purpose of the Event:	Betty Ford Alpine Gardens is seeking a grant to offset the Grand View Room rental cost in Lionshead for hosting the keynote speaker event. We want to attract more than the 50 attendees that can be accommodated in the BFAG Education Center.
Amount of 2024 sponsorship funding requested	\$1230 (\$1100 + \$130 Alcohol Security)
Proposed Start Date	Jun 14, 2024
Proposed End Date	Jun 14, 2024
Are your event/program dates set or can they be changed?	Event Dates cannot be changed
Location/Venues :	Grand View Room, Lionshead
Are you requesting in-kind use of TOV venues?	Yes
Do you plan to use Vail Recreation District Facilities?	No
Is this a New or Existing Event?	New Event
Does the event or program benefit a charity or organization?	Yes
Please name and describe the beneficiary	Betty Ford Alpine Gardens
Which facility are you requesting in-kind use of?	Grand View Room
Dates of requested use.	June 14, 2024, 4-6 pm
Description of Venue Use	Keynote Speaker 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 bettyfordalpinegardens.org

Phone 9704760103

Number Years in Business 38 Years

Business Type Nonprofit Charitable 501(c)(3)

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1hkYv_6d6k2hj6zP9Q03hWa3kweDis4_1&export=download&display=/128252605_150122402_2023BFAGSummerRecap.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1px34KaxEPLZ0Jee8XJ3HE7CJv2oV7xNO&export=download&display=/128252605_150122403_2024KeynoteSpeakerBudget.xlsx

Please list all other event sponsors and anticipated dollar amounts.

BFAG Rooftop Rental - \$3000

Please list cash and in kind support you are receiving from Vail Resorts.

\$0

AUDIENCE INFORMATION

Anticipated Number of Participants 1

Anticipated Total Attendance for Upcoming Event 75

Prior Year Attendance 50

Anticipated Percentage Destination Visitors 25

Anticipated Percentage Eagle County Residents 50

Target Demographic Profile: Eagle County and Destination Families

Prior Year Net Promoter Score 93

ECONOMIC IMPACT

Number of overnight stays expected? 5

Anticipated incremental impact on lodging tax and sales tax? 100

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses Event location in the Grand View Room from 4 - 6 pm will encourage in-town dining after the event.

Other economic drivers? Potential out of town overnight stays

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	N/A
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=1nc6DOJGhur1DLrnfUaKEJbbgnecXFg7x&export=download&display=/128252605_150122443_2024CSESpeakerMediaPlan.xlsx
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	N/A
Will you be able to provide opt in guest data from your event?	Yes for pre-event ticket purchases
Attach Media Plan	https://drive.google.com/uc?id=174iLgzeRPDdAWZEUys--rCQnigUqz-gi&export=download&display=/128252605_150122448_2024CSESpeakerMediaPlan.xlsx

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising
Which Print Outlets? # Insertions?	Vail Daily - 4 insertions
Retail Value of all Paid Print Advertising	\$800

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Site Maps or Event Program
Collateral Materials: # of event site maps/programs distributed	500

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 Logo Inclusion in Event's e-blasts
--	--

Event Website: # annual page visitors 50000

Event Website: Web address - Where will logo be featured? bettyfordalpinegardens.org

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

Email Logo Inclusion reach: 2769 x 6x.5 = 8307

Onsite Benefits

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

Discovervail.com Banner: Number of banners placed on site. 1

Discovervail.com Banner: Estimated number of impressions. 74

Hospitality Benefits

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

General Admission Credentials : How many tickets will TOV receive? 10

General Admission Credentials : Value 150

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain. Yes

Are there any questions or other things you'd like to share with the board that are not included in the application? This is a supplemental request for in-kind venue donation for the keynote speaker event. BFAG has been approved for \$40,000 for 2024 "Dinosaurs Among Us" events and activities.

REQUIRED ATTACHMENTS

OPTIONAL ATTACHMENTS

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding https://drive.google.com/uc?id=1WTYbCqTGtAiSdbmxIRcpRQJl0Bb_a1iQ&export=download&display=/128252605_150122509_tyler_lyson1.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.

Our mission is to raise funds in support of individuals battling Amyotrophic lateral sclerosis (ALS) and their families. We aim to provide assistance with the care, treatment, and expenses associated with ALS, as well as contribute to organizations conducting ALS research. We organize two annual events, SHIFRUNS and CRAWL4ALS, both held in Vail Village. SHIFRUNS takes place on the last Tuesday of March each year. It involves a challenging 20-run ski event on Vail Mountain, followed by an Aprés Party at Cucina, located in The Lodge at Vail. CRAWL4ALS is a bar crawl held during a traditionally slower period of the year in Vail Village. We collaborate with five local restaurants and bars to create activities at each venue. Participants complete these activities to earn punches on a card, and those who complete the card have the chance to win prizes. Both events serve as opportunities for our community to come together, have fun, and support the fight against ALS.

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.

For the past six years, SHIFRUNS has experienced remarkable growth, increasing by 266% since its inception. This event has become a highly anticipated occasion in Vail, attracting participants who mark their calendars and return year after year. The allure of Vail's offerings, including world-class skiing and vibrant nightlife, entices people to turn this event into a mini getaway. Participants often bring their friends along, further contributing to the event's popularity. Both SHIFRUNS and CRAWL4ALS not only contribute to the cause of supporting ALS patients and their families but also serve as catalysts for economic stimulation in Vail by leveraging the town's attractions and collaborating with local businesses.

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

By intentionally scheduling SHIFRUNS on a Tuesday, which is typically the slowest day of the business week, we maximize participation and minimize conflicts with other activities. This strategic choice ensures that more people can take part in the event and enjoy all that Vail has to offer. CRAWL4ALS takes place during the opening weekend of Vail Mountain, serving as a festive celebration to kick off the winter season in the town of Vail. This event not only supports individuals living with ALS but also benefits the local economy by partnering with and promoting local businesses. By collaborating with five Vail restaurants and bars for the bar crawl, we generate foot traffic and bring attention to these establishments, fostering a positive impact on the local community.

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.

In our commitment to sustainability, we have implemented several practices to minimize paper waste and promote eco-friendly alternatives. In addition to traditional posters, we prioritize direct emailing as our primary mode of communication whenever possible. This approach reduces the need for excessive paper usage and allows us to reach our audience effectively. We actively seek partnerships with businesses whose practices align with our sustainability values. By collaborating with environmentally conscious organizations, we ensure that our events are executed in a manner that minimizes unnecessary waste and supports sustainable practices. To further reduce single-use items, we have incorporated reusable tote bags and water bottles into both of our events. These initiatives demonstrate our dedication to reducing our environmental footprint and promoting sustainability, helping those with ALS and bringing the community together.

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

Over the past six years, I have had the privilege of serving as the President of this event, alongside a dedicated board and team of volunteers. During this time, we have witnessed remarkable growth and success. What started as a single event with just 12 participants has now evolved into two annual events that attract over 500 people each. This significant expansion is a testament to the hard work, passion, and commitment of our team and the support of our community. Together, we have been able to create experiences that resonate with individuals, drawing them to participate year after year. The growth of our events reflects the trust and loyalty that participants have placed in us, as well as the positive impact we have made in raising funds and awareness for ALS. As President, I am incredibly proud of our achievements and the progress we have made. It is a testament to the collective effort and dedication of everyone involved. We will continue to build on this success.

EVENT OVERVIEW

What is the name of your event/program?	SHIFRUNS
Description of the Event:	<p>SHIFRUNS is 20 ski run challenge on Vail Mountain followed by an Après party at Cucina, in The Lodge at Vail. This occurs on the last Tuesday of every March every year. We meet at the Gondola at 8:30 for coffee and spend the day on Vail mountain completing 20 runs. Our Après Party follows at Cucina. Food, drinks, silent auction, raffle, giveaways and live music.</p> <p>Our sister event: CRAWL4ALS is a bar crawl held during a traditionally slower period of the year in Vail Village. We collaborate with five local restaurants and bars to create activities at each venue. Participants complete these activities to earn punches on a card, and those who complete the card have the chance to win prizes. This occurs every November on Vail Mountain's opening weekend.</p>
Mission/Purpose of the Event:	Our mission is to raise funds in support of individuals battling Amyotrophic lateral sclerosis (ALS) and their families. We aim to provide assistance with the care, treatment, and expenses associated with ALS, as well as contribute to organizations conducting ALS research.
Amount of 2024 sponsorship funding requested	\$10,000
Proposed Start Date	Mar 26, 2024
Proposed End Date	Mar 26, 2024
Are your event/program dates set or can they be changed?	Event dates are flexible and can be changed
Location/Venues :	Vail Mountain to ski 9-3pm Cucina 3-10pm
Are you requesting in-kind use of TOV venues?	No
Do you plan to use Vail Recreation District Facilities?	No
Is this a New or Existing Event?	New Event
Does the event or program benefit a charity or organization?	Yes
Please name and describe the beneficiary	501(c)3 Runs For ALS, Inc #85-3913146

APPLICANT INFORMATION

Company/Organization: Runs For ALS, Inc

Contact Pamela Shifrin

Position President

Address PO BOX 4918
VAIL, CO 81658

Email info@runs4als.org

Website www.runs4als.org

Phone 9786214027

Number Years in Business 4

Business Type Nonprofit Charitable 501(c)(3)

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1GKycKnK-m6mdChKa-z1GxdzIMiq67BoG&export=download&display=/SHIFRUNS_150122402_2023RFPAttDEventBudgetTemplate.pdf

Attach Upcoming Budget

https://drive.google.com/uc?id=1v-D7CFpSOoWfqZ4b7kzdImbxlOWm-QRs&export=download&display=/SHIFRUNS_150122403_2024RFPAttDEventBudgetTemplate1.pdf

Please list all other event sponsors and anticipated dollar amounts.

The Giusto Family Foundation \$1000, Vail Commercial \$250, 106 West \$250 Local Revival \$1500, Townsend Center Realty \$1500 Loveland Auto \$500

Please list cash and in kind support you are receiving from Vail Resorts.

Cucina - waived booking fee and percentage of sales

AUDIENCE INFORMATION

Anticipated Number of Participants 250

Anticipated Total Attendance for Upcoming Event 600

Prior Year Attendance 500

Anticipated Percentage Destination Visitors 35

Anticipated Percentage Eagle County Residents 65

Target Demographic Profile: Ageless, families, global citizens, philanthropists, skiers, food and cocktail enthusiasts.

Prior Year Net Promoter Score 0

ECONOMIC IMPACT

If you have conducted previous research, what do you estimate will be the gross economic impact? 0

Number of overnight stays expected? 2

Anticipated incremental impact on lodging tax and sales tax? \$10,000

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

Epic pass, restaurants, bars, stores, parking, gas station and exposure to all over businesses. Many of the gifts and prizes are from Vail businesses, which guarantees another visit to Vail.
Not everyone in all parties are able to ski, they will be shopping, eating, spending time at the spa or any of the other activities Vail has to offer.

Other economic drivers?

Coffee and breakfast in the morning, driving gas, ski gear and equipment, shopping, spas

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Title Sponsor
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=12rDchgeMmlbjpOWbEEyGOTfOEBC5-3jo&export=download&display=/SHIFRUNS_150122443_RunsForALSIncSponsorship.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	TOV receives 4 tickets to each event
Will you be able to provide opt in guest data from your event?	Yes
Attach Media Plan	https://drive.google.com/uc?id=1LyUtj26kUbFq62BbintOfdOaeHIUZb3J&export=download&display=/SHIFRUNS_150122448_2024CSEMediaPlanTemplate.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Visual ID in Television Ads
Which Print Outlets? # Insertions?	250 locations
Retail Value of all Paid Print Advertising	\$950
Which TV outlets? # Spots	TV8 Vail
Retail Value of all Paid TV Advertising	0
What is your total budget for traditional marketing?	\$2,000.00

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures Site Maps or Event Program
Collateral Materials: # of event posters distributed	250
Collateral Materials: # of event rack card/brochures distributed	0
Collateral Materials: # of event site maps/programs distributed	600

Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured Name in news release
Other: We also partner with Jaunt Media and get print and social posts through all of their magazines and their thousands of followers

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
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 0

Event Website: Web address - Where will logo be featured? www.runs4als.org

annual page visitors to the pages with sponsor logo? Our website doesn't track visitors

Social Media: How will TOV be recognized in social media? Tagging in all event posts and stories. Including event information, updates and thank you posts.

Social Media Reach: Total social reach across your owned platforms? 10,000

Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging? anticipated 30-50 posts

Storytelling Post: How many story telling posts will the Town receive? 10

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

Email Logo Inclusion reach: 500 email addresses to have 5,000 reaches, plus Jaunt Media Collective posts and I AM ALS (a national ALS organization) that shares our posts and event information in their emails

Please describe the 0

Data Capture: Quantity of opt in email records expected to be provided to the Town 200

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 Banner: Estimated number of impressions 1000

Asset Banner: Estimated number of impressions 0

Discovervail.com Banner: Number of banners placed on site. 10

Discovervail.com Banner: Estimated number of impressions. 1000

Audio Mentions: Estimate the total number of impressions from audio mentions. 5

Hospitality Benefits

Hospitality Benefits - Select what would apply? Event General Admission Tickets
Not Applicable

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

General Admission Credentials : Value 260

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain.

NA

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

I would like to be clear that we are asking this for two events, CRAWL4ALS and SHIFRUNS.

Timeline of our events and your submissions do not align.

Jaunt Media Collective and I AM ALS, are both national partnerships that we have with thousands of reach nationwide. The number of impressions are unknown to me currently.

Thank you for your consideration in helping us grow, bring the community together and bring people from all over the world to Vail, CO.

REQUIRED ATTACHMENTS

OPTIONAL ATTACHMENTS

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

www.runs4als.org

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

https://drive.google.com/uc?id=1nkxXMWLCKgJAaNsquGup9WTOFVkr24&export=download&display=/SHIFRUNS_150122509__8.5X11CRAWL4ALSFINAL1.png

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.

Trail running, and specifically, the ultra and sub-ultra distances, has experienced a tremendous growth on a global scale over the past few years. Athletes are traveling around the world to race or simply run in unique destinations. The VRD is proposing an event that would attract elite and recreational runners to our premiere international mountain 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.

This event embodies the healthy, active lifestyle that this community was built on. Trail running has a rich history in the Vail Valley, including hosting several US National Trail Running Championships and USMRT selection events. The course will feature beloved, iconic trails and highlight the scenery and sense of place that one can only get in Vail.

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

Proposed event date is Saturday, September 28, 2024.

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 trail running community as a whole is very environmentally aware and looks for races that embody these values. The VRD's Vail Trail Running Series has already gone 100% disposable cupless and prides itself on its minimal environmental impact. We will continue these practices as well as look to new ideas such as including a carbon calculator on the race website and offer the opportunity for participants to buy carbon offset credits for their travel.

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 Recreation District has been putting on world class local athletic events in the community for over 40 years. We have excellent relationships with the surrounding towns, land managers, local businesses and community members. Our trail running race series was one of the first in the country and has been going strong for over 20 years. We are also a certified race producer by the American Trail Running Association (ATRA) and US Mountain Running

EVENT OVERVIEW

What is the name of your event/program?

Vail to Minturn 26K*

Description of the Event:

*This is the description of the event. We are working with Dynafit to brand this event separate from the Vail Trail Running Series. We are working on a name that embodies Vail's sense of place. Because the course goes by Lionshead and utilizes Cougar Ridge, we are working on a "big cat" themed brand. (e.i. Cougar Ridge Classic, Lions Roar 26K, etc)

This is a 26K sub-ultra trail race that will start in Vail Village (or Lionshead) and end in the Town of Minturn. The course will follow some of the area's most iconic trails including Kinnickanic, Grand Traverse and Cougar Ridge. Ultimately, we would like to grow this event into a multi-day trail running festival with this 26K race, a vertical mile, kids races and the marquee event being an Ultra distance trail race connecting Vail-Beaver Creek-Bachelor Gulch-Arrowhead.

Mission/Purpose of the Event:

Dynafit, the title sponsor of the Vail Trail Series, has been asking us to offer a longer distance race for a number of years. As a leader in trail running market on the global stage, they have seen firsthand the growth in this category, and they are very confident that this race will be a destination event that will attract not only local running enthusiasts, but avid runners and elite athletes from around the country, if not farther. The Vail Trail Series was the first non-ski event Dynafit ever sponsored outside of Europe and they have made a commitment to support trail running here in Vail. They are financially committed to this event's success and are providing the cash purse along with marketing and other support to help create this event.

As we create this event, are focusing on three pillars: Community, Athlete Experience, Art-Inspired. See attachment for examples of implementation.

Amount of 2024 sponsorship funding requested

\$10,000

Proposed Start Date

Sep 27, 2024

Proposed End Date

Sep 28, 2024

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

Event dates are flexible and can be changed

Location/Venues :

Friday (9/27):

- morning pre-race run lead by local athlete. Exact location TBD.
- pre race bib pickup, athlete meeting & ancillary activities will take place in Vail. Exact location(s) TBD

Saturday (9/28):

- 6:30-8am. Race Start. Vail Village or Lionshead
- 7-10:30am. Vail Mountain Trails
- Noon - 2pm. Finish line. Town of Minturn
- PM activities - Town of Vail. Details TBD.

Sunday (9/29) - Recovery run lead by local athlete. Exact location TBD.
Restorative yoga. location TBD

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

Do you plan to use Vail Recreation District Facilities? No

Is this a New or Existing Event? New Event

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

Please name and describe the beneficiary

We are planning to host an Aid Station competition with up to five local non-profits. Each non-profit will receive a donation in exchange for supporting an aid station on course and animating it with the theme of their choice. Participants will vote upon completion of the race and the winner will receive an additional financial contribution to their organization. Potential organizations include (but not limited to): Vail Valley Mountain Trails Association, Vail Search & Rescue Group, The Cycle Effect, etc.

