



75 South Frontage Road West  
Vail, Colorado 81657  
vailgov.com

**Commission on Special Events**  
970.477.3551  
970.479.2157 fax

September 8, 2021

**To:** Special Event Producers

**Subject:** Sponsorship Requests for Special Events in 2022

**Link:** <https://www.vailgov.com/cserfp>

The Town of Vail is a leader in the promotion and execution of events that grow partner brands, generate revenue, and support causes both locally and globally. The Town's Commission on Special Events is seeking innovative and exciting sponsorship proposals for special events in 2022.

Over the last 24 months, the Town of Vail has allocated significant resources to build a new marketing ecosystem to increase our ability to strategically market Vail as a premier destination. Discover Vail and [www.DiscoverVail.com](http://www.DiscoverVail.com) are the Town's guest-facing online home for marketing and promoting Vail. The mission is to attract overnight destination guests primarily during the May – October time frame, creating economic vitality by increasing both the visitor base and sales tax revenues. The addition of data collection through DiscoverVail.com has allowed the Town to better understand guests and potential guests and create 1:1 direct communication to increase loyalty to Vail.

In concert with the Town's development of Discover Vail, a Destination Stewardship Plan is being developed to ensure that the tourism goals of the town are being met in a sustainable way. To support these efforts, **the Town is adjusting a portion of the event funding process for 2022** to a sponsorship-based approach. While the Town still anticipates funding its traditional events, **we are looking for different marketing metrics to be met to justify the event funding spend.**

"Special Event Rating Criteria" (Attachment A: CSE Event Categories and Evaluation Criteria) will be used to evaluate all proposals with respect to how they achieve the Town's marketing and event goals.

Producers will self-select one of two categories when they submit their RFP.

1. **Cultural, Recreation and Community** events traditionally focus on driving overnight visitors with a focus on lower demand time periods. The events may be of any category, including but not limited to, athletic events, culinary events, concerts, arts festivals, etc. The event can be measured

on how well it can drive marketing value and data acquisition to the Town's desired audience.

2. **Educational and Enrichment** events/programs are evaluated by how they contribute to lifelong learning, a sense of wellbeing and enhanced quality of life. These events are often focused on local attendees but can reach a nationwide or international audience.

**Ambient Entertainment and Programming** - The goal of the Ambient Entertainment Program is to provide live animation in the villages to enhance the guest experience on a year-round basis. The town of Vail will publish separate RFPs for 2022 Ambient Entertainment and Programming as events that fall outside the sponsorship funding model. If you believe the event application may fall into this category, please contact the Special Event Coordinator before submitting a proposal. RFPs for ambient programming will be published on a rolling, as needed, basis with the first proposal for Winter entertainment scheduled to be published in October 2021.

Producers must submit all the required information via the online application portal found here: <https://www.vailgov.com/cserfp> Application submissions are due by:

**10:00p.m. MST on Monday, October 4, 2021**

. Email questions about the RFP to: [jgross@vailgov.com](mailto:jgross@vailgov.com)

- Wednesday, September 8: RFP Submission portal is open
- Wednesday, September 15: Questions about the RFP are due via email.
- Monday, September 20: Submitted questions & answers will be emailed and posted to the [www.vailgov.com/cserfp](http://www.vailgov.com/cserfp)
- Monday, October 4: **APPLICATION SUBMISSION DEADLINE**
- Wednesday, October 6: Regular CSE Meeting
- Wednesday, October 20: Qualifying applications will be reviewed, and producers interviewed by the CSE at a special meeting.
- Wednesday, October 27: Final funding scoring will be determined by the CSE at a special meeting.
- Thursday, October 28: Applicants will be notified of their preliminary funding allocations.
- Tuesday, November 16: Vail Town Council will review the CSE funding allocations.
- Wednesday, November 3: Regular CSE Meeting
- Monday, January 3, 2022: Applicants will be notified of their final funding status after the last date for the Vail Town Council to call up any funding decisions.

**Town of Vail: Commission on Special Events**  
**2022 Special Event Funding Guidelines**

***Mission Statement:*** *The Vail Commission on Special Events (CSE) is accountable to deliver an annual Special Events Plan which ensures world class events that are fully aligned with Vail’s brand. The CSE shall effectively and efficiently allocate available budget behind this objective.*

*The Events Plan will deliver measurable results in terms of specific goals: economic impact, optimization of the seasonal calendar, positive community experience and integration, as well as positive guest-centric results that lead to future loyalty.*

**To qualify for funding review, events must support the CSE’s strategic priorities and meet the following requirements:**

- The event(s) must take place predominately within the Town of Vail.
- Applications must be completed online, providing all information and attachments required.
- Incomplete applications will not be accepted, the online portal will not allow submissions without all required fields complete.
- Applicants shall provide a range of sponsorship levels available with measurable benefits commensurate with each dollar amount.
- Funding allocations will be disbursed only to the entity whose name appears on the application.
- All Town of Vail permits and documentation required to produce the event must be filed under the name of the event producer as it appears on the funding application.