APPLICANT INFORMATION

Company/Organization: Vail Recreation District

Contact Beth Pappas

Position Sports Event & Partnership Director

Address 700 South Frontage Road East
Vail, CO 81657

Email bpappas@vailrec.com

Website www.vailrec.com

Phone (970) 479-2280

Number Years in Business 40+

Business Type Other: Not-for-profit, quasi-governmental special district

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=1-Uh6sMc95_DEv0cuzT7hN_omzYtczmCN&export=download&display=/VailtoMinturn26K_150122403_2024Proposed26kBudget_CSE.pdf

Please list all other event sponsors and anticipated dollar amounts.

Dynafit (\$10,000 cash + in-kind), Town of Minturn (TBD ~ \$2,000)

Please list cash and in kind support you are receiving from Vail Resorts.

Operational and medical support on Vail Mountain portion of the course.

AUDIENCE INFORMATION

Anticipated Number of Participants	150. Race is capped per US Forest Service for inaugural year.
Anticipated Total Attendance for Upcoming Event	500
Prior Year Attendance	0
Anticipated Percentage Destination Visitors	60
Anticipated Percentage Eagle County Residents	40
Target Demographic Profile:	20-60 year-old males and females, 69% married; average HHI \$171K, 87% have a 4-year degree or post grad level of education
Other Pertinent Audience Data:	Lifestyle categories - Sports Enthusiast, Health & Fitness, and Outdoor Enthusiast
Prior Year Net Promoter Score	86
File upload of any survey data or other backup to justify the above answers.	https://drive.google.com/uc?id=1ERsNhgysEy1a5nLh7NpC61Q1qaUDh7QR&export=download&display=/VailtoMinturn26K_150122431_2023VRDTrailRunningRaceSeriesStudy.pdf

ECONOMIC IMPACT

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

82031

Economic Impact Research backup

https://drive.google.com/uc?id=15ecbZrhJNbB0_Liqjxt_d2Kml_7qffOF&export=download&display=/VailtoMinturn26K_150122435_202426KEstROI_CSE.pdf

Number of overnight stays expected?

187

Anticipated incremental impact on lodging tax and sales tax?

\$4,840

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

We will host ancillary events at local restaurants and hotels. Our destination participants will stay an average of 2.5 days in paid lodging in Vail, spending money on food, shopping and other activities while they are here. We will work to get local businesses involved in the event as a way to promote themselves to participants.

Other economic drivers?

Strong growth in trail running participation industry-wide, Dynafit support in attracting elite athletes and influencers, long-standing reputation and participation numbers of the Vail Trail Running Series (1600 adults, 300 kids in 2023)

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Title
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=1ExdSb2XctzbVrRIZdeevVcwc1o417SXD&export=download&display=/VailtoMinturn26K_150122443_202426KPartnerShipProposal_CSE.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	No
Will you be able to provide opt in guest data from your event?	yes
Attach Media Plan	https://drive.google.com/uc?id=1pmqaWH7PDF0vJ2zGzvnIT05RRp8_k_D&export=download&display=/VailtoMinturn26K_150122448_SubUltra26KMarketingPlan_2024.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?	Vail Daily, Spoke + Blossom
Retail Value of all Paid Print Advertising	\$1000
Which radio outlets? # Spots?	KZYR
Retail Value of all Paid Radio Advertising	\$500

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures Site Maps or Event Program
Collateral Materials: # of event posters distributed	450
Collateral Materials: # of event rack card/brochures distributed	4000
Collateral Materials: # of event site maps/programs distributed	200

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
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Town spokesperson opportunity	Yes
--------------------------------------	-----

Name in news release	Yes
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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	9000
--	------

Event Website: Web address - Where will logo be featured?	We are creating a custom website for this event.
--	--

# annual page visitors to the pages with sponsor logo?	9000
---	------

Social Media: How will TOV be recognized in social media?	tagged in event posts, custom story posts
--	---

Social Media Reach: Total social reach across your owned platforms?	8500
--	------

Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging?	5-10
---	------

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

Storytelling Post: How many story telling posts will the Town receive?	2
---	---

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

Email Logo Inclusion reach:	25000
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Onsite Benefits

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

Discovervail.com Banner: Number of banners placed on site. 4

Discovervail.com Banner: Estimated number of impressions. 2000

Audio Mentions: Estimate the total number of impressions from audio mentions. 15

Exhibit Space: Value: Standard booth cost 150

Hospitality Benefits

Hospitality Benefits - Select what would apply? Not Applicable

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain.

N/A

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

- We anticipate over half of the participants to be destination visitors, coming to Vail specifically for this event. While the race will finish in Minturn, they do not have a bed base to support the event and all ancillary events will take place within the Town of Vail, giving the TOV the lionshare of the economic benefits.

-As this is a first year event, we are looking to the CSE for funding to help us deliver the kind of participant experience that will create word-of-mouth buzz and allow us to close the revenue gap by attracting more participants, sponsors and media in the future.

Thank you for your consideration!

REQUIRED ATTACHMENTS

OPTIONAL ATTACHMENTS

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

https://drive.google.com/uc?id=1WCgZLg8SLwjZeRUalnGkznGyH09YbzL0&export=download&display=/VailtoMinturn26K_150122509_26KMapwAidStations_prelim_2024.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 event is in harmony with and reinforces Vail's brand, mission, and objectives established by the Town Council. It will inspire gymnasts from across the region to display their talent and dedication in a town renowned for winter sports. Additionally, the event will foster community engagement, creating a distinctive environment for local residents to actively participate

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.

Vail's community values, interests, and standards are harmoniously aligned with this event, guaranteeing a satisfying visitor experience. The event meets the community's admiration for a variety of athletic disciplines by exhibiting the talent and dedication of gymnasts in a town recognized for its winter sports. The participation of locals in the event strengthens ties within the town and reflects Vail's dedication to creating a friendly and close-knit community. The event creates a unique and inclusive ambiance that enhances the pleasant guest experience and resonates with Vail's principles of celebrating individual and communal accomplishments as well as community involvement.

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

This event strategically occurs during a lower demand time period, immediately following the peak of summer tourism, to address the need for additional programming and draw visitors to Vail. Taking place in the fall season, it provides an enticing reason for people to visit the town during a time when tourism typically experiences a lull. The event serves as a valuable draw, capitalizing on the lower demand period to bring in visitors, thereby contributing to the town's economic vitality during a time when additional tourism activities are highly beneficial.

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 event producer is dedicated to adhering to the environmental and sustainability practices set forth by the Town of Vail, specifically following the guidelines established for the Dobson Arena. Our commitment extends to encouraging eco-conscious behavior among participants and attendees. Notably, we promote sustainability by urging athletes and spectators alike to bring their reusable water bottles, facilitating easy access to refill stations within the arena. This initiative not only aligns with the town's protocols but also contributes to the reduction of single-use plastics, fostering a greener and more sustainable event.

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 Gymnastics Classic is now in its fifth consecutive year, and for the past four years, we have consistently retained the same event producer. This longevity attests to the producer's proven track record of successful event production and execution. Over this period, the event has experienced a steady increase in both the participation of competitive gymnasts and the number of spectators. This trend reflects the producer's ability to deliver engaging and successful events, resulting in a growing and enthusiastic audience each year.

EVENT OVERVIEW

What is the name of your event/program?	Vail Gymnastics Classic
Description of the Event:	Gymnastics competition for young athletes in the state of Colorado and the surrounding areas.
Mission/Purpose of the Event:	Our mission is to help encourage the young athlete to showcase their talent and work, and travel to a different environment.
Amount of 2024 sponsorship funding requested	12.000
Proposed Start Date	Sep 01, 2024
Proposed End Date	Oct 19, 2024
Are your event/program dates set or can they be changed?	Event Dates cannot be changed
Location/Venues :	Dobson Ice Arena
Are you requesting in-kind use of TOV venues?	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=1hfvH7PMbtk6LLvBGXSV-W5Obw3XwEeUG&export=download&display=/128252605_150122380_FacilityPermission.docx
Is this a New or Existing Event?	Existing Event
If existing, number of years event has taken place	2019, 2021, 2022, 2023
How much was your event or program funded in 2023?	9.000
Does the event or program benefit a charity or organization?	No

APPLICANT INFORMATION

Company/Organization: Vail Gymnastics Center

Contact Allie Licata

Position Gymnastics Coordinator

Address 545 N Frontage Rd W
Vail, CO 81657

Email alicata@vailrec.com

Website <https://www.vailrec.com/vail-recreation/gymnastics>

Phone (970) 479-2287

Number Years in Business 19 years

Business Type Other: Vail Recreation District

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=14esRwdeIEKf8vL77QcV3d9FOb-ktpIKO&export=download&display=/128252605_150122402_2023Budget.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1aQ7_kUfnGtNdt1IzWz6K5psW3RPCwsTW&export=download&display=/128252605_150122403_2024BudgetRFPAttachmentEventBudgetTemplate3.xlsx

AUDIENCE INFORMATION

Anticipated Number of Participants 250

Anticipated Total Attendance for Upcoming Event 800

Prior Year Attendance 600

Anticipated Percentage Destination Visitors 75

Anticipated Percentage Eagle County Residents 25

Target Demographic Profile: Competing gymnasts, Families, and friends of gymnasts, local and visiting tourists

Other Pertinent Audience Data: S#

Prior Year Net Promoter Score 0

ECONOMIC IMPACT

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

0

Number of overnight stays expected?

75

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

Visiting gymnasts and families will utilize the local hotels and restaurants during their visit in Vail. All local businesses who sponsor our event will be advertised and announced during the competition.

Other economic drivers?

N/A

PROPOSED SPONSORSHIP

Proposed Sponsorship Level

Recreation event

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=1x5yogTyePjg2QFQ2YWFocpOkEAXz__Yu&export=download&display=/128252605_150122443_GymnasticsInvitational2023regform.pdf

Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?

Free access to our event

Will you be able to provide opt in guest data from your event?

No

Attach Media Plan

https://drive.google.com/uc?id=11WNsLIPafvo5Y7V64OAh_cAGZO_KAmuv&export=download&display=/128252605_150122448_GymnasticsInvitational2023regform.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured

Logo ID in Print Advertising

Which Print Outlets? # Insertions?

emails and printed flyers

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

Town spokesperson at preview event/opening

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

Onsite Benefits

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

Hospitality Benefits

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

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

General Admission Credentials : Value 8

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.

Our annual Sportsmanship Hockey Tournament is clearly aligned with the Town of Vail's goal to increase stays during lower demand time periods. As is evidenced in our lodging occupancy reports from the 2023 event, the tournament brings in over 1,200 room nights during late October and the first three weekends in November. Additionally, our event brings in a large number of guests from the Front Range which is listed as a secondary target audience. As the PRESENTING SPONSOR for our tournament, we will be promoting Discover Vail through all tournament communication and advertising.

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.

At the core of the sport of hockey is a community of people with similar passions and interests. Hockey teams are comprised of people who may not know each other well in September and by November they are a tight knit community. Team sports and traveling for tournaments bring people together not only at the ice rink for the games, but out at team meals and during team building activities. We will promote available dining options and activities to all tournament participants and direct them to the Discover Vail website for this information.

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

In 2024, our 45th Annual Vail Sportsmanship Tournament will continue to take place over the first three weekends in November (1-3, 8-10 and 15-17), with an additional weekend in late October for the 18U/High School division. The exact date for the high school division is TBD and will be determined once the fall hockey league schedule is set. All of these weekends fall in a need period for the Town of Vail. In support of the Town of Vail as our presenting sponsor, we only offer lodging to participants in Vail. Our event is sure to boost the economic impact on the TOV during an otherwise slow period.

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 support sustainable practices through the use of recyclable materials such as banners, paper, etc. Guests will be reminded to bring reusable bags and water bottles. Since we only offer lodging in Vail, guests are encouraged to use public transportation to get to and from Dobson and events in Town (Shift bicycles- weather permitting, buses, shuttles, carpools, walking, etc.) Dobson Ice Arena already adheres to these initiatives with recyclable and compostable materials offered at the concessions.

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

The 2024 event marks our 45th Annual Vail Sportsmanship Tournament and will be our last hurrah at Dobson Ice Arena, as we know it. Our November weekends sell out EVERY year and we have a waiting list. The limitations on the amount of available ice restrict the growth of the vent. Our event could grow to include additional divisions and bring more people to Vail if we had an additional sheet of ice.

EVENT OVERVIEW

What is the name of your event/program?

2024 45th Annual Vail Sportsmanship Tournament

Description of the Event:

Our signature fundraising event, the annual Vail Sportsmanship Tournament, attracts about 80 youth hockey teams from the mountain towns, the Front Range and out of state. Our events brings an estimated 6,000 attendees to the Town of Vail for 3-4 days of hockey competition during a low occupancy time, mostly during the first 3 weekends in November. It has been held in Vail annually for the past 44 years and has become one of the most respected and well-attended tournaments in the state of Colorado. We use this tournament as a vehicle to bring attention to the importance of "Sportsmanship" in team sports. This diverse tournament hosts all ages from 10U/Squirts to 18U/Midgets (ages 8-18 years old). The event dates are as follows:
TBD in late October- 18U/Midgets (high school)
November 1-3: 14U/Bantams
November 8-10: 12U/PeeWees
November 15-17: 10U/Squirts

Mission/Purpose of the Event:

The purpose of the event is to raise much needed funds for the 501c3 Vail Junior Hockey Association dba Vail Mountaineer Hockey Club through a hockey tournament. All funds raised are used to directly offset the cost of hockey registration for the nearly 275 Eagle County youth hockey players we serve. Additionally, the funds raised from this event help fund our Gift of Hockey Scholarship Fund that allow us to grant funding to families who may not be able to afford the sport otherwise. For the 2023-2024 season, we granted over \$15,000 in need based scholarship dollars to members.

The mission of the Sportsmanship Tournament is to help teach youth hockey players about "sportsmanship" and continuously remind them to adhere to demonstrating mutual respect for one another during these games and beyond.

Amount of 2024 sponsorship funding requested

12,500

Proposed Start Date

Oct 18, 2024

Proposed End Date

Nov 17, 2024

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

October TBD, Nov. 1-3, Nov. 8-10, Nov. 15-17

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

Event Dates cannot be changed

Location/Venues :	Dobson Ice Arena- Vail (all day / night during the listed event dates)
	Due to limitations on the amount of available ice at Dobson and the number of teams that attend our event, games are also hosted at the Mountain Recreation Pool & Ice Rink in Eagle.
	All championship games on Sunday are played at Dobson in Vail.
Are you requesting in-kind use of TOV venues?	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=1U-e-mGa1FROF31tNVOwltV5eSXMaj-j&export=download&display=/202445thAnnualVailSportsmanshipTournament_150122380_TOV_2024_Days_VailMountaineerHockeyClub.pdf
Is this a New or Existing Event?	Existing Event
If existing, number of years event has taken place	44
How much was your event or program funded in 2023?	12,500
Does the event or program benefit a charity or organization?	Yes
Please name and describe the beneficiary	Vail Junior Hockey Association dba Vail Mountaineer Hockey Club (501c3)
Which facility are you requesting in-kind use of?	Dobson Arena
Dates of requested use.	Oct. - TBD, Nov. 1-3, Nov. 8-10, Nov. 15-17 (2024)
Description of Venue Use	Use of the ice rink and all included facilities (ice, locker rooms, conference room, concessions)

APPLICANT INFORMATION

Company/Organization: Vail Junior Hockey Association dba Vail Mountaineer Hockey Club

Contact Kristi Scheidegger

Position Executive Director

Address PO Box 2591
Edwards, , CO 81632

Email kristi@vailmountaineers.org

Website www.vailmountaineers.com

Phone (970) 331-6669

Number Years in Business 50

Business Type Nonprofit Charitable 501(c)(3)

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1UdzIUbXb75A0Z9h6Z2f2IM5TCGeAC5KC&export=download&display=/202445thAnnualVailSportsmanshipTournament_150122402_VST2023_PL2.pdf

Attach Upcoming Budget

https://drive.google.com/uc?id=1iNiZug97iClS7nsNsYYdE9XKm4algW07&export=download&display=/202445thAnnualVailSportsmanshipTournament_150122403_VST2023_PL2.pdf

Please list all other event sponsors and anticipated dollar amounts.

Town of Eagle's Marketing & Events Advisory Committee - \$1,500

Please list cash and in kind support you are receiving from Vail Resorts.

N/A

AUDIENCE INFORMATION

Anticipated Number of Participants 1,400 (including coaching staff)

Anticipated Total Attendance for Upcoming Event 5,000-6,500 people over 4 weekends

Prior Year Attendance 6250

Anticipated Percentage Destination Visitors 85

Anticipated Percentage Eagle County Residents 17

Target Demographic Profile: Families- youth aged 8-18 years old and families (parents, siblings, etc)

Prior Year Net Promoter Score 31

ECONOMIC IMPACT

Number of overnight stays expected? 1250

Anticipated incremental impact on lodging tax and sales tax? Very significant, we only offer lodging specials through Vail properties.

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

When hockey teams come to visit for the tournament, one of the main objectives for the teams is to participate in activities together. Most teams will eat out 2-3 meals per day. The teams will visit local shops during their downtime before and after the games. Games usually last about 2 hours and each team plays 2 games per day Friday and Saturday. That leaves many waking hours to be out and about in the Town of Vail supporting the local businesses.

Other economic drivers?

Hockey parents are notorious for needing a way to warm up and regularly seek out the nearest coffee/tea shop. When not enjoying a warm beverage, they also tend to enjoy adult beverages from local establishments.

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	PRESENTING - We do not solicit sponsors for our tournaments. The Town of Vail is our one and only sponsor. We sell rink board advertising sponsorships and people are exposed to this advertising while visiting the rinks for the games.
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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=1t2s2qJIPZjGDr-QIh0iOUATQ_02vNuYH&export=download&display=/202445thAnnualVailSportsmanshipTournament_150122443_2024VSTCSEMarketingPlan.docx
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Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	social media posts, website links, signage
--	--

Will you be able to provide opt in guest data from your event?	Yes, we will have a link and track the data.
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Attach Media Plan	https://drive.google.com/uc?id=1e5FyqNmSJK-R-20S6e8rHtNWkMQpTZM8&export=download&display=/202445thAnnualVailSportsmanshipTournament_150122448_2024VSTCSEMarketingPlan.docx
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Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Other: VMHC website, dedicated tournament website, social media outlets, email communications
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Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster
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Collateral Materials: # of event posters distributed	1
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Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured	Other: We do not do new releases for this event.
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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 Story/content Inclusion in Event's e-blasts
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Onsite Benefits

Onsite Benefits - Select what would apply?	DiscoverVail Banners placed on site Audio Mentions
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Hospitality Benefits

Hospitality Benefits - Select what would apply?	Not Applicable
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ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain.