“Special Event Rating Criteria” (Attachment A: CSE Event Categories and Evaluation Criteria) will be used to evaluate all proposals with respect to how they align with a strategic approach to providing a diverse calendar of events that are well matched to the Vail brand and will exceed the expectations of community and guests. Sponsorship funding amounts will then be evaluated based on the sponsorship proposal submitted by the event and anticipated return on investment with a focus on guest data capture.

Producers will self-select one of two categories when they submit their RFP.

The Cultural, Recreational and Community Category

- Events are measured primarily with respect to how well they will drive destination overnight visitation.

Educational and Enrichment Category

- Events are evaluated by how they contribute to lifelong learning, a sense of wellbeing and enhanced quality of life for the Vail community.

## **Sponsorship Proposal**

In addition to a complete sponsorship funding application, a sponsorship proposal/deck shall be submitted to the CSE for review. The sponsorship deck shall include multiple financial levels of potential sponsorship with rights and benefits listed for each that are commensurate with the funding request.

Some of the event sponsorship priorities of the Town are:

- The ability to capture audience data from the event/event database
- Attendee/database exposure to discovervail.com
  - Examples of ways to communicate discovervail.com to attendees:
    - Dedicated landing page can be created for specific events on DiscoverVail.com to educate guest on other things to do in Vail during the event. Page to be included in emails, dedicated social posts, SMS text message communication, signage, collateral, etc.
    - Opt-in option on event website/registration/ticketing for Discover Vail newsletter
    - Email from the event to the event database with an invite to receive Discover Vail newsletter
- Logo inclusion with trackable links to discovervail.com
- Program ads, video ads, display ads, etc.
- VIP Access/tickets/perks/SWAG
- On-site activation opportunities

**In consideration of the receipt of funds from the CSE, the Event Promoter shall agree to, at a minimum:**

- Direct prospective attendees to wherever possible book lodging within the Town of Vail.
- Ensure that the event is listed on local, regional, and national event calendars.
- Comply in a complete and timely manner with all Special Event Permit requirements of the Town of Vail.
  - Meet with the Special Events Coordinator and Marketing Specialist: To ensure compliance with the Discover Vail brand on all event promotional materials. Please be advised that penalties may be assessed against allocated funding for incorrect use of either the “Discover Vail Brand” and/or the Town of Vail logo.
  - Agree to comply with all marketing dates on the Marketing Checklist. See “Attachment B: Marketing Checklist” for more information.
- Provide “activation” that will cross-promote the event throughout the community, create guest awareness of the event and stimulate business in local restaurants/bars and retail establishments.

- Place the Discover Vail logo, on marketing and promotional materials associated with the event, as specified in the sponsorship rights and benefits.
- Provide and list any event specific benefits as appropriate to the level of sponsorship.
- Provide the Town with available video or photography from the event for the purpose of promoting Vail.
- Coordinate with the Town of Vail Marketing Specialist to facilitate data sharing from the event website and digital campaigns to the discover vail database.

**Accountability:** All event producers receiving funding will be expected to schedule a post-event recap with the CSE within 60 days after the event. For a more detailed explanation and information to be included, please review Attachment C: Guidelines for Post-event Recaps for All Events Receiving Public Funding. Events identified by the CSE will be included as part of the CSE’s independent event survey program and are required to make their event or attendee email list accessible to the survey team.

**Funding Disbursements:**

- Funding allocations are distributed in three parts:
  - 1/3 upon the return of the signed Letter Agreement and invoice, paid no sooner than 60 days prior to the event
  - 1/3 following the completion of the Marketing Checklist (at least 6 months prior to event) and the submittal of a completed Special Event Permit application (if required), no sooner than 30 days prior to the event.
  - 1/3 following the approval of the event recap presented to the Commission on Special Events
- It is the event producer’s responsibility to confirm with the special events coordinator once above has been completed and funding request has been submitted

**Attachment List:**

- Attachment A – CSE Event Categories and Evaluation Criteria
- Attachment B - Event Marketing Plan
- Attachment C – Guidelines for Post-event Recaps
- Attachment D – Event Budget



## ***Attachment A: CSE Event Categories and Evaluation Criteria***

Events receiving public funding will be categorized as follows:

### **Cultural, Recreation and Community Events:**

**Goal:** Deliver a diverse calendar of events in the Town of Vail that promote economic vitality and community enrichment

- Events that take place over multiple days and/or weeks
- Strong Vail Brand identity
- Drive overnight visitation
- Promotion and marketing reach through local, regional, national, and international media exposure
- Drive awareness and data acquisition for Discover Vail

### **Educational and Enrichment Events**

**Goal:** Promote leadership development, intellectual opportunities and health and well-being in the Vail community

- Potential to build Vail as an educational and well-being destination
- Local, regional, (and when appropriate) national and international media exposure