We hosted a very successful event in 2023. We pledge to do a better job with promoting Discover Vail in 2024. I have included details about this in the marketing plan.

REQUIRED ATTACHMENTS

2023 Event Recap

https://drive.google.com/uc?id=12jfDxnQwhInYO90ry5gCuqRWt-Vlmo7j&export=download&display=/202445thAnnualVailSportsmanshipTournament_150122506_CRC2023EventRecapVMHC2023VST.pdf

OPTIONAL ATTACHMENTS

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

www.vailmountaineers.com/vst2024

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 Vail Invitational, now in its 53rd year, stands as a beloved Adult Soccer tournament held annually in Vail during the summer. Drawing over 25 teams, the event has become a summer highlight. With expanded divisions for both Men and Women, athletes and referees journey from across the state and nearby regions to partake in a weekend filled with soccer excitement. Vail becomes the hub where athletes, their families, and referees converge to lodge, dine, and revel in festivities throughout the weekend.

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.

Year after year, athletes continue to flock to this tournament. Vail offers a spectacular backdrop for days filled with soccer and evenings brimming with entertainment. The European style and flair of Vail provide the perfect setting for the Fred Ammer Vail Invitational. Soccer, being an international language, resonates with people from all corners of the world.

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

Taking place in July, the Fred Ammer Invitational marks a highly anticipated weekend for our athletes. As the sole Adult tournament on the Western Slope, it holds a special place in the schedule and hearts of participants.

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.

VRD and Vail Valley Soccer Club employ direct emailing, signage, and advertising as their primary communication channels. They have consciously reduced paper marketing, opting for more environmentally friendly approaches. Recycling initiatives are in place at all fields, contributing to sustainability efforts. Additionally, water stations are thoughtfully provided at every location.

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

For over 25 years, the Vail Soccer Club and VRD have been orchestrating successful sports events. These events are seamlessly executed, spanning both busy and traditionally slower periods of the year.

EVENT OVERVIEW

What is the name of your event/program?

The 53rd Annual Fred Ammer Vail Invitational.

Description of the Event:

TOURNAMENT INFORMATION

F Men's Gold and Silver divisions, Women's division

F USSF Sanctioned Open Tournament

F All U.S. Soccer registered teams accepted (USSSA, US CLUB, CSSA, USSF, etc.)

F Four guest players allowed. Guest players must have valid passes.

F Three-game minimum

F Each division is further divided into pools. Friday through Sunday morning consists of pool play, with Sunday becoming a bracket of advancing teams to determine a champion within each division.

F Each team will be required to present valid player passes and out-of-state teams must have approved travel papers.

Cash Prizes

Mission/Purpose of the Event:

The Fred Ammer Vail Invitational stands as the foremost adult soccer tournament in Vail, Colorado, representing the pinnacle of adult soccer competitions on the western slope. This prestigious event attracts participants from across the state and neighboring areas, uniting athletes in a celebration of the global sport of futbol.

Amount of 2024 sponsorship funding requested

15000.00

Proposed Start Date

Jul 19, 2024

Proposed End Date

Jul 21, 2024

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

07/19 07/21

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

Event Dates cannot be changed

Location/Venues :

Soccer Fields In Vail
Vail Mountain School
Ford Park
Vail Rugby Field

Battle Mountain Field
Eagle-Vail

Are you requesting in-kind use of TOV venues?

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=1QRqd0BfmICZPbrWUGIE6thE_ttNMzH-u&export=download&display=/128252605_150122380_LetterFredAmmer.pdf
Is this a New or Existing Event?	Existing Event
If existing, number of years event has taken place	52
How much was your event or program funded in 2023?	10,000
Does the event or program benefit a charity or organization?	Yes
Please name and describe the beneficiary	The Vail Valley Soccer Club college soccer scholarship fund. Two VVSC athletes are awarded college scholarships each year.
Dates of requested use.	Soccer Fields July 19-July 21
Description of Venue Use	Soccer Games

APPLICANT INFORMATION

Company/Organization: Vail Valley Soccer Club

Contact Kerri Thelen

Position Executive Director

Address PO Box 2728
Edwards, CO 81632

Email director@vailsoccer.com

Website www.vailsoccer.com

Phone (970) 390-7994

Number Years in Business 35

Business Type Nonprofit Charitable 501(c)(3)

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1RWVsEKWGrO6yFclIFL56kkj5HNiNvR7&export=download&display=/128252605_150122402_2023PL.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=19znJTS-A836DTp5Ysx4-4MPc2TbQ8IcT&export=download&display=/128252605_150122403_2024BudgetFredAmm er.pdf

Please list all other event sponsors and anticipated dollar amounts.

Stiegl Beer Sponsorship, \$300 in Can donation to winners, \$1500 in Keg donations for participants

Please list cash and in kind support you are receiving from Vail Resorts.

None

AUDIENCE INFORMATION

Anticipated Number of Participants 600 plus

Anticipated Total Attendance for Upcoming Event 30 Teams

Prior Year Attendance 500

Anticipated Percentage Destination Visitors 1800

Anticipated Percentage Eagle County Residents 10

Target Demographic Profile: Age 18-40 years, single, married, families with children-both men and women

Other Pertinent Audience Data: Traveling Referees 50

Prior Year Net Promoter Score 9

File upload of any survey data or other backup to justify the above answers. https://drive.google.com/uc?id=1lvYOeNLF5C6wqqJ1X_ENAze_ihGhy8bm&export=download&display=/128252605_150122431_1EventFeedbackGoogleForms.pdf

ECONOMIC IMPACT

Economic Impact Research backup

https://drive.google.com/uc?id=1TFv2peA9DasZ10bBFi2VGccxMILO4uAV&export=download&display=/128252605_150122435_Screenshot20240129at5.30.44PM.png

Number of overnight stays expected?

2

Anticipated incremental impact on lodging tax and sales tax?

1000 room nights @ 300.00 a night \$300,000 \$17,700 TOV tax with lodging tax

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

We partner with local Vail businesses to do Stiegl giveaways for free beer and prizes. Blue Moose has been a partner for the past two years. Athletes plan their weekend around attending local Vail restaurants, bars and nightclubs. In addition to Vail's nightlife, restaurants earn breakfast and lunch patrons. Coffee houses, gas stations, convenience stores reap the benefits of water, sports drinks and snack purchases for teams all weekend long.

VVSC also purchases all the referee rooms from Vail Lodging partners. In addition, have programs to offer discount packages with Vail hotel's for the weekend for lodging and restaurants.

We believe each athlete spent at least \$400 upwards to \$600 over the weekend. This was confirmed by our survey.

Other economic drivers?

Families are participating in Vail's community businesses and activities. Playgrounds, coffee houses, bowling, etc earn business during this weekend.

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Title Sponsor
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=1gs2MYf9vITFrPrt3anpJTFZEBWipHaP8&export=download&display=/128252605_150122443_VVSCsponsordeck2024TOV.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	N/A
Will you be able to provide opt in guest data from your event?	Yes
Attach Media Plan	https://drive.google.com/uc?id=19PUcd9Th-ol5SbWjePu6V_0bAwT14A2G&export=download&display=/128252605_150122448_2024FAMarketing.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Other: Practice Jerseys, VVSC Van, Website, Social Media
Which Print Outlets? # Insertions?	Vail Daily New Articles
Retail Value of all Paid Print Advertising	1500
What is your total budget for traditional marketing?	2000-2500, plus all sponsorship opportunities for Title Sponsors

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	Name in news release Other: Vail Daily articles
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 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	1000
--	------

Event Website: Web address - Where will logo be featured?	www.vailsoccer.com, Vailrec.com
--	---------------------------------

# annual page visitors to the pages with sponsor logo?	5000
---	------

Social Media: How will TOV be recognized in social media?	tagging, name recognition, photos
--	-----------------------------------

Social Media Reach: Total social reach across your owned platforms?	15
--	----

Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging?	30
---	----

Storytelling Post: How many story telling posts will the Town receive?	15
---	----

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

Email Logo Inclusion reach:	600
------------------------------------	-----

Please describe the	10
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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
---	--

Event Entrance Banner: Estimated number of impressions	1500
---	------

Discovervail.com Banner: Number of banners placed on site.	5
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Discovervail.com Banner: Estimated number of impressions.	1500
--	------

Hospitality Benefits

Hospitality Benefits - Select what would apply? Not Applicable

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain.

Yes, we honored all our sponsorship obligations

REQUIRED ATTACHMENTS

2023 Event Recap

https://drive.google.com/uc?id=1_BpFIBAano7VZoAdHwOFktu-9ZGkBlIs&export=download&display=/128252605_150122506_FredAmmer2023budgetreducedfile.pdf

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/52nd-annual-fred-ammer-soccer-tournament-features-colorado-super-league-teams-and-three-vail-squads/>

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

https://drive.google.com/uc?id=1iw1T6jT56mczu2N4pnXPAaQ9EOWvWQ36&export=download&display=/128252605_150122509_2023VailInviteSchedule2.xlsx

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.

Our tournament has always been a focused family event. Parents, siblings and grandparents come to the valley for the weekend of the Vail Cup. We market the event as a fall family experience and encourage them to spend the whole weekend in the valley starting on Friday night. We provide a lodging partner platform for the teams to get lodging at the local hotels. We have developed partnerships with local businesses and offer special promotions or discounts to tournament participants, encouraging them to spend more during their stay. This supports Vail's businesses, but also strengthens ties with the local community. All teams play two games on Saturday and at least one on Sunday providing ample time for shopping and recreating outside of the tournament. The goal is to provide our teams with a positive experience that will continue to bring them back to our valley, not only for the tournament each year, but for visits at other times of year also.

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.

Our tournament actively involves the local community. This includes collaborating with local businesses, engaging local residents as volunteers, and fostering a sense of community pride that includes the love of soccer. We emphasize environmentally friendly and sustainable practices during the tournament. We demonstrate a commitment to youth development by providing opportunities for our local youth to participate in the tournament (all of our club teams play in the tournament at no cost to them); whether as players or volunteers. This aligns with community values and supports the growth of our young talent. All monies brought in during the tournament support our local families ability to be part of the soccer club by providing scholarships to those families in the community that would not otherwise be able to participate. We find that a strong sense of local community makes those that visit feel welcomed and it helps them to create a bond with Vail and all it has to offer.

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

While our tournament can't take place during the week, due to the fact that it is a targeted youth event with kids in school during the week, we do put on the tournament during the Fall which is off peak season. We strongly encourage families to spend Friday and Saturday night and know that people enjoy coming to look at the Fall foliage. We have had great success with selling out our Fall soccer tournament.

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 provide recycle bins at all tournament fields. We message our teams with the environmental and sustainability practices outlined by the Town of Vail. We provide water filling locations for all to fill reusable water bottles on site.

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

The continued growth of our youth soccer tournament stands as a testament to our proven track record in successful event production and execution. Over the years, our tournament has consistently delivered exceptional experiences, drawing participants, attendees, and positive feedback. With a history of well-coordinated logistics, strategic planning, and seamless execution, we have demonstrated our ability to organize and manage events effectively. The tournament's sustained growth, community engagement at several levels, and positive impact on local businesses showcase our ability to deliver successful and memorable events. Our track record aligns seamlessly with the qualifications sought, making us the ideal choice to produce and execute another tournament in 2024.

EVENT OVERVIEW

What is the name of your event/program?

Cindy Eskwith Memorial Vail Cup Soccer Tournament

Description of the Event:

The Vail Cup is a youth soccer tournament supported by the Vail Valley Soccer Club. We host 160 teams each fall (October 5-6, 2024) for a soccer tournament. All teams play a minimum of 3 games throughout the weekend. We host U11-U19 girls teams and U11-U15 boys teams (U16-U19 boys have their High School season at this time and, therefore, do not participate in the Fall club season)..It is the most highly sought after October/Fall tournament in the state and we bring in many teams from surrounding states. It is considered a stay and play tournament and brings families in for the entire Vail Cup soccer weekend.

Mission/Purpose of the Event:

The Vail Cup team entries support over half of our scholarship needs each year. We have a large and diverse club membership. Many of our members need scholarship support in order to participate in soccer at the club level. We also provide soccer team tournament travel opportunities above and beyond the in season competitive season and many development clinics for players and coaches.

The clubs mission statement is to foster the physical, mental and emotional growth and development of Eagle County's competitive soccer players. We develop and encourage character and leadership through competitive youth soccer programming. The Vail Soccer Club runs competitive and recreational programming for youths ages 9 to 18 years of age. The club takes pride in providing an environment that is fun, safe and affordable and competitive.

Amount of 2024 sponsorship funding requested

\$25,000

Proposed Start Date

Oct 05, 2024

Proposed End Date

Oct 06, 2024

Are your event/program dates set or can they be changed? Event Dates cannot be changed

Location/Venues :

Locations all over Eagle County in order to continue to grow our tournament. All locations are secured by the Tournament Director each year and all venues have supported our tournament for many years.

Vail Mountain School, Ford Athletic Fields, Vail Athletic (Rugby) Field, Donovan Park, Homestake Peak (all available fields), Avon Nottingham Park, Avon Elementary, Singletree Community Park, Battle Mountain High School, Freedom Park Fields, Eagle County Fairgrounds, Gypsum Rec Center Field, Brush Creek Park, Eagle Valley Middle School. Hosting a max of 8 teams per field per day; Saturday and Sunday. Approximate hours (depending on the field) are 8 am to 6 pm.

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=1jx6u_lxr5TXnRbqJj4UFExsIBytLy32P&export=download&display=/128252605_150122380_vailrecfielduse.docx

Is this a New or Existing Event?

Existing Event

If existing, number of years event has taken place

17

How much was your event or program funded in 2023?

17,000

Does the event or program benefit a charity or organization?

Yes

Please name and describe the beneficiary

The majority of the monies received during the Vail Cup goes towards supplying scholarship support for those who would not otherwise be able to participate in club soccer. Some of the monies also go to other programming needs directly related to the club. One of VVSC's goals is to create an athletic environment that honors and represents our community both on and off the field. Our intention is to offer an affordable competitive athletic option for our local youth. Many athletes are price out of skiing, hockey and lacrosse in the valley and VVSC believes it is critical for all youth to find a sport that appeals to them with the community. Soccer has a universal language that encourages friendship, sportsmanship and leadership world wide. VVSC is proud to be a part of a global community that bridges relationships and provides opportunity and growth for our youth.

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 Nonprofit Charitable 501(c)(3)

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1ygEUYX7fGmEzrACQybyo1cy77xS-DrbL&export=download&display=/128252605_150122402_VailCup2023detailedbudget.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1Qpj2xo72dtDlaqQ7lpogTxEsBmt7IYXP&export=download&display=/128252605_150122403_VailCup2024projecteddetailedbudget.xlsx

Please list all other event sponsors and anticipated dollar amounts.

5000.00 (TOE, Edwards Metro, Holy Cross)

Please list cash and in kind support you are receiving from Vail Resorts.

0

AUDIENCE INFORMATION

Anticipated Number of Participants 3500

Anticipated Total Attendance for Upcoming Event 12000

Prior Year Attendance 12000

Anticipated Percentage Destination Visitors 90

Anticipated Percentage Eagle County Residents 10%

Target Demographic Profile: 35-70, All Genders, Single/Married, \$150,000, High School/College Grads

Other Pertinent Audience Data: Colorado and out of state visitors, Outdoor and organized sports enthusiasts, Social media focused, Family and community oriented

Prior Year Net Promoter Score 90

File upload of any survey data or other backup to justify the above answers. https://drive.google.com/uc?id=1nBtBZ-vJjKxuOqHGdzglZk2An22nUmro&export=download&display=/128252605_150122431_ScreenShot20240120at1.06.38PM.png

ECONOMIC IMPACT

Number of overnight stays expected? 2500

Anticipated incremental impact on lodging tax and sales tax? 2000 room nights in Vail at average of 250 a night; $500,000 \times 6.5\% = 32,500$ resort tax - $500,000 \times 9.4\% = 47,000$ (*does not include ancillary spending sales taxes, just lodging)

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses Most travel teams will visit the valley for the entire weekend (two nights of lodging) which gives them ample time to experience other activities during their stay; breakfast, lunch, dinner, other valley activities, shopping. All games are over by 6-6:30 pm providing ample time for teams to head out for team dinners. Families use this as a weekend long Fall vacation and take advantage of the down time to experience the valley.

Other economic drivers? Selling vail, demographic that can afford a second home and vacationing in vail.

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Title Sponsor
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=18bVZ777dW2HcNI5FAV7ARvuYZYUEjIRn&export=download&display=/128252605_150122443_VVSCsponsordeck2024TOV.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	We will provide any event assigned set up asset for the TOV that they are interested in producing
Will you be able to provide opt in guest data from your event?	Yes
Attach Media Plan	https://drive.google.com/uc?id=1m5T9GX9SnJ3w2XwZemMT9hAzJ33DaypR&export=download&display=/128252605_150122448_2024CSEMediaPlanVailCup.xlsx

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Other: Noted in sponsorship deck
What is your total budget for traditional marketing?	15,500

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	Other: can be discussed to determine best PR plan
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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
Event Website: Web address - Where will logo be featured?	www.vailsoccer.com, banner home page, link and logo on tournament page
Social Media: How will TOV be recognized in social media?	Tagged in all event posts, thank you posts, tournament posts, newsletter and informational emails. Instagram, Facebook posts
Social Media Reach: Total social reach across your owned platforms?	130,000
Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging?	100+
Storytelling Post: How many story telling posts will the Town receive?	2
Will TOV receive ID in e-newsletters and blasts?	Yes
Email Logo Inclusion reach:	30,000

Onsite Benefits

Onsite Benefits - Select what would apply?	Inclusion of Asset Banner DiscoverVail Banners placed on site Complimentary Exhibit Space
Discovervail.com Banner: Number of banners placed on site.	6
Discovervail.com Banner: Estimated number of impressions.	10000

Hospitality Benefits

Hospitality Benefits - Select what would apply?	Not Applicable
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ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain.

Yes we successfully fulfilled our sponsorship obligations

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

Additional 2024 needs/ overpay of referees, travel and lodging referee support, limit teams due to referee shortage. Certification of local high school refs so they can participate in refereeing. Additional advertising to surrounding states to bring in a larger demographic; increases Advertising dollars significantly.

Reasons for additional monetary support

REQUIRED ATTACHMENTS

2023 Event Recap

https://drive.google.com/uc?id=1N28vjP640Qrjrfsl7ZYzflEMsFHZLNqz&export=download&display=/128252605_150122506_FINALCRC2023EventRecapVailCupcopy.pdf

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.

Kick It 3v3 Soccer has provided an experience of a lifetime for decades bringing the tens of thousands of families and adults to Vail who enjoy playing 3v3 soccer. It is a fun, safe, exciting event that is inclusive of all ages and soccer abilities. Our guests come from all over the world to enjoy soccer and all Vail has to offer with their friends and families. This experience is something that kids remember for a lifetime. In fact, as they become parents they are bringing their kids to the event year after year introducing new generations to see what Vail has to offer with their unforgettable experiences.

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.

Kick It 3v3 Soccer tournaments aligns perfectly with Vail's values: Serving Others, Doing Good, Be Safe, Do Right, Be Inclusive, and Driving Value; 3v3 soccer is an event with hundreds of soccer coaches who are leading the way using soccer's fun, safe, and inclusive sport to develop physical health, mental health, social skills and life skills that will last them a lifetime. The value to Vail is exponential as new generations are introduced to what Vail has to offer in the summer time.

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

The Kick It 3v3 soccer tournament tour has brought tens of thousands of people over the years to Vail in early August, which is one of the slowest times of the year for Vail. This outdoor event surrounds the visitors with the beauty of Vail and provides access to hiking, ziplining, mountain biking and many other activities in Vail, as well as all of the restaurants and lodging available to visitors.

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.

As experts in the event planning industry for over 30 years, we pride ourselves in creating an incredible experience for the hundreds of families that join us in Vail every year. In addition, when we leave an event our goal is to leave it better than we found it to preserve the beauty of the communities that invite us to host events.

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

Founded in 1990, Kick It Soccer has been running our lifetime experience event successfully in Vail for decades. This year, with the help of Vail's generous investment, and our partnership with Vignette Artists and TH Entertainment in Denver, we plan to have 2 nights of live music and DJs in the Solaris Plaza. Friday night we have scheduled Latin music and DJ fusion with Latin Artist Verena Fuentes (<https://www.vignetteartists.com/verena>). Saturday evening we will have a DJ and Denver's 90s and 2000s music party band Millennial Romance (<https://www.vignetteartists.com/millennial-romance>). We will also have soccer tennis set up at the fields and soccer games and contests at Solaris Plaza.

EVENT OVERVIEW

What is the name of your event/program?

Kick It Vail Cup

Description of the Event:

The "Kick It Vail Cup" Tournament is the highest 3v3 tournament in the nation! All games are played at an elevation of 8,000 feet or above. Nestled in Colorado's Vail Valley, Ford Park and the Vail Athletic Fields host the Kick It 3v3 National Championships. From great dining and recreation to beautiful Rocky Mountain views, this event brings in more than 100 teams to compete. Kick It and the Town of Vail are teaming up for the 34th anniversary of the Kick It 3v3 National Soccer Tour as we continue to bring you one of the best soccer tournaments on the planet.

?This year we bring back the popular soccer tennis games, soccer juggling championship, DJ and live music events.

Who Can Play?: This tournament is open to all players ages 5-Adult!?

Minimum 3 players, Maxi 6 players/ team

Game Times: Game times will vary by age/division, and will be played between 9a and 6p each day.

Format: Pool Play and Playoffs in Most Divisions

Two 12 minute half games

Most teams play 4-7 games

Mission/Purpose of the Event:

Kick It 3v3 Soccer's mission is to bring thousands of friends and families from all over the World to Vail and give them the experience of a lifetime. We provide a fun, safe, exciting soccer event that is inclusive of all ages, abilities and diverse backgrounds. It's not just about soccer, we also provide professional family entertainment activities that introduce them to the city of Vail leaving them excited to come back again.

Amount of 2024 sponsorship funding requested

Based on 2% of our \$3,690,000 in economic impact: \$80,000, this will allow us to bring in more teams from outside of Colorado through our "Golden Tickets" and provide an unforgettable soccer and musical entertainment experiences both both Friday and Saturday nights.

Proposed Start Date

Aug 02, 2024

Proposed End Date

Aug 04, 2024

Are your event/program dates set or can they be changed? Event Dates cannot be changed

Location/Venues : The soccer tournament will be held at the athletic/soccer fields by the Ford, with additional entertainment provided in the Solaris Plaza.

Are you requesting in-kind use of TOV venues? 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=10t3xwh_KFgvulhe8ANPzIt2UrxNM3Hf9&export=download&display=/128252605_150122380_VRDConfirmationLetter.pdf

Is this a New or Existing Event? Existing Event

If existing, number of years event has taken place 23

How much was your event or program funded in 2023? \$7,500

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

Dates of requested use. We need the Vail Athletic Fields/Soccer Fields Aug 2-4

Description of Venue Use We will be setting up the soccer fields with lines and goals for a 3v3 soccer tournament.

APPLICANT INFORMATION

Company/Organization: Kick It 3v3 Soccer

Contact Dan Stratford

Position Owner/Partner

Address 9550 W 82nd Place
Arvada, CO 80005

Email dstratford@kickitsoccer.com

Website kickitsoccer.com

Phone (720) 985-7945

Number Years in Business 34

Business Type LLC or S-Corp

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=187wGG8FT4rxkPo5z5SiRdVnstrml21eo&export=download&display=/128252605_150122402_2023VailPL.pdf

Attach Upcoming Budget

https://drive.google.com/uc?id=1cgZUEyGNMR0jpABPyzRGxPsYXRel7hL-&export=download&display=/128252605_150122403_2024RFPBudgetKickItSoccer.xlsx

Please list all other event sponsors and anticipated dollar amounts.

TBD - We will be acquiring local and national sponsors over the next few months.

AUDIENCE INFORMATION

Anticipated Number of Participants

875 based on 125 teams with 1 coach and 6 players per team - does not include the families

Anticipated Total Attendance for Upcoming Event

6,562 - Average 2.5 people/player, for 3 days of attendance

Prior Year Attendance

4515

Anticipated Percentage Destination Visitors

90

Anticipated Percentage Eagle County Residents

10

Target Demographic Profile:

The demographics of a soccer family in the US is one of the most sought-after audiences. In the United States, a typical soccer family often falls into the following demographic categories: Middle to Upper-Middle Class: Soccer, particularly at the competitive or travel level, can require significant financial investment for club fees, uniforms, travel, and equipment. Suburban Residents: Soccer fields and facilities are more commonly found in suburban areas, making it more accessible for families living in these regions. Children Aged 5-18: Soccer is a popular sport among children and teenagers. Families with children in this age range are more likely to be involved in soccer activities. Educated Parents: Parents who value physical fitness and teamwork often encourage their children to participate in sports like soccer. These parents are often well-educated and understand the benefits of extracurricular activities. Ethnically Diverse: Soccer is a global sport and attracts families from various ethnic backgrounds. In the U.S., there is a significant representation of Hispanic families in soccer, reflecting the sport's popularity in Latin American countries. Community-Oriented: Soccer families often participate in local leagues and events, indicating a strong sense of community involvement and social interaction. Health-Conscious: Given the physical nature of soccer, families involved in the sport tend to be more health-conscious, focusing on physical fitness and healthy lifestyles. Tech-Savvy: To keep up with schedules, training programs, and soccer-related news, soccer families are often tech-savvy, utilizing various apps and online platforms.

Other Pertinent Audience Data:

The demographics of a soccer family in the US is one of the most sought-after audiences. In the United States, a typical soccer family often falls into the following demographic categories: Middle to Upper-Middle Class: Soccer, particularly at the competitive or travel level, can require significant financial investment for club fees, uniforms, travel, and equipment. Suburban Residents: Soccer fields and facilities are more commonly found in suburban areas, making it more accessible for families living in these regions. Children Aged 5-18: Soccer is a popular sport among children and teenagers. Families with children in this age range are more likely to be involved in soccer activities. Educated Parents: Parents who value physical fitness and teamwork often encourage their children to participate in sports like soccer. These parents are often well-educated and understand the benefits of extracurricular activities. Ethnically Diverse: Soccer is a global sport and attracts families from various ethnic backgrounds. In the U.S., there is a significant representation of Hispanic families in soccer, reflecting the sport's popularity in Latin American countries. Community-Oriented: Soccer families often participate in local leagues and events, indicating a strong sense of community involvement and social interaction. Health-Conscious: Given the physical nature of soccer, families involved in the sport tend to be more health-conscious, focusing on physical fitness and healthy lifestyles. Tech-Savvy: To keep up with schedules, training programs, and soccer-related news, soccer families are often tech-savvy, utilizing various apps and online platforms.

Prior Year Net Promoter Score

9

File upload of any survey data or other backup to justify the above answers.

https://drive.google.com/uc?id=1289g-itLQZ_TzGL0CiMP9EccVkq-3FjV&export=download&display=/128252605_150122431_UnitedStatesSoccerFamilyDemographics.docx

ECONOMIC IMPACT

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

8985712

Economic Impact Research backup

https://drive.google.com/uc?id=1x6X-y5iygpyvoWd9Mx8VZ5dHbOUFLVgM&export=download&display=/128252605_150122435_TotalEstimatedEconomicImpactofTheVail3v3SoccerTournament2024.docx

Number of overnight stays expected?

4

Anticipated incremental impact on lodging tax and sales tax?

325,535

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

The details attached detail how we arrive at over \$9M in total impact, but they do not take into consideration 2 nights of live music in the Solaris Plaza. We plan to market this event as another reason to come to Vail via multiple websites and social media outlets. This will bring more people to shops and restaurants both nights.

Other economic drivers?

Details are attached in document: Total Estimated Economic Impact including Multiplier Effect: \$3,594,285 (Direct Impact) + \$5,391,427.5 (Multiplier Effect) = \$8,985,712.5

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	80000
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=12770kJXwudaseyjpmayhwNFHSnvxWnb0&export=download&display=/128252605_150122443_KickItSoccerRightsBenefitsandAssetsGoogleDocs.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Yes
Will you be able to provide opt in guest data from your event?	We will drive visitors to your site from online and print material QR codes to sign up for your newsletters. In addition, we will agree to market your event and other events year round to our tens of thousands of subscribers in addition to the Vail specific audience.
Attach Media Plan	https://drive.google.com/uc?id=1AUeMG-Vk_xLwfMtUda0U-nJcCjY_-5ZJ&export=download&display=/128252605_150122448_2022CSEMediaPlanKickItSoccer.xlsx

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Other: T Shirts, stickers, swag with QR code to drive people to Vail website
Which Print Outlets? # Insertions?	15000
Retail Value of all Paid Print Advertising	1000
What is your total budget for traditional marketing?	10000

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures
Collateral Materials: # of event posters distributed	1000
Collateral Materials: # of event rack card/brochures distributed	2000

Public Relations/Earned Media

Public Relations / Earned Media - Select where DiscoverVail logo be featured	Name in news release Other: All other tournament marketing across the US
--	---

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
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 50000

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

annual page visitors to the pages with sponsor logo? 10000

Social Media: How will TOV be recognized in social media? Tagged, boosted, featured, storied

Social Media Reach: Total social reach across your owned platforms? 30,000

Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging? 30

Storytelling Post: How many story telling posts will the Town receive? 16

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

Email Logo Inclusion reach: 50,000

Data Capture: Quantity of opt in email records expected to be provided to the Town 10000

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 Banner: Estimated number of impressions 20,000

Asset Banner: Estimated number of impressions 20000

Discovervail.com Banner: Number of banners placed on site. 12

Discovervail.com Banner: Estimated number of impressions. 20000

Audio Mentions: Estimate the total number of impressions from audio mentions. 50000

Hospitality Benefits

Hospitality Benefits - Select what would apply? Not Applicable

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain. Yes.

Are there any questions or other things you'd like to share with the board that are not included in the application? We would love to share a few things about new and exciting things happening with Kick It Soccer in our live presentation.

REQUIRED ATTACHMENTS

2023 Event Recap https://drive.google.com/uc?id=1uCmXGYd_LUihF4zGFnl-0G_V5tufKQY5&export=download&display=/128252605_150122506_2023VailPresentationCompleted1.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application <https://www.kickitsoccer.com/vail-3v3-tournament-8-2-2024>

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 again in Vail. This event 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 successfully produced this event in 2023. We have also been producing this event in Estes Park and Downtown Denver for the last 15 years and have 21 years of event production experience. 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, Local artisans, & great live music. Our events activate commercial districts, create culture, support small businesses, have positive economic impacts for the local merchants, and build community.

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

October 4 & 5, 2024 - We are flexible on event dates but we would like to be considered for Friday October 4th & Saturday October 5th, 2024.

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, Winter Park, Fort Collins, & Longmont.

EVENT OVERVIEW

What is the name of your event/program?

Handmade in Colorado Expo

Description of the Event:

The event is the only juried art show in the State that is exclusive to Colorado made visual art and handcrafted products. The Handmade in Colorado Expo is proud to support the creative economy of our state. All merchandise displayed at this show is handmade in Colorado and sold directly by both emerging and experienced artisans. Showcasing some of Colorado's best fine art and contemporary craft, the event will feature a vast selection of independent designers producing original handcrafted goods from a wide array of mediums. Taking place in one of Colorado most scenic mountain locations, the Vail Village is a world class destination surrounded by beautiful mountains, countless recreational activities, outstanding shops, restaurants and hotels all within walking distance. The event has free admission and features great live music. Come support your local artists and craftspeople in their pursuit of creativity made by hand. Experience what Colorado has to offer at this free event.

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 2024 sponsorship funding requested

\$6000

Proposed Start Date

Oct 04, 2024

Proposed End Date

Oct 05, 2024

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

Event dates are flexible and can be changed

Location/Venues :

Vail Village.

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
How much was your event or program funded in 2023?	\$5000
Does the event or program benefit a charity or organization?	No

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

Phone (720) 272-7467

Number Years in Business 22

Business Type Nonprofit 501(c)(6)

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1gonICHqb2Rw7jjn29h1EHJtvv40FXWJI&export=download&display=/128252605_150122402_2023RFPVailEventBudget.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=18yfywnGT-eRNc-7dF-P9I6tDaD4Xv1Dt&export=download&display=/128252605_150122403_2024RFPVailEventHICEBudget.xlsx

AUDIENCE INFORMATION

Anticipated Number of Participants 60 to 75

Anticipated Total Attendance for Upcoming Event 6500+

Prior Year Attendance 5500

Anticipated Percentage Destination Visitors 60

Anticipated Percentage Eagle County Residents 30

Target Demographic Profile: We are targeting people of all ages that have an appreciation for visual arts and handcrafted items. 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. Our target audience is people that have a college degree, are affluent, and have a disposable income.

Prior Year Net Promoter Score 95

File upload of any survey data or other backup to justify the above answers. https://drive.google.com/uc?id=1hQT_GCgj3A5dAlZzdr CGI7I9uFHIGoto&export=download&display=/128252605_150122431_ColoradoEventsAboutus anddemographicsurvey.pdf

ECONOMIC IMPACT

Number of overnight stays expected?

160

Anticipated incremental impact on lodging tax and sales tax?

The art fair 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 have a positive impact on the local economy by purchasing meals, hotel rooms, souvenirs, and a variety of retail items and services from the surrounding local business community.

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

The event will draw a number of people to Vail to enjoy this fun community event. The attendees will be entertained and engaged by having the opportunity to meet and talk with the exhibiting artists while enjoying great local live music. We anticipate a high number of people to attend the event. The combination of public attendees and the participating exhibitors will have positive economic impacts on the surrounding businesses, particularly in the lodging, dining and retail sectors.

Other economic drivers?

The Town will also generate revenue by collecting licensing and sales tax from the participating artisans.

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Presenting Sponsor
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=1Jj-5O-rN4U01stZ5wyL-BDL22yNUoJie&export=download&display=/128252605_150122443_VailSponsorshipentitlements.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Music Tent
Will you be able to provide opt in guest data from your event?	We can invite a marketing company to come to the event to conduct guest surveys.
Attach Media Plan	https://drive.google.com/uc?id=1hH9HsgGNJr7kLFQNB0Mt9cEwNSivliIM&export=download&display=/128252605_150122448_2024HICEproposedmediaplan.xlsx

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising
Which Print Outlets? # Insertions?	Vail Daily
Retail Value of all Paid Print Advertising	1200

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster
Collateral Materials: # of event posters distributed	49

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 ID & Link on Event Website Sponsor Page Recognition on Event Social Media Sites Logo Inclusion in Event's e-blasts
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Event Website: # annual page visitors	245000
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Event Website: Web address - Where will logo be featured?	www.handmadeincolorado.com
--	----------------------------

# annual page visitors to the pages with sponsor logo?	142,000
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Social Media: How will TOV be recognized in social media?	Tagged in all event posts.
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Social Media Reach: Total social reach across your owned platforms?	3000
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Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging?	4
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Email Logo Inclusion reach:	6500
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Onsite Benefits

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

Discovervail.com Banner: Number of banners placed on site.	1
---	---

Discovervail.com Banner: Estimated number of impressions.	5000
--	------

Audio Mentions: Estimate the total number of impressions from audio mentions.	800
--	-----

Exhibit Space: Value: Standard booth cost	420
--	-----

Hospitality Benefits

Hospitality Benefits - Select what would apply?	Not Applicable
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ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain. Yes

REQUIRED ATTACHMENTS

2023 Event Recap https://drive.google.com/uc?id=1SRDPjNFWns2F1nfkIR-rTKuOSsMMCKUB&export=download&display=/128252605_150122506_2023VailHICEPostEventReportandPictures.pdf

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 Kris Kringle Market is during a low time in town. We bring guests from Thursday- Sunday during an off peak time. We bring in guests and vendors for four days. We market Vail both locally, in state and nationally.

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.

Bringing the community into Vail: that is our goal. Have an event that works for both guests and locals. Working with our businesses of Vail to ensure we have no competition and ensuring we are on a date that is non peak.

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

See above, the event takes place in low lodging, guest time. We work with events, next year will be week December 9,10,11,12

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 will compost and work based on vendors we bring. The sorting will be in house or hired.

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 running events in Vail and around the US for over 20 years. Vail Farmers Market, Vail Kris Kringle Market, Farm to Table Series, Taste of Vail, and several farm to table dinners and art series throughout the US.

EVENT OVERVIEW

What is the name of your event/program?	Vail Kris Kringle Market
Description of the Event:	We are bringing some festive cheer to town during the Holiday Season. The tents will have pine garland and there will be trees, and wooden trim a set designer is working on. We are getting it out there now, as we want everyone to get the great hotel deals, and put it on your calendar! Come get your holiday goodies at the market. We are also looking at extending our days on Friday and Saturday.
Mission/Purpose of the Event:	The Vail Kris Kringle Market creates a festive and magical holiday season in an iconic setting. Enjoy shopping on the streets of Vail with unique Holiday made items for your friends and family. Bringing guests into Vail and having a European feel with the market, enhancing their stay and spend in Vail.
Amount of 2024 sponsorship funding requested	30000
Proposed Start Date	Dec 12, 2024
Proposed End Date	Dec 15, 2024
If you have more than a single date range, please list all your event/program dates here in this format MM/DD	11 am- 4 pm
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.
Are you requesting in-kind use of TOV venues?	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	5
How much was your event or program funded in 2023?	30000
Does the event or program benefit a charity or organization?	No

APPLICANT INFORMATION

Company/Organization: Vail Farmers Market & Art Show

Contact Angela Mueller

Position Executive Director

Address PO Box 1978
Vail, CO 81658

Email vailfarmersmarket@gmail.com

Website <https://reneventproductions.com/event/kris-kringle-market/>

Phone (970) 401-3320

Number Years in Business 22

Business Type Nonprofit Charitable 501(c)(3)

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1Ei8-qVN6WqiU66sR-bXlziBr6lk2qMH3&export=download&display=/128252605_150122402_BudgetKrisKringle2023.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=123LWy7K4gcz02z5FXvSPN_-sB_rR0EBS&export=download&display=/128252605_150122403_KrisKringle2024RFPAttDEventBudgetTemplate.xlsx

Please list all other event sponsors and anticipated dollar amounts.

Working on now:

Please list cash and in kind support you are receiving from Vail Resorts.

TBD

AUDIENCE INFORMATION

Anticipated Number of Participants 60

Anticipated Total Attendance for Upcoming Event 20000

Prior Year Attendance 15000

Anticipated Percentage Destination Visitors 57

Anticipated Percentage Eagle County Residents 35

Target Demographic Profile: 55,f, 540,000, College degree

Other Pertinent Audience Data: 4% International Visitors

Prior Year Net Promoter Score 89

ECONOMIC IMPACT

Economic Impact Research backup https://drive.google.com/uc?id=1WnxEK3TC1AdofnMBRnWmVKJWvauC3_NB&export=download&display=/128252605_150122435_KrisKringleEconomicImpactSheet1.pdf

Number of overnight stays expected? 65

Anticipated incremental impact on lodging tax and sales tax? 49500

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

Our goal is to work on bringing guests to town. We want them to stay, explore and spend money at all the businesses of Vail, and our vendors. Each year as this has grown and the state and nation is seeing the press and the actual event, we are growing. We see that guests will continue to come as they know there is a market in Vail for the holidays. Entertainment, excitement for holidays abounds at our market.

Other economic drivers? hiring staff, promoting lodging in vail,

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Title Sponsorship
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=1SEb0tGKP9WRGAY2ovOu0rvsU1RLPZCTQ&export=download&display=/128252605_150122443_CopyofKrisKringlesponsorshipdeck24.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	We will allocate a 10 x 10 space for Town of Vail
Will you be able to provide opt in guest data from your event?	We will this year, but looking at all options, we know info very important, cost of surveying with quality is what we are working at obtaining.
Attach Media Plan	https://drive.google.com/uc?id=19V4zwLCuY8s3NfJ8ooH9pTkdQ2g_CaLO&export=download&display=/128252605_150122448_24KrisKringlesCSEMEDIAPlanTemplate.xlsx

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising
Which Print Outlets? # Insertions?	Vail Daily, 5280 Working on sponsorships now
Retail Value of all Paid Print Advertising	5500

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures Site Maps or Event Program
Collateral Materials: # of event posters distributed	1000
Collateral Materials: # of event rack card/brochures distributed	2000

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
ID & Link on Event Website Sponsor Page
Recognition on Event Social Media Sites
Social Media Storytelling Post
Logo Inclusion in Event's e-blasts
Data Capture of Audience Email and Zip Code

Event Website: # annual page visitors 25000

Event Website: Web address - Where will logo be featured? <https://www.vailfarmersmarket.com/kris-kringle-market/>

annual page visitors to the pages with sponsor logo? 14000

Social Media: How will TOV be recognized in social media? Tagged in 90% of posts Custom story

Social Media Reach: Total social reach across your owned platforms? 402193

Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging? 107

Email Logo Inclusion reach: 5000

Onsite Benefits

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

Discovervail.com Banner: Number of banners placed on site. 2

Discovervail.com Banner: Estimated number of impressions. 18000

Hospitality Benefits

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

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

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain. Yes

REQUIRED ATTACHMENTS

2023 Event Recap https://drive.google.com/uc?id=1_CZ_iPEiplvIrCA5vrQay3wL0gpdFHcQ&export=download&display=/128252605_150122506_VailKrisKringleMarketwrapup23.pdf

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 Ice Spectacular brings the highest level of ice entertainment and talent to the Town of Vail to match world class skating in a world-renowned resort. The Ice Spectacular is an entertainment staple for the guests and residents 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 quality of the production, level of skating talent, on-ice seating that gives the guests an experience that not many people get to enjoy, and a cast of skaters that positively promote the sport of figure skating and the Town of Vail make it an event that is special to the Vail Valley. The event also draws an audience from around the world.

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 not scheduled for the lower demand period, it has proven to be a valuable production to give the guests the highest level of ice entertainment during one of the busiest times during the season. Other resorts around the area do not have the vision the CSE and TOV have with seeing the value of this event for people visiting during this time of the year.

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.

Dobson Arena is set up for those responsibilities and we also have QR codes with ticket information, show order, and athlete bios to prevent printing costs.

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

Shipstad Entertainment has been directing shows since 2007 that have included performing at the VIP pre-game Kick-off party at Super Bowl XLVI, many years of shows for the Broadmoor Hotel corporate groups, and for the Town of Vail since 2011.

EVENT OVERVIEW

What is the name of your event/program?	Vail's Ice Spectacular
Description of the Event:	90-minutes of high-energy ice entertainment for the whole family. The event features Olympians, World Medalists, Team USA athletes, and seasoned professionals. The show also features 600 general admission bleacher seating as well as 527 reserved on ice seats.
Mission/Purpose of the Event:	Our goal is for the Vail Skating Festival's Ice Spectacular to gain new fans to the sport of figure skating by drawing in spectators that are residents or guests to the Town of Vail. We want to promote a positive, fun-filled evening of elite skating that runs synonymous with the standards that the Town of Vail is known for around the world.
Amount of 2024 sponsorship funding requested	\$35,000
Proposed Start Date	Dec 22, 2024
Proposed End Date	Dec 23, 2024
Are your event/program dates set or can they be changed?	Event dates are flexible and can be changed
Location/Venues :	Dobson Arena for two nights (December 22nd and 23rd) at 6:30pm-8:00pm.
Are you requesting in-kind use of TOV venues?	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=1F_yjquXRPWaY-zZBiVPY2T5bZ9OE693&export=download&display=/128252605_150122380_2024DobsonConfirmation.png
Is this a New or Existing Event?	Existing Event
If existing, number of years event has taken place	2018, 2019, 2021, 2022, 2023
How much was your event or program funded in 2023?	\$30,000
Does the event or program benefit a charity or organization?	No
Dates of requested use.	12/22 and 12/23 (we will be setting up the lighting on the 21st)

Description of Venue Use

Set up for event includes flooring, lighting, rehearsal time. The skaters need additional time to rehearse on the smaller ice size for accuracy and safety.

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.vailiceshow.com www.shipstadent.com

Phone (303) 947-6113

Number Years in Business 2004

Business Type LLC or S-Corp

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=12mff3xIKJNQZU0TzHmRK-6uVX3lftuQC&export=download&display=/128252605_150122402_2023CSEFINALBUDGETREVIEW.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1467gqjwToceH_VWScRGcwwmrzfxGLnBP&export=download&display=/128252605_150122403_2024CSEProjectedbudgetfortheIceSpectacular.xlsx

Please list all other event sponsors and anticipated dollar amounts.

Steadman Clinic/Steadman Philippon Research Institute \$15,000, Bighorn Toyota \$3,000, trade with Vail Daily \$3,000, trade with Sonnenalp Resort \$6,000, trade with Antlers of Vail \$3,000, trade with Monument Ice Rinks \$3,000

Please list cash and in kind support you are receiving from Vail Resorts.

We would love to have 1 to 2 days of In-kind support from the CSE/TOV for Dobson Arena

AUDIENCE INFORMATION

Anticipated Number of Participants 20

Anticipated Total Attendance for Upcoming Event 2,400

Prior Year Attendance 2320

Anticipated Percentage Destination Visitors 50

Anticipated Percentage Eagle County Residents 26%

Target Demographic Profile: 40's or older, 50/50 gender, married, high income, high education

Other Pertinent Audience Data: 2023 had spectators from 7 countries, 8 separate groups from Japan and the UK

Prior Year Net Promoter Score 84

File upload of any survey data or other backup to justify the above answers. https://drive.google.com/uc?id=1iGdx8NZA_kyWaMMCLuXCxUJ3Y53h0go9&export=download&display=/128252605_150122431_2023Wouldyouatte nd.png

ECONOMIC IMPACT

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

550000

Economic Impact Research backup

https://drive.google.com/uc?id=1svE0YpS5qxiDKepr6db-CMwZr1zIUCZ&export=download&display=/128252605_150122435_2023Overnightstays.png

Number of overnight stays expected?

450

Anticipated incremental impact on lodging tax and sales tax?

260000

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

Overnight stays include lodging, food and beverage, skiing.

Our guests make a small vacation out of the event. 47% of the 2023 audience stayed more than two nights.

2023 Spectators for the Ice Spectacular:

Front Range 25%, Local 26%, 10% Colorado Mountain Cities, 35% USA, 4% World

Other economic drivers?

The shows will sell out this year due to the new guest stars for the shows. World Champions/Olympic Medalists.

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Co-Title Sponsor with the Steadman Clinic/Steadman Philippon Research Institute
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=1z-B8JdFa3vCNNzrGLUE0FPPTyNQJtnHi&export=download&display=/128252605_150122443_2024CSEBenefitsforFunding.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Yes, VIP seating, recognition on all printed materials, website link, announcements during the show, logo during 9 news interviews, etc.
Will you be able to provide opt in guest data from your event?	Yes
Attach Media Plan	https://drive.google.com/uc?id=1KLHwzT4dPwLuRj-iNgkJb8iMKOTB_vjH&export=download&display=/128252605_150122448_2024CSEMediaPlanTemplate.xlsx

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Visual ID in Television Ads
Which Print Outlets? # Insertions?	30
Retail Value of all Paid Print Advertising	\$11,000
Which TV outlets? # Spots	Channel 9 Oct, Nov, Dec one each/ shown at Mountain affiliate as well as front range.
Retail Value of all Paid TV Advertising	\$0
What is your total budget for traditional marketing?	\$15,000

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures Site Maps or Event Program
Collateral Materials: # of event posters distributed	600
Collateral Materials: # of event rack card/brochures distributed	3000

Collateral Materials: # of event site maps/programs distributed 1000

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 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 107000

Event Website: Web address - Where will logo be featured? www.vailskatefest.com www.vailiceshow.com

annual page visitors to the pages with sponsor logo? 107000

Social Media: How will TOV be recognized in social media? # and @ Stars of the show mention DiscoverVail.com

Social Media Reach: Total social reach across your owned platforms? 100000

Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging? 100

Storytelling Post: How many story telling posts will the Town receive? 50

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

Email Logo Inclusion reach: 2000

Please describe the 1000

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 Banner: Estimated number of impressions	10000
Asset Banner: Estimated number of impressions	28000
Discovervail.com Banner: Number of banners placed on site.	3
Discovervail.com Banner: Estimated number of impressions.	2400
Audio Mentions: Estimate the total number of impressions from audio mentions.	6
Exhibit Space: Value: Standard booth cost	0

Hospitality Benefits

Hospitality Benefits - Select what would apply?	Other Hospitality Benefits
Other Hospitality Benefits: Description of benefits	Water bottle and candy at your seat.

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain.

Yes (final presentation on February 7th)

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

Additional funding request includes an additional day at Dobson Arena to allow proper set up requirements. This will also allow the athletes to have additional time to rehearse on the smaller ice surface. Funding will also assist in adding two speakers for better sound quality.

REQUIRED ATTACHMENTS

2023 Event Recap

https://drive.google.com/uc?id=1fevSFPP-Cor12qYfEaAjp2bl7CnYkYsW&export=download&display=/128252605_150122506_2023IceSpectacularCSERecapFeb7.pdf

OPTIONAL ATTACHMENTS

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

https://drive.google.com/uc?id=1kfZZXPM9_R-sBsH9bkg5GtqzApJUkkg8&export=download&display=/128252605_150122509_Advertisingpicturefrom2023.png

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.

Vail Jazz serves a diverse community of full-time residents, part-time residents and visiting families that hail from all over the globe to enjoy music in a premier international mountain resort. In a community that is saturated with world-class live music and non-profit work, Vail Jazz has a large, dedicated and passionate group of followers that spans socio-economic status and geographic boundary in Eagle County and beyond bound the exceptional programming and services the Vail Jazz Festival provides year after year. Vail Jazz remains committed to hosting events that enhance the cultural environment of Vail while embracing the community and diversity among our audience.

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.

Sponsorship from the CSE and TOV not only fund the incredible free and ticketed concert programming, but also support many educational programs that engage participants locally and internationally. These hands-on experiences are offered for free and are used as a tool to serve our organization's mission, and also to build a deeper connection with Vail as an overall experience like no other.

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

The Vail Jazz Party and the Vail Jazz Workshop brings the best talent in the jazz world the Vail for the cumulation of summer. With a diverse lineup of artists, we plan on filling Vail with the sounds of swing, salsa, blues, Latin, bebop, the American Songbook, and more!

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 continued to work towards reducing printed materials, no longer allow print at home tickets, and scan directly form smart devices for event entry. We also use energy efficient lighting sources, and IT equipment and continue to look for ways to improve our sustainability practices.

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

Vail Jazz has been producing festival and educational programming for 29 years locally and has a proven track record of producing high quality, successful events. Many local families recognize Vail Jazz through growing up with the Vail Jazz Goes to School educational program and now are patrons of the events, and visiting families recognize Vail for the summer for the variety of arts and outdoor activities on offer. Vail Jazz provides a direct tie to the town/location and name recognition through the usage of Vail in our program name, Vail Jazz Goes To School, Vail Jazz Workshop, Vail Jazz Party. Vail Jazz works directly with local businesses to keep patrons in Vail and stimulate local economy.

EVENT OVERVIEW

What is the name of your event/program?	The Vail Jazz Party
Description of the Event:	The Vail Jazz Foundation produces an event that brings the best talent in the jazz world to the ultimate summer destination, Vail. the 2024 Vail Jazz Party will host a diverse lineup of artists filling Vail with the sounds of swing, salsa, blues, Latin, bebop, the American Songbook and more!
Mission/Purpose of the Event:	Committed to educating future generations of musicians and audiences, the Vail Jazz Workshop, Vail Jazz Goes to School, and Jammin' Jazz Kids provide age-appropriate instruction from tykes to teens. Whether learning the fundamentals of jazz or rising to the challenge of a demanding jazz immersion program, students learn to perform - and appreciate - the importance of this uniquely American musical genre.
Amount of 2024 sponsorship funding requested	\$45,000
Proposed Start Date	Aug 24, 2024
Proposed End Date	Sep 02, 2024
Are your event/program dates set or can they be changed?	Event Dates cannot be changed
Location/Venues :	The Vail Jazz Party will be taking place under a tent and inside the Manor Vail Lodge. This venue has been confirmed.
Are you requesting in-kind use of TOV venues?	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	29 years
How much was your event or program funded in 2023?	\$100,000
Does the event or program benefit a charity or organization?	Yes

Please name and describe the beneficiary

The Vail Jazz Foundation Inc.

OUR MISSION

To perpetuate jazz music through the presentation of jazz performances and educational programs.

OUR VISION

To expand the audience for jazz and the performance opportunities for jazz musicians by presenting entertaining and educational live and virtual jazz performances, while providing jazz education to youth and assisting in the development of aspiring jazz musicians.

OUR VALUES

We cherish the bonds of community between musicians, workshop alumni, staff and patrons. We take pride in bringing the rich, cultural heritage of jazz to the forefront of the community.

APPLICANT INFORMATION

Company/Organization: The Vail Jazz Foundation Inc.

Contact Donna Arnold

Position Director of Education and Operations

Address PO Box 3035
Vail, CO 81658

Email donna@vailjazz.org

Website vailjazz.org

Phone (970) 390-0224

Number Years in Business 30

Business Type Nonprofit Charitable 501(c)(3)

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1aRrDMT8v59cpeGMaVZjryGsl4Cm6ebZD&export=download&display=/TheVailJazzParty_150122402_ProfitandLossbyTagGroup.pdf

Attach Upcoming Budget

https://drive.google.com/uc?id=1PQHE3CyTjW-s97TBM9Fhn66GIPr2H9g3&export=download&display=/TheVailJazzParty_150122403_FY24VJPLABORDAYplusVJTGSWORKSHOPONLY12122023BYMONTH.xlsxCompactview.pdf

Please list all other event sponsors and anticipated dollar amounts.

Alpine Bank, \$30,000 Botti at Sea, \$20,000 The Jazz Cruise \$10,000 Blitz \$500 Avon Frame Shoppe \$500 Blue Moose Pizza \$500 The Bookworm \$500 DownBeat \$1000 Luca Bruno \$500 Mountain Living \$500 Antlers of Vail \$500 Vail Valley Live \$500 Evergreen Lodge \$500

Please list cash and in kind support you are receiving from Vail Resorts.

Vail Resorts, \$15,000

AUDIENCE INFORMATION

Anticipated Number of Participants 675

Anticipated Total Attendance for Upcoming Event 625

Prior Year Attendance 6441

Anticipated Percentage Destination Visitors 77

Anticipated Percentage Eagle County Residents 23

Target Demographic Profile: Empty nesters are the largest group among Festival patrons, however 2022 saw an increase of couples with children at home, due to the addition of the family-friendly Solaris series. This increase in families was seen across both destination and full-time resident patrons. The VJ patron is wealthy, with 41.5% having an annual income of \$100k or higher. Further, 14.5% of patrons have an income of \$500k+.

Other Pertinent Audience Data: In 2023, the VJP had a mature, well educated and affluent audience. Highest rate of overnight visitation, 68% booking their trip just to attend VJP. 87% 55+, 90% bachelor's degree or higher, 76% annual income of \$100k+, 37% are full or part time residents of Eagle County, 63% are overnight or day visitors, 37% intend to visit Vail again.

Prior Year Net Promoter Score 10

ECONOMIC IMPACT

If you have conducted previous research, what do you estimate will be the gross economic impact? 1085576

Number of overnight stays expected? 380

Anticipated incremental impact on lodging tax and sales tax? 281260

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

1. Direct room bookings at hotel partners
2. Minimum F+B orders at select series with ticket purchase
3. Marketing geared towards spending more time in Vail, with a push to local sponsors and advertisers
4. Prioritize local vendors direct to audience, real time marketing initiatives
5. Advertise specials across all marketing platforms to encourage sales revenue within the town
6. Strategic focus on delivering events on evenings that would encourage overnight stay in Vail
7. Vail Jazz works directly with local businesses to keep patrons in Vail and stimulate local economy.
8. Extending program offerings that appeal to a younger audience to drive family attendance across event platforms, translating into more time and money investment per patron.

Other economic drivers?

Celebration of the past 30 years, programming to include a best of artists by bringing back the highest attended performers from past lineups with a large following.

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Vail Jazz Party Daily Title Sponsor \$45,000
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=1lj-gxe5hSSDW2aquP6o8mM8ScokhSQEA&export=download&display=/TheVailJazzParty_150122443_2024SponsorBenefitsDRAFT.docx.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	yes - Stage
Will you be able to provide opt in guest data from your event?	yes
Attach Media Plan	https://drive.google.com/uc?id=1ecZFTbmQiqBgLjtek-Bh6SAIVfKJ_v8f&export=download&display=/TheVailJazzParty_150122448_VailJazz2024CSE SponsorshipMediaR01.31.24.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?	Advertise Vail Jazz Party to locals and destination guests through the Vail Daily, Aspen Times, Downbeat Magazine, Mountain Living, Denver Post, Bravo and VPAC
Retail Value of all Paid Print Advertising	\$16,500
Which radio outlets? # Spots?	KUVO-5
Retail Value of all Paid Radio Advertising	\$1000

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Rack Card/ Brochures Site Maps or Event Program
Collateral Materials: # of event rack card/brochures distributed	2000
Collateral Materials: # of event site maps/programs distributed	3998

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 Data Capture of Audience Email and Zip Code
Event Website: # annual page visitors	24878
Event Website: Web address - Where will logo be featured?	vailjazz.org
# annual page visitors to the pages with sponsor logo?	10000
Social Media: How will TOV be recognized in social media?	agged in all Facebook (39), Instagram (28) posts and 14 Instagram stories throughout the festival season and the Vail Jazz Party for a total reach of 2268
Social Media Reach: Total social reach across your owned platforms?	11000
Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging?	agged in all Facebook (39), Instagram (28) posts and 14 Instagram stories throughout the festival season and the Vail Jazz Party for a total reach of 2268
Storytelling Post: Will you provide opportunities for Discover Vail?	Yes
Storytelling Post: How many story telling posts will the Town receive?	4
Will TOV receive ID in e-newsletters and blasts?	Yes
Email Logo Inclusion reach:	140,400
Please describe the	-1

Onsite Benefits

Onsite Benefits - Select what would apply?	Inclusion on Event Entrance Banner Inclusion of Asset Banner DiscoverVail Banners placed on site Audio Mentions
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Event Entrance Banner: Estimated number of impressions	10150
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Asset Banner: Estimated number of impressions	9150
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Discovervail.com Banner: Number of banners placed on site.	2
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Discovervail.com Banner: Estimated number of impressions.	20300
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Audio Mentions: Estimate the total number of impressions from audio mentions.	13725
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Hospitality Benefits

Hospitality Benefits - Select what would apply?	Event VIP Credentials
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VIP Credentials : How many tickets will TOV receive?	8
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VIP Credentials : Value	4000
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ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain. yes

Are there any questions or other things you'd like to share with the board that are not included in the application? Due to restructuring, Vail Jazz is only presenting the Vail Jazz Party, The Vail Jazz Workshop, Vail Jazz Goes to School, and Jammin' Jazz Kids in 2024. We will be celebrating the 30th year of the Vail Jazz Party.

REQUIRED ATTACHMENTS

2023 Event Recap https://drive.google.com/uc?id=1CHpNfvPbWa40h4AMAsj7FhN45MbUCIJB&export=download&display=/TheVailJazzParty_150122506_VailJazzFestivalCSE2023EventRecap.pdf

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/vail-jazz-to-make-an-encore-performance-this-fall/>

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 Wine Classic delivers a memorable experience to guests each year and we are committed to our patrons, sponsors, non-profit partners and the communities we serve.

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 strive to elevate the guest experience at Vail Wine Classic to match the unforgettable experiences that patrons have come to love from the Town of Vail. We value the integrity of our work and the trust of our patrons to provide them with excellent experiences year after year. Collaboration with restaurants and local businesses in Vail is a huge part of our mission and the trust, mutual respect, and rapport we've developed with them to provide excellent guest experiences in Vail.

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

The Vail Wine Classic takes place on a historically slow weekend in August, and brings in an estimated 1000+ total lodging nights for the town of Vail. The Vail Wine Classic intends to bring a positive overnight experience to guests in Vail for 2+ nights from the greater Denver area, Colorado as a whole, and out-of-state visitors that attend the Classic. Every ticket purchaser receives an email with lodging partner information, highlighted restaurants and other activities to do in the greater Vail area. At the end of the event, we send out an event survey for guests to fill out to determine how we can improve the overall experience for guests.

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 Wine Classic works with Walking Mountain Science Center as our green team measures on site. Our diversion rate in 2023 was 83%. We give each guest reusable wine glasses and plates to utilize during the event and take home. We have reusable banners/signs, linens, and displays. All food service items must be compostable. The festival guide is digital to cut down on paper waste.

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 (TPP) was founded over 25 years ago and has produced and managed more than 400 events around the country, and over a dozen events every year. TPP has created and continues to produce beloved annual events including the Breckenridge Wine Classic and Vail Craft Beer Classic, and adopted others, such as Denver Burger Battle and Boulder Creek Festival. The company was also the originator of events including Taste of Fort Collins, Steamboat Wine Festival and Park City Food & Wine Classic. TPP has been producing the Vail Wine Classic since 2019 and is responsible for the programming of the three-day wine festival; this includes two Grand Tastings, mountaintop adventures, seminars, and paired wine lunches and dinners.

EVENT OVERVIEW

What is the name of your event/program?	Vail Wine Classic
Description of the Event:	The Vail Wine Classic is a three-day festival showcasing wines from around the world in a series of Grand Tastings, educational seminars, paired wine dinners, wine adventures and more. The Grand Tastings feature over 45 domestic and international wineries, breweries, and spirits as well as live music and small plates.
Mission/Purpose of the Event:	To provide a high-end wine experience, showcasing local talent alongside wineries from around the world. Create a festive atmosphere to enjoy with friends and family.
Amount of 2024 sponsorship funding requested	50000
Proposed Start Date	Aug 08, 2024
Proposed End Date	Aug 10, 2024
Are your event/program dates set or can they be changed?	Event Dates cannot be changed
Location/Venues :	Vail Soccer Field - Grand Tasting Vail Golf Club - Best of Fest Various restaurants and hotels - ancillary pairings and seminars
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=10uT850gAsl2W0oq6j76RlXHZOKTQzNbC&export=download&display=/128252605_150122380_VWCLinksforRFPPitch.pdf
Is this a New or Existing Event?	Existing Event
If existing, number of years event has taken place	4
How much was your event or program funded in 2023?	40000
Does the event or program benefit a charity or organization?	Yes

Please name and describe the beneficiary

The VVMTA's vision is a sustainable multi-use soft surface trail network connecting all communities in Eagle County to the outdoors. We envision a community of stewards striving to conserve our public lands through sustainable recreation opportunities. Through trail access and experiences, the community will improve its mental and physical health, quality of life, and economic vitality.

APPLICANT INFORMATION

Company/Organization: Team Player Productions

Contact Kristen Slater

Position Event Director

Address 430 Indiana Street
Suite 100
Arvada, CO 80401

Email kristen@tppevents.com

Website vailwineclassic.com

Phone 5056901957

Number Years in Business 26

Business Type LLC or S-Corp

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=18amqD8YS39OtRgdKWYKZtp7YGrlESwOh&export=download&display=/128252605_150122403_VWCLinksforRFPPitach.pdf

Please list all other event sponsors and anticipated dollar amounts.

Interested sponsors - Rivian, Titos Vodka, Laws Whiskey, Smartwater, Oris, Christie's Sports (none contracted yet)

Please list cash and in kind support you are receiving from Vail Resorts.

None

AUDIENCE INFORMATION

Anticipated Number of Participants 2200

Anticipated Total Attendance for Upcoming Event 2100

Prior Year Attendance 2000

Anticipated Percentage Destination Visitors 90

Anticipated Percentage Eagle County Residents 10

Target Demographic Profile: Affluent Active Professionals, Empty Nesters, Leisure Travelers. See deck for full breakout

Other Pertinent Audience Data: Avg total spend during weekend is \$1500 per person

Prior Year Net Promoter Score 49

ECONOMIC IMPACT

If you have conducted previous research, what do you estimate will be the gross economic impact? 5284146

Number of overnight stays expected? 1500

Anticipated incremental impact on lodging tax and sales tax? 120000

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses Vail Wine Classic hosts several dinner and lunch pairing events in restaurant and hotel venues throughout town. We promote them in all of our communication/promotion via eblasts, social media and PR. We have suggested restaurants, hotels, and activities listed on our website that connect to the Discover Vail site.

Other economic drivers? VWC spends over \$120,000 in Eagle County directly during the production of this event

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Presenting Sponsor (\$50k)
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=1gIS77EvFJA6dXL9b-TuqeRRw-RaMfjTB&export=download&display=/128252605_150122443_VWCLinksforRFPPitch.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Stage - banners have Discover Vail on them
Will you be able to provide opt in guest data from your event?	Yes, last year we provided over 1000 amount of emails to TOV from our ticketing platform, website and surveys
Attach Media Plan	https://drive.google.com/uc?id=1yGhqflwIU5mMGliJSW6ILJbYI5Ypkj&export=download&display=/128252605_150122448_VWCLinksforRFPPitch.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising
Which Print Outlets? # Insertions?	Eat Magazine, Westword, 5280
Retail Value of all Paid Print Advertising	8000

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Site Maps or Event Program
Collateral Materials: # of event posters distributed	200
Collateral Materials: # of event site maps/programs distributed	2000

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 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	31000
Event Website: Web address - Where will logo be featured?	vailwineclassic.com
# annual page visitors to the pages with sponsor logo?	31000
Social Media Reach: Total social reach across your owned platforms?	2200
Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging?	3
Storytelling Post: How many story telling posts will the Town receive?	3
Will TOV receive ID in e-newsletters and blasts?	Yes
Email Logo Inclusion reach:	100000, Open rate 30%
Please describe the	0

Onsite Benefits

Onsite Benefits - Select what would apply?	Inclusion of Asset Banner DiscoverVail Banners placed on site Audio Mentions Complimentary Exhibit Space
Asset Banner: Estimated number of impressions	2500
Discovervail.com Banner: Number of banners placed on site.	4
Discovervail.com Banner: Estimated number of impressions.	2500
Audio Mentions: Estimate the total number of impressions from audio mentions.	8000

Exhibit Space: Value: Standard booth cost 1500

Hospitality Benefits

Hospitality Benefits - Select what would apply? Event VIP Credentials

VIP Credentials : How many tickets will TOV receive? 30

VIP Credentials : Value 4500

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain. Yes

REQUIRED ATTACHMENTS

2023 Event Recap https://drive.google.com/uc?id=180WN8Prz0eDMX9I5HrfiE5JfsO2cnQjE&export=download&display=/128252605_150122506_VWCLinksforRFPPitch.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application <https://drive.google.com/drive/folders/1SWhLgFBBuq83jxT-yfG6FrRg4abxugdc?usp=sharing>

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding https://drive.google.com/uc?id=1pfJpVIDrVaWv6dHJe4IL_D52RCh1hFI6&export=download&display=/128252605_150122509_VWCLinksforRFPPitch.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.

These vibrant events leverage Vail as a premier destination for a premier experience and the demographic of the destination visitor are closely aligned. The Lionshead Concert events will promote diversity in talent and audiences.

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.

Music events are a place for people to come together, experience beautiful art, be entertained, and enjoy our national heritage of jazz music. Vail Jazz was known nationwide as an important organization in the arts, and the aim of this project is to continue their incredible legacy, even if at a smaller scale for this first year.

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

These Concert events are designed to take place mid week and before the weekends. Typical length of stay will be 2-4 nights and we will create incentive packages with the hotels in Lionshead for mid week specials including highlighting the Concert event. All businesses during the winter and summer are always trying to fill in Sunday-Thursday stay patterns and adding this event will be important for creating another attraction.

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.

There are no environmental concerns that this brings as it is an outdoor event with no heating or cooling needed. Provided recycle receptacles throughout the venues. Provided reusable cups purchased through the Town of Vail. Continued the eliminated use of single use plastic bags. Continued to replace traditional printed marketing materials with digital alternatives.

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

Drew Zaremba will be the primary artistic producer. He was hired as the Artistic Director for Vail Jazz before its unfortunate collapse in October 2023, and was nearly complete with an entire lineup of artists. Drew also serves as Artistic Director of the Colorado Jazz Repertory Orchestra (CJRO), a 501c3 that is in its 10th season of producing over two dozen concerts a year up and down the front range. The CJRO will also be contributing assistance to Drew and the Arrabelle in the process of putting on the concerts. The Arrabelle will be the sponsoring producer, and be providing some administrative help and providing some infrastructure locally in Vail.

EVENT OVERVIEW

What is the name of your event/program?

Arrabelle and the Town of Vail Presents: Concerts under the Tent in Lionshead

Description of the Event:

The "Arabelle and Town of Vail presents: concerts under the tent" will follow a similar model to the Vail Jazz Thursday evening concerts. Concerts in the tent will feature live music once a month on a Thursday during the summer months. Unlike the Vail Jazz events, they will be of amore diverse music background, and be free to the public. Other genres include soul, Latin music, funk, jazz, and a host of other musics that will bring in a more diverse audience.

Events will range from traditional sit down concerts, to high top tables, to full-on dance/standing room only events. Following the performance from 6:00 to 8:00 p.m., the evening will continue with an after party at the tavern from 8:00 to 10:00 with a more traditional jazz quartet. With this format, couples and families can plan on an extended evening starting with dinner, going to a concert, and enjoying drinks all on the square

Mission/Purpose of the Event:

With the unfortunate scaling down of Vail Jazz, this concert series seeks to keep some of the beautiful activity happening on the square alive. There is no question that there is great demand for wonderful art and music in Vail, and this concert series plans to continue the mission of bringing great music and entertainment to the residents and tourists in Vail.

Amount of 2024 sponsorship funding requested

\$69,600

Proposed Start Date

Jun 13, 2024

Proposed End Date

Sep 19, 2024

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

6/20/24, 7/18/24, 8/15/24, 9/19/24

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

Event dates are flexible and can be changed

Location/Venues :

The Arrabelle at Vail Square under the Tent

Are you requesting in-kind use of TOV venues?

No

Do you plan to use Vail Recreation District Facilities?

No

Is this a New or Existing Event?

New Event

Does the event or program benefit a
charity or organization?

No

APPLICANT INFORMATION

Company/Organization: Arrabelle at Vail Square

Contact Brandt Marott

Position General Manager

Address 675 Lionshead Place
Vail, CO 81657

Email Bmarott@vailresorts.com

Website Vail.com

Phone 9703313164

Number Years in Business 17

Business Type Other: Resort Property

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=1t9n8TEJ4LlvitTTQZ6gz9dwRyqzRVZ4&export=download&display=/ArrabelleandtheTownofVailPresentsConcertsundertheTentinLionshead_150122403_ArrabelleJazzBudget.pdf

Please list all other event sponsors and anticipated dollar amounts.

0

Please list cash and in kind support you are receiving from Vail Resorts.

50% discount on the site rental fee....reduced from \$10,000 to \$5,000 per performance

AUDIENCE INFORMATION

Anticipated Number of Participants 25 musicians

Anticipated Total Attendance for Upcoming Event 1400

Prior Year Attendance 0

Anticipated Percentage Destination Visitors 50

Anticipated Percentage Eagle County Residents 50

Target Demographic Profile: Age group focus will be 25-65 based on specific music programming and marketing. Wealthy \$100k+ annual income. Educated - bachelor degree or higher.

Other Pertinent Audience Data: refer to Vail Jazz study

Prior Year Net Promoter Score 0

ECONOMIC IMPACT

If you have conducted previous research, what do you estimate will be the gross economic impact? 987256

Number of overnight stays expected? 200

Anticipated incremental impact on lodging tax and sales tax? \$100,450

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

The timing and location of the Thursday evening performances are designed to encourage longer length of stays of either Monday-Thursday or Thursday-Sunday, either way adds an event mid week. Thursday evening performances and club series drive incremental dining at the Tavern. Underwriters and musicians dine each Thursday evening at the Tavern as well. Special events drive room nights, catering and dining at the Arrabelle and the Hythe, our nearby properties and restaurants

Other economic drivers?

We started a winter series 2023/2024 that has been supported by the Arrabelle at approximately \$5,500 per event, in an effort to provide quality entertainment and drive food and beverage sales in January, February , March and April. The events are a two-seating show and include minimum f&b spends.

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Presenting Sponsor
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=1JPsySyE3YGU7-H3-fWLQ1qs2W3ogiRUO&export=download&display=/ArrabelleandtheTownofVailPresentsConcertsundertheTentinLionshead_150122443_PresentingSponsor_TOV.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Yes, presenting sponsor logo placement on all assets
Will you be able to provide opt in guest data from your event?	yes
Attach Media Plan	https://drive.google.com/uc?id=1XPnclzv3vKYXLtx3BNnJ6S1FCumcCfUx&export=download&display=/ArrabelleandtheTownofVailPresentsConcertsundertheTentinLionshead_150122448_2024CSEMediaPlan.xlsx

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
Which Print Outlets? # Insertions?	To be discussed during presentation
Retail Value of all Paid Print Advertising	To be discussed during presentation
Which radio outlets? # Spots?	To be discussed during presentation
Retail Value of all Paid Radio Advertising	To be discussed during presentation
Which TV outlets? # Spots	TV 8 and Vail Valley Live
Retail Value of all Paid TV Advertising	To be discussed during presentation
What is your total budget for traditional marketing?	\$500 per event

Collateral Materials

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

Collateral Materials: # of event posters distributed 499

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
Other

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 100000

Event Website: Web address - Where will logo be featured? yes

annual page visitors to the pages with sponsor logo? 1200

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

Social Media Reach: Total social reach across your owned platforms? 10000

Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging? 16

Storytelling Post: Will you provide opportunities for Discover Vail?	Yes
Storytelling Post: How many story telling posts will the Town receive?	16
Will TOV receive ID in e-newsletters and blasts?	Yes
Email Logo Inclusion reach:	NA

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 Banner: Estimated number of impressions	To be discussed during presentation
Asset Banner: Estimated number of impressions	1000
Discovervail.com Banner: Number of banners placed on site.	3
Discovervail.com Banner: Estimated number of impressions.	100000
Audio Mentions: Estimate the total number of impressions from audio mentions.	0
Exhibit Space: Value: Standard booth cost	0

Hospitality Benefits

Hospitality Benefits - Select what would apply?	Event VIP Credentials Event General Admission Tickets Food/Beverage Tickets Other Hospitality Benefits Not Applicable
VIP Credentials : How many tickets will TOV receive?	10
VIP Credentials : Value	500

General Admission Credentials : How many tickets will TOV receive?	20
General Admission Credentials : Value	200
Food/Beverage Credentials : How many tickets will TOV receive?	20
Food/Beverage Credentials : Value	399
Other Hospitality Benefits: Description of benefits	For each event will provide a 2 night all inclusive stay at the Arrabelle (total of 4, 2 nighters)
Other Hospitality Benefits: Value	5000

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain.

Not applicable

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

The goal is to start with Concert events one time per month and then over the next 3 years build to weekly events throughout the summer to directly replace the cadence at which the Vail Jazz events performed. We believe, based on the diversity of the music offering , we will drive more foot traffic to Lionshead, collect more data, and eventually drive revenue to the businesses and tax dollars to the Town of Vail. This will also differentiate Lionshead from Vail Village and provide an offering unique and help to continue to build Lionshead brand.

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 associates the Town of Vail with a highly recognized film program, and will bring in high profile celebrity guests that will help build the Town of Vail brand both in Hollywood and across the United States through social media.

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's focus on culturally relevant programming and works that entertain, as well as educational panels and filmmaker discussions, help to support Vail's mission to offer cultural and educational opportunities to Vail residents and guests, and to create a fun experience that also fosters community building.

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

The Vail Film Festival took place in Spring for many years. We moved the festival to early December, a low demand period, to bring in more out of town guests and provide an entertaining and educational event for Vail residents and guests.

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 are committed to environmental sustainability and we will utilize all of the practices as outlined by the Town of Vail.

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

The event producers have produced the Vail Film Festival for 20 years, and have we extensive knowledge and deep resources within the film industry to sustain and grow the event.

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, educational workshops and panel discussions, networking activities and nightly parties, as well as a daily hospitality lounge, a filmmaker reception, and a Saturday night awards ceremony.

Mission/Purpose of the Event:

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

Amount of 2024 sponsorship funding requested

\$75,000

Proposed Start Date

Dec 05, 2024

Proposed End Date

Dec 08, 2024

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

Event dates are flexible and can be changed

Location/Venues :

We plan to use the Cascade Theaters, Chasing Rabbits venue and theaters, Vail Mountain School theater, Vail Mountain Haus, Vail Ski Museum, Vail Brewing Company, 10th Mountain Whiskey, Larkspur restaurant, and La Tour restaurant. All venues will be used during the festival weekend. We have not contacted the venues yet.

Are you requesting in-kind use of TOV venues?

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

20 years

How much was your event or program funded in 2023?

\$75,000

Does the event or program benefit a charity or organization?

No

APPLICANT INFORMATION

Company/Organization: Colorado Film Institute

Contact Scott Cross

Position Executive Director

Address 555 Charolais Circle
Edwards, CO 81632

Email scott@vailfilmfestival.org

Website vailfilmfestival.com

Phone (646) 236-2455

Number Years in Business 20

Business Type Nonprofit Charitable 501(c)(3)

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=1sKEdID_g5G-6iSnYPNyMeF7j_0EFEsNI&export=download&display=/VailFilmFestival_150122403_Budget.MediaPlanVailFilm2024.docx

AUDIENCE INFORMATION

Anticipated Number of Participants 300

Anticipated Total Attendance for Upcoming Event 7500

Prior Year Attendance 5500

Anticipated Percentage Destination Visitors 80

Anticipated Percentage Eagle County Residents 20

Target Demographic Profile: The festival attracts a wide demographic of attendees, between filmmakers and pass holders. They are affluent, about 50% male/female, well educated, and come from all over the US and internationally.

Other Pertinent Audience Data: The festival attendees are luxury seekers, film and entertainment fans and, from a psychographic profile, live life to the fullest.

Prior Year Net Promoter Score 76

ECONOMIC IMPACT

Number of overnight stays expected? 3200

Anticipated incremental impact on lodging tax and sales tax? \$2.5 million

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses The festival schedule has multiple breaks between screenings, panels, and workshops, allowing for filmmakers and passholders to shop in Vail, dine at restaurants, and spend money on activities in Vail.

Other economic drivers? Our filmmakers and attendees will stay at Vail hotels, as well as shop at Vail stores and dine at Vail restaurants. We also encourage attendees to visit local stores and restaurants.

PROPOSED SPONSORSHIP

Proposed Sponsorship Level

Premiere

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=1UgDicBD9QidDR0KKZe-aQTf4snGhG0oO&export=download&display=/VailFilmFestival_150122443_VailFilmFestivalSponsorshipDeck2024.pdf

Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?

Yes. The TOV can have ownership of the Festival Audience Award

Will you be able to provide opt in guest data from your event?

Yes

Attach Media Plan

https://drive.google.com/uc?id=1mNINftDfr-WM8sG8KVhdtiIKvxX0UsGD&export=download&display=/VailFilmFestival_150122448_Budget.MediaPlanVailFilm2024.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

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

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: Web address - Where will logo be featured?	VailFilmFestival.com
# annual page visitors to the pages with sponsor logo?	240,000
Social Media: How will TOV be recognized in social media?	Tagged in event posts, thank you to sponsors, custom story posts
Social Media Reach: Total social reach across your owned platforms?	36,000
Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging?	50 posts
Storytelling Post: Will you provide opportunities for Discover Vail?	Yes
Storytelling Post: How many story telling posts will the Town receive?	4
Will TOV receive ID in e-newsletters and blasts?	Yes
Email Logo Inclusion reach:	160,000
Data Capture: Quantity of opt in email records expected to be provided to the Town	300
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 Banner: Estimated number of impressions	5,000

Hospitality Benefits

Hospitality Benefits - Select what would apply?	Event VIP Credentials Event General Admission Tickets Food/Beverage Tickets Other Hospitality Benefits
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VIP Credentials : How many tickets will TOV receive?	24
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Other Hospitality Benefits: Description of benefits	VIP Passes allow priority access to everything: all screenings, and events, and parties
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ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain. Yes

Are there any questions or other things you'd like to share with the board that are not included in the application? The film festival has been staged for almost 20 years in the Spring. This year, we moved the festival to early December to help bring people in during a low demand time, after having done the festival online for the past couple of years due to the pandemic. While we had a great festival in 2023, we believe that the festival will grow significantly as people become aware of the new festival time of year.

REQUIRED ATTACHMENTS

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application 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 Freefall Bluegrass Festivals mission is to put heads in beds. provide resturants and retail with revenue nduring a softer season while providing the attendees with worldclass Bluegrass music, children's entertainment and food and beverages.

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.

Freefall Bluegrass festival has proven to be a postive guest experience of first class proiduction

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

Usually in October the visitor numbers decrease significantly. This attracts visitors and locals alike when the weatehr is still beautiful.

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 be using ball cups and only aluminum for beverages, we will have water bottle refill stations and have a green team on site to sort and filter trash. No food trucks, just local compostable togo containers from restaurants

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

20 plus years producing events in Vail and elsewhere.

EVENT OVERVIEW

What is the name of your event/program?

Freefall Bluegrass Festival

Description of the Event:

A 3 day Free Bluegrass Festival Admission

FREE!

Location

Solaris Stage

International Bridge Stage

Gore Creek Plaza Stage

Vail Village, Colorado

Location is accessible and step-free.

Mission/Purpose of the Event:

To attract visitors and locals for a weekend of free Bluegrass Music in the center of Vail. Heads in Beds, bars and restaurants to increase revenues in a usually slower time period

Amount of 2024 sponsorship funding requested

80,000

Proposed Start Date

Oct 11, 2024

Proposed End Date

Oct 13, 2024

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

Event Dates cannot be changed

Location/Venues :

Admission

FREE!

Location

Solaris Stage

International Bridge Stage

Gore Creek Plaza Stage

Vail Village, Colorado

Location is accessible and step-free.

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
How much was your event or program funded in 2023?	65,000
Does the event or program benefit a charity or organization?	Yes
Please name and describe the beneficiary	Cando MS

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 www.freefallbluegrassfest.com

Phone 19703314670

Number Years in Business 21

Business Type LLC or S-Corp

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=11clcDZhltROd2umjuZScOeyxmSWbm6bQ&export=download&display=/128252605_150122402_FreefallfinbalbudgetTOVACTUALS.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1591XOcrvBqs2xKR2XEOvtekWJrluq_m7&export=download&display=/128252605_150122403_Freefall2024PROJECTEDBUDGET.xlsx

AUDIENCE INFORMATION

Anticipated Number of Participants 3500 PER DAY

Anticipated Total Attendance for Upcoming Event 8500

Prior Year Attendance 4000

Anticipated Percentage Destination Visitors 75

Anticipated Percentage Eagle County Residents 25

Target Demographic Profile: 25-70 1/2 m 1/2 f higher income with children

Other Pertinent Audience Data: most attendees travel in families

Prior Year Net Promoter Score 90

ECONOMIC IMPACT

Number of overnight stays expected? 1200

Anticipated incremental impact on lodging tax and sales tax? million

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

our scheduling will be friday afternoon 3:30-7:30PM with people ordering dinners from our "doordash model" to stay inside the venue or freely visiting local establishments for dinner and drinks as our venue is a free attendance model.

Saturday and Sunday we will open gates at 11 AM with a Rock and Roll Playhouse for the families. Main stage is programmed from 12P-7:30PM with a side stage for set change performances. Our "doordash model" will run both Saturday and Sunday as well.

Other economic drivers?

We will have a full "kidzone" running both Saturday and Sunday. Because this event is free, people are able to visit retail and restaurants anytime they choose.

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	whatever you want
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=1VIJM8CMsZdMHR6ylX6LnSBJZ9se-lowp&export=download&display=/128252605_150122443_FreeFallFestival_SponsorshipOverview_JSedits.49.docx
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	TBD- Sitzmark deck for sponsor hospitality
Will you be able to provide opt in guest data from your event?	Yes
Attach Media Plan	https://drive.google.com/uc?id=1bZpvfyaSeL9liSP2aeo5g-nfX9U_hpA8&export=download&display=/128252605_150122448_MarketingPlan.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 Other
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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	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	<ul style="list-style-type: none"> 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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Onsite Benefits

Onsite Benefits - Select what would apply?	<ul style="list-style-type: none"> 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?	Other Hospitality Benefits
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Other Hospitality Benefits: Description of benefits	TBD Sitzmark deck for sponsor hospitality
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ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain. yes

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.

Vail is a World Class destination with a rich history in sporting events. LFA provides a World Class event with talent from around the world.

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 proud of it's successful history of involving the community of Vail with our events, such as involving the local youth group of martial arts in the schedule of our live event.

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

Mid to late October event date has been targeted. 10/18 or 10/25

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 work with the Dobson Arena staff to abide by best environmental and sustainability practices.

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 entering my 25th year in the live event industry. I am entering my 15th year in producing events for live broadcast. I have produced over 300 live events across 4 countries.

EVENT OVERVIEW

What is the name of your event/program?	LFA
Description of the Event:	Live MMA event broadcast Worldwide via partners UFC and Meta
Mission/Purpose of the Event:	LFA will strive to produce the next generation of MMA stars. LFA will do this by giving top MMA prospects and resurgent MMA veterans high-profile fights on an international stage. The distinct identity behind the LFA comes from the vision of its executive team. We are businessmen, martial artists, and fans of the sport who share the same passion for MMA as our fans and fighters. We will take each of our unique experiences in the sport and will leverage our strengths to benefit the LFA organization, our athletes, and MMA fans around the world. We will take pride in developing the LFA worldwide fan base and corporate partnerships, while furthering the careers of its exceptional athletes.
Amount of 2024 sponsorship funding requested	\$30,000.00 (\$20,000.00 for event production, \$10,000.00 for sponsorship placement.. please see attached proposal)
Proposed Start Date	Oct 16, 2024
Proposed End Date	Oct 18, 2024
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?	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=1IRVMI7nxbPk04vfCL76YaRFwzvjED4JB&export=download&display=/LFA_150122380_DobsonLetter2024.docx
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 2023?	17500
Does the event or program benefit a charity or organization?	Yes

Please name and describe the beneficiary Wounded Warriors
Vettix
Breast Cancer

Which facility are you requesting in-kind use of? Dobson Arena

Dates of requested use. 10/17/2024

Description of Venue Use Live Event

APPLICANT INFORMATION

Company/Organization: LFA MMA

Contact Sven Bean

Position President

Address 17339 East Lake Dr
AURORA, CO 80016

Email sbean@lfa.com

Website www.LFA.com

Phone 3032465237

Number Years in Business 7

Business Type LLC or S-Corp

EVENT BUDGET

Attach Prior Year's P&L

https://drive.google.com/uc?id=1Hmgf9XMVwMDdaf7PS2GAK4Qqlxrh5A3v&export=download&display=/LFA_150122402_LFA2023VAILBUDGETFINAL.xlsx

Attach Upcoming Budget

https://drive.google.com/uc?id=1q5C6VtuBf-nf01Cx8mPi7u5FyWG-QBHd&export=download&display=/LFA_150122403_LFA2024VAILBUDGETESTIMATE.xlsx

Please list all other event sponsors and anticipated dollar amounts.

Monster Energy \$15,000.00, BetOnline \$10,000.00, TuffShed \$3,000.00, Tequila Mandala \$2,000.00

Please list cash and in kind support you are receiving from Vail Resorts.

n/a

AUDIENCE INFORMATION

Anticipated Number of Participants 24

Anticipated Total Attendance for Upcoming Event 1900

Prior Year Attendance 1893

Anticipated Percentage Destination Visitors 70

Anticipated Percentage Eagle County Residents 30

Target Demographic Profile: 63% Male. 37% Female. 56% age 18-34, 22% 35-49, 7% over 50

Prior Year Net Promoter Score 71

ECONOMIC IMPACT

If you have conducted previous research, what do you estimate will be the gross economic impact? 350000

Number of overnight stays expected? 350

Anticipated incremental impact on lodging tax and sales tax? 50000

If applicable, please explain how your event activities and schedule will support economic impact on ancillary businesses Our support crew (50), Staff (20), athletes and coaches (50), and fans (900+) will all be staying, eating, drinking, shopping and fueling vehicles while in Vail for 1-3 days during event week.

Other economic drivers? Brand awareness through the UFC broadcast

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Co Main Event Sponsorship
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=1eDGBkMqfYdkJyC0A2-I_tgdSDZfOsSf&export=download&display=/LFA_150122443_LFAMMADISCOVERVAIL2024EVENTSPONSORSHIPPROPOSAL.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Yes, see attached sponsorship proposal with all assets listed
Will you be able to provide opt in guest data from your event?	Yes
Attach Media Plan	https://drive.google.com/uc?id=1PwPKg7MeD8-1-zigu6dz1z832L7jkgn7&export=download&display=/LFA_150122448_LFAMARKETINGPLAN.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Logo ID in Print Advertising Visual ID in Television Ads
Which Print Outlets? # Insertions?	Vail Daily
Retail Value of all Paid Print Advertising	\$7500.00
Which TV outlets? # Spots	UFC Fight Pass
Retail Value of all Paid TV Advertising	\$7500.00

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster Rack Card/ Brochures
Collateral Materials: # of event posters distributed	500
Collateral Materials: # of event rack card/brochures distributed	15000

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 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	154000
Event Website: Web address - Where will logo be featured?	LFA.com
# annual page visitors to the pages with sponsor logo?	154000
Social Media: How will TOV be recognized in social media?	Dedicated posts as well as tagged in posts. Please see attached social media marketing plan.
Social Media Reach: Total social reach across your owned platforms?	Facebook: 491K, Instagram: 109K, YouTube: 541K, X (Twitter): 11.9K, LFA Brazil IG: 50.9K, LFA Brazil YT: 13.3K
Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging?	Event will tag Discover Vail channels in all posts and anticipates 40 posts1 per week.
Storytelling Post: How many story telling posts will the Town receive?	100
Will TOV receive ID in e-newsletters and blasts?	Yes
Email Logo Inclusion reach:	5444
Please describe the	0

Onsite Benefits

Onsite Benefits - Select what would apply?	Inclusion of Asset Banner DiscoverVail Banners placed on site Audio Mentions
Asset Banner: Estimated number of impressions	20000
Discovervail.com Banner: Number of banners placed on site.	1
Discovervail.com Banner: Estimated number of impressions.	1900

Audio Mentions: Estimate the total number of impressions from audio mentions. 3

Hospitality Benefits

Hospitality Benefits - Select what would apply?

- Event VIP Credentials
- Event General Admission Tickets
- Food/Beverage Tickets
- Other Hospitality Benefits

VIP Credentials : How many tickets will TOV receive? 16

VIP Credentials : Value 3000

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

General Admission Credentials : Value 750

Food/Beverage Credentials : How many tickets will TOV receive? 16

Food/Beverage Credentials : Value 500

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain. yes

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.dropbox.com/scl/fi/lkis5aga3xrc0pzglja4v/LFA-DECK-2024-Discovers-Vail-sm.pdf?rlkey=ogrbc43s9abaj7cfqdoyucvh2&dl=0>

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

https://drive.google.com/uc?id=1CdE2UdkhXKaUahPBbAkSouz0gLQ_0_jz&export=download&display=/LFA_150122509_LFAEventSocialMarketingPlan.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.

Drive guests discover Vail week during off peak week in April

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.

Guest and locals will enjoy off season specials at Restaurants, Spas, Retail, Events and more

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

April 8-14 Discover t Vail Week would work in between Taste of Vail and End of the Season events

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.

VCBA will ask vendors and partners to abide when signing up for the advertised discounts

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

Vail Beaver Creek Restaurant Week, BBB Golf Tournament, PrimaVail

EVENT OVERVIEW

What is the name of your event/program?	Discover Vail 8150 Week
Description of the Event:	<p>The week could consist of restaurant week specials, spa specials, retail discounts, end of the season discounts, free parking, BOGO specials, 80's themed party, end of the season party, PrimaVail events, Warren Miller showing, pub crawl and more.</p> <p>VCBA is interested in executing a weeklong event in the picturesque city of Vail, Colorado. The primary objective of this event is to promote local businesses by offering exclusive discounts and showcasing the unique offerings of Vail. The event, titled "Visit Vail," aims to attract residents and visitors alike, fostering community engagement and supporting the local economy.</p> <p>Event Overview: Visit Vail Week in Vail Village and Lionshead Village Duration: Seven days (April 8-14) Target Audience: Residents and tourists Objective: Promote local businesses through exclusive discounts</p>
Mission/Purpose of the Event:	Invite both locals and guests to enjoy all the fabulous things in Vail during Visit Vail Week.
Amount of 2024 sponsorship funding requested	\$50,000 because this is a new event
Proposed Start Date	Apr 08, 2024
Proposed End Date	Apr 14, 2024
If you have more than a single date range, please list all your event/program dates here in this format MM/DD	Discounts all week with participating hotels, retailers, etc. Saturday events, pub crawl, local's nights
Are your event/program dates set or can they be changed?	Event dates are flexible and can be changed
Location/Venues :	multiple hotels, restaurants, spas, retail in Vail Village and Lionshead
Are you requesting in-kind use of TOV venues?	No
Do you plan to use Vail Recreation District Facilities?	No
Is this a New or Existing Event?	New Event

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

Please name and describe the beneficiary VCBA non profit

APPLICANT INFORMATION

Company/Organization:

VCBA

Contact

denise cheng Lara Jackson

Position

Project Manager

Address

241 South Frontage Road #241
Vail, CO 81657

Email

denise@vailchamber.org

Website

www.vailchamber.org

Phone

(970) 477-0075

Number Years in Business

24

Business Type

Nonprofit 501(c)(6)

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=19yB0WDvCgmQGa2J7EfHTXwzsaaSsWiTD&export=download&display=/DiscoverVail8150Week_150122403_VisitVailBudget.xlsx

Please list all other event sponsors and anticipated dollar amounts.

TBD

Please list cash and in kind support you are receiving from Vail Resorts.

giveaway items, discounts

AUDIENCE INFORMATION

Anticipated Number of Participants 5000

Anticipated Total Attendance for Upcoming Event 5000

Prior Year Attendance 0

Anticipated Percentage Destination Visitors 50

Anticipated Percentage Eagle County Residents 50

Target Demographic Profile: Everyone 15-66

Prior Year Net Promoter Score 0

ECONOMIC IMPACT

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

0

Number of overnight stays expected?

2

Anticipated incremental impact on lodging tax and sales tax?

Yes

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

Depending on funding, the VCBA can increase business revenue and guest visits during an off peak week

Other economic drivers?

Guest and locals learn to discover all the beauty in Vail

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Title
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=1tQk5NToWOM8sH4bXEQ4w_Wy0PsUCtc8t&export=download&display=/DiscoverVail8150Week_150122443_VisitVailBudget.xlsx
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Open to discussion
Will you be able to provide opt in guest data from your event?	Meta analytics
Attach Media Plan	https://drive.google.com/uc?id=13ZEaTtz7LXPTeXJdRbDYsznnwu4dAgKK&export=download&display=/DiscoverVail8150Week_150122448_VisitVailBudget.xlsx

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?	tbd
Retail Value of all Paid Print Advertising	tbd
Which radio outlets? # Spots?	tbd
Retail Value of all Paid Radio Advertising	tbd
Which TV outlets? # Spots	tbd
Retail Value of all Paid TV Advertising	tbd

Collateral Materials

Collateral Materials - Select Materials DiscoverVail logo be Featured	Event Poster
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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 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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Event Website: # annual page visitors	0
--	---

Event Website: Web address - Where will logo be featured?	all
--	-----

# annual page visitors to the pages with sponsor logo?	all
---	-----

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

Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging?	@visitvail @primavail @vbcrestauntweek @diningaltitude
---	--

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

Onsite Benefits

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

Hospitality Benefits

Hospitality Benefits - Select what would apply?	Not Applicable
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ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain. Yes, always

Are there any questions or other things you'd like to share with the board that are not included in the application? We are working with Town of Vail on this new concept and would like outline budget when we understand TOV preference.

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.

Leveraging our expertise in event management, marketing, and community engagement, Adelska aims to enhance the festival's success during mud season by incorporating the latest event trends, implementing a national marketing strategy to attract attendees from across the country, submitting the event for prestigious awards to boost visibility, continuing the partnership with a non-profit organization, and prioritizing local collaborations to support Vail's community. We are confident that our approach will ensure the success of Vail's Oktoberfest, driving revenue for local businesses and creating a memorable experience for higher net worth attendees. We would appreciate the opportunity to discuss this proposal further and explore how Adelska can contribute to making Vail's Oktoberfest an unparalleled success.

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.

Our proposed Oktoberfest event is intricately designed to align with and support Vail's community values, interests, and standards by celebrating local culture, artisans, and businesses. Through prioritized local partnerships, continued collaboration with a non-profit organization, and the incorporation of innovative experiences, we aim to provide a positive guest experience that resonates with the dynamic and forward-thinking spirit 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 strategically unfolds during a traditionally lower demand period, specifically mud season, where Vail experiences a lull in tourism and programming activities. By hosting Oktoberfest during this time, Adelska aims to inject vitality into the community when additional draws are most needed. The festival not only serves as an economic stimulus for local businesses during the off-peak season but also provides a compelling reason for tourists to visit, contributing to increased foot traffic and engagement. This deliberate scheduling not only maximizes the positive impact on Vail's economy but also enhances community vibrancy during a time that typically sees reduced tourism and programming, showcasing Oktoberfest as a pivotal and rejuvenating cultural attraction for both residents and visitors alike.

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.

Adelska is committed to adhering to the best environmental and sustainability practices outlined by the Town of Vail. To fulfill this commitment, we are implementing several eco-friendly initiatives. First, we are actively promoting the sale of reusable steins to reduce single-use waste traditionally associated with disposable cups. Additionally, we have opted for the environmentally conscious Ball aluminum cup, minimizing the ecological footprint of the event. To further reduce plastic waste, refill water stations will be strategically placed, encouraging attendees to use reusable containers. Furthermore, recycling stations will be prominently positioned throughout the venue to facilitate proper waste separation and recycling efforts. Through these initiatives, our event aims to align with the sustainability goals set by the Town of Vail, promoting responsible and environmentally friendly practices throughout the Oktoberfest celebration.

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

As an award-winning event company, Adelska holds the esteemed title of Colorado Parent's 2022 Family Favorite Festival. Moreover, the company received recognition from the Home Builders Association of Metro Denver in 2023 for orchestrating the Best Promotional Event, specifically for the grand opening festival of the Aurora Highlands, a 4,000-acre development. To further enhance the expertise behind the Oktoberfest event in Vail, Adelska is collaborating with Team Player Productions for pre-event consulting, drawing on their industry insights and experience. Additionally, the event will benefit from consulting services provided by Jarman and Co, a team renowned for successfully bringing Oktoberfest to Denver and managing it for an impressive 10-year period. This collective experience and accolades underscore Adelska's competence and ensure a seamless and successful execution of Vail's Oktoberfest.

EVENT OVERVIEW

What is the name of your event/program?

Vail Oktoberfest 2024

Description of the Event:

We're not just celebrating Oktoberfest; we're creating the ultimate immersive experience. Imagine stepping into meticulously crafted zones that mirror the charm of the most iconic tents from the original Oktoberfest in Munich. Each section becomes a picturesque backdrop, inviting guests to capture and share moments of joy, laughter, and camaraderie against the backdrop of rich Bavarian aesthetics. A scavenger hunt of sorts that challenges attendees to navigate their way through each section and tent, creating a dynamic and engaging experience. This innovative blend of tradition and interactive fun ensures that Vail Oktoberfest becomes not just an event but a memorable adventure, where every photo taken is a piece of Bavarian culture and festivity.

Mission/Purpose of the Event:

The mission and purpose of Vail's Oktoberfest, orchestrated by Adelska, are to celebrate and showcase the unique culture and community spirit of Vail, fostering economic vitality during the mud season by attracting visitors and supporting local businesses. Through a blend of innovative programming, sustainable practices, and inclusive experiences, the event aims to enhance community engagement, promote environmental responsibility, and establish a memorable cultural tradition that aligns with Vail's values, ultimately contributing to the town's overall prosperity and well-being.

Amount of 2024 sponsorship funding requested

75,000

Proposed Start Date

Sep 06, 2024

Proposed End Date

Sep 15, 2024

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

September 6-8, 2024 (Lionshead) and September 13 - 15, 2024 (Vail Village)

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

Event dates are flexible and can be changed

Location/Venues :

Lionshead 9/6/2024 - 9/8/2024

Vail Village 9/13/2024 - 9/15/2024

Are you requesting in-kind use of TOV venues?

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	25 years
How much was your event or program funded in 2023?	We did not operate this event previously.
Does the event or program benefit a charity or organization?	Yes
Please name and describe the beneficiary	<p>Vail Valley Mountain Trails Alliance</p> <p>The VVMTA's vision is a sustainable multi-use soft surface trail network connecting all communities in Eagle County to the outdoors. We envision a community of stewards striving to conserve our public lands through sustainable recreation opportunities. Through trail access and experiences, the community will improve its mental and physical health, quality of life, and economic vitality.</p>
Which facility are you requesting in-kind use of?	Grand View Room
Dates of requested use.	9/1 - 9/15
Description of Venue Use	We will use this space as our team headquarters.

APPLICANT INFORMATION

Company/Organization: Adelska, LLC

Contact Gretchen Bartek

Position CEO + Founder

Address 5291 Highline Pl
Denver, CO 80222

Email gretchen@adelska.com

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

Phone (303) 803-3727

Number Years in Business 8

Business Type LLC or S-Corp

EVENT BUDGET

Attach Upcoming Budget

https://drive.google.com/uc?id=1g2XlnDw_srW2Qq6xROtXIKY0gGcsGw76&export=download&display=/128252605_150122403_2024RFPVailOktobefest.xlsx

Please list all other event sponsors and anticipated dollar amounts. TBD

Please list cash and in kind support you are receiving from Vail Resorts. TBD

AUDIENCE INFORMATION

Anticipated Number of Participants 250

Anticipated Total Attendance for Upcoming Event 40,000

Prior Year Attendance 39000

Anticipated Percentage Destination Visitors 75

Anticipated Percentage Eagle County Residents 25

Target Demographic Profile: We will be targeting 21 - 54, families and singles, \$250k+ household for families, 4 year degree +

Other Pertinent Audience Data: The pertinent audience for Vail's Oktoberfest, managed by Adelska, includes residents of Vail, tourists seeking authentic cultural experiences, and higher net worth individuals drawn to the VIP offerings, creating a diverse and vibrant community gathering that appeals to both locals and visitors alike.

Prior Year Net Promoter Score 8

ECONOMIC IMPACT

Number of overnight stays expected?

14

Anticipated incremental impact on lodging tax and sales tax?

The anticipated incremental impact on lodging tax and sales tax is expected to be substantial. With the 9.7% tax rate and over \$500k in drink sales alone, coupled with food and merch vendors, it will be a big increase for the city of Vail.

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

Our event activities and schedule are strategically designed to maximize economic impact on ancillary businesses in Vail. By promoting local partnerships, we aim to showcase and support nearby vendors, artisans, and establishments, thus driving foot traffic and sales. The introduction of a VIP tier and immersive experiences during the festival will attract higher net worth attendees, increasing spending on local accommodations, dining, and retail. Additionally, our national marketing strategy will draw visitors from outside the region, further benefiting ancillary businesses. By strategically aligning our event with the mud season, traditionally a lower demand period, we aim to provide a much-needed boost to local businesses during this economic lull. Overall, our comprehensive approach seeks to create a positive ripple effect, stimulating economic activity and fostering sustained growth for ancillary businesses in Vail.

Other economic drivers?

Overnight accommodations, restaurant bookings, paid parking, sales tax

PROPOSED SPONSORSHIP

Proposed Sponsorship Level	Title
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=1S6rSGxHWHa9x6Af6gps3Z5h6nztuHU_M&export=download&display=/128252605_150122443_SponsorshipProposalTitleSponsor.pdf
Assigned Asset - Does TOV receive an assigned asset as part of sponsorship?	Absolutely. We can discuss what is the best fit onsite.
Will you be able to provide opt in guest data from your event?	Yes, we will be utilizing an outside firm to collect data.
Attach Media Plan	https://drive.google.com/uc?id=18nVJvkPLtyXyAsz5m0fO0XevXN9h7qrW&export=download&display=/128252605_150122448_VailOktoberfest2024Bid1.pdf

Traditional Advertising Benefits

Traditional Advertising Benefits - Select where DiscoverVail logo be featured	Other: We will happily provide recognition and features with all marketing efforts.
What is your total budget for traditional marketing?	\$120,000

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
Event Website: Web address - Where will logo be featured?	TBD - We will be working with the previous event team to manage and update.
Social Media: How will TOV be recognized in social media?	Tagged in all event posts and feature posts.
Social Media Reach: Total social reach across your owned platforms?	IG - over 10,000, FB - 2,700
Social Media Reach: Total number of posts guaranteed with Discovervail.com Content or tagging?	Event will take Discover Vail in all posts. Anticipate 1-5 posts per week. We will begin at 1 and increase in frequency as the event draws closer.
Storytelling Post: Will you provide opportunities for Discover Vail?	Yes
Storytelling Post: How many story telling posts will the Town receive?	30
Will TOV receive ID in e-newsletters and blasts?	Yes
Email Logo Inclusion reach:	$150,000 \times 18 \times 32\% = 864,000$

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 Banner: Estimated number of impressions	40,000
Asset Banner: Estimated number of impressions	30000
Discovervail.com Banner: Number of banners placed on site.	6

Discovervail.com Banner: Estimated number of impressions. 25000

Audio Mentions: Estimate the total number of impressions from audio mentions. 52

Exhibit Space: Value: Standard booth cost 2500

Hospitality Benefits

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

VIP Credentials : How many tickets will TOV receive? 20

Food/Beverage Credentials : How many tickets will TOV receive? 200

Food/Beverage Credentials : Value 2400

ADDITIONAL INFORMATION

Did you successfully fulfil your sponsorship obligations in 2023? If not please explain.

Yes

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

As we navigate through the application process, I would like to take this opportunity to share some additional insights and pose a few questions that may contribute to a more comprehensive understanding of our proposal:

Community Engagement: Beyond the outlined details, we are committed to robust community engagement. Could you share any specific preferences or expectations the board has regarding community involvement, outreach, or feedback collection?

Event Flexibility: In planning our event, flexibility is crucial to adapt to unforeseen circumstances. Are there any specific considerations or guidelines the board recommends for maintaining event flexibility while upholding standards?

Sustainability Initiatives: While our proposal highlights sustainability efforts, we are open to tailoring our approach. Are there specific sustainability goals or initiatives the board is particularly interested in or would like to see emphasized?

Budgetary Allocation: Understanding the board's priorities is essential for effective budget allocation. Could you provide insights into any specific areas or aspects the board considers particularly vital or deserving of special attention in our budget proposal?

Legacy and Long-Term Impact: Beyond the immediate event, we are keen on contributing to Vail's long-term vitality. Are there any considerations, expectations, or recommendations from the board regarding the lasting impact our event can have on the community?

I appreciate your time and consideration of these additional points. I am open to further discussions and eager to ensure that our proposal aligns seamlessly with the board's vision for the community.

Thank you for your attention, and I look forward to the opportunity to discuss these aspects further.

Best Regards,

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.adelska.com>