PLEASE SEE SCORECARDS ON FOLLOWING PAGES



**SCORECARD:  
RECREATIONAL, CULTURAL & COMMUNITY EVENTS**

	Criteria	Points Rating
<b>Brand Fit</b>	Supports the Vail brand and the mission, vision, and goals of the Vail Town Council	0-10
<b>Potential to Increase Room Nights and Revenues</b>	Total room night generation	0-10
	Increase sales tax revenue outside of event direct spend (event schedule supports ancillary activities/visits to town)	0-10
<b>Timing</b>	Optimize calendar with focus on lower demand time periods	0-10
<b>Demographic Fit</b>	Attracts target markets (VLMD guidance) for visitors and community members	0-10
<b>Event Growth</b>	Potential for the event to grow, while meeting objectives of destination stewardship plan and sustainability principles	0-5
	Plan for event to reduce funding request Y.O.Y or to provide additional value appropriate to sponsorship level	0-5
<b>Marketing Strength, Sponsorship Rights and Benefits</b>	Extent and quality of promotional and marketing "reach"	0-10
	Opportunity for Discover Vail exposure, engagement, and impressions	0-10
	Opportunity for customer data capture through sponsorship activation	0-10
	Sponsorship package aligns with requested funding level	0-5
<b>Producer Qualifications</b>	Proven quality, knowledge, resources, and track record to fulfill sponsorship rights and benefits	0-5
	Adaptability of the event and the event producer to adjust to changing public health orders.	0-5

Maximum Available Points	105
--------------------------	-----



**SCORECARD:**



## EDUCATIONAL AND ENRICHMENT EVENTS

	Criteria	Points Rating
<b>Brand Fit</b>	Supports the mission, vision and brand goals of the Vail Town Council	0-10
<b>Potential to achieve one or more of the following</b>	Enhance Leadership Skills: locally, nationally, internationally	0-15
	Foster a health and wellness reputation for Vail	
	Provide opportunities for intellectual dialogues	
	Deliver an educational component	
<b>Timing</b>	Optimize calendar	0-10
<b>Demographic Fit</b>	Attracts target markets for visitors and community members	0-10
<b>Community Enrichment</b>	Community involvement opportunity and/or lasting community benefit	0-10
<b>Event Growth</b>	Continues to evolve by delivering fresh content, enhanced experiences	0-5
	Achieve recognition and drives participation	0-5
<b>Marketing/sponsorship Rights and Benefits Strength</b>	Extent and quality of promotional and marketing "reach"	0-10
	Opportunity for Discover Vail exposure, engagement, and impressions	0-10
	Leverage media exposure and attract donor and sponsorship support	0-5
	Sponsorship package aligns with requested funding level	0-5
<b>Producer Qualifications</b>	Proven quality, knowledge, resources and track record to fulfill sponsorship rights and benefits	0-5
	Adaptability of the event and the event producer to adjust to changing public health orders.	0-5
Maximum Available Points		105

### **Attachment B: Event Marketing Plan**



As a Town sponsored event, event marketing must meet the standards and achieve the goals of the Town as well as the event specific goals. A marketing plan and samples of promotional creative will be required. For the purpose of the funding RFP, please submit the initial event marketing plan the. A sample media template is available below. Once funding is approved, complete the Event Promotion Plan form online and work with the Town of Vail Marketing Specialist.

**Sample Media Plan: To be included with the RFP. A template is available at <https://www.vailgov.com/cserfp>**

	Geo	Audience	Details	Medium	Size	December			January			
						12/9	12/16	12/23	12/30	1/6	1/13	1/20
<b>Event Media Plan</b>												
<b>TOWN OF Vail area</b>												
Pandora ONLY Digital Radio	Vail	Local*	Event Promo	Digital Radio	:30		20	20	20	15	15	15
Display	Vail	Local	Event Promo	Display ads	TBD		25	25	20	20	20	20
Socail Media Pre-Roll (Facebook)	VAIL	Local	Event Promo	Video	:15		15	15	12	12	12	12
Traditional Radio (KZYR-FM)	Vail	Local	Event Promo	Radio	:30		15	15	15	15	15	15
Traditional Print (Vail Daily)	Vail	Local	Event Promo	Print	7x10"		1		1			1

**Event Promotion Plan: To be completed after the event is funded.**  
<https://docs.google.com/forms/d/e/1FAIpQLSeiLvFkZRGftAxhuxpWpmvaT-xQGOgozlhYLTQTpgXHhKyMEq/viewform>

### **Attachment C: Guidelines for Post-event Recaps for All Events Receiving Public Funding:**

A post-event recap is **required** from all events receiving Town of Vail funding within **60 days of the close of the event**. The report must be presented to the CSE for release of the final sponsorship payment. A recap template will be provided for this purpose and shall include estimated results per the Criteria as described in the RFP.

- **Attendance numbers and demographic profile:**
  - Estimated attendance. If the event is non-ticketed, please describe what method you used to estimate the numbers of attendees.
  - What percentage of people came to Vail specifically for the event? What percentage of people has attended the event in previous years?
  - Where did attendees come from: local, regional, out of state, international destinations?
  - Average age and income bracket of attendees.
- **Estimated spending by event attendees:**
  - Dining, Shopping, Other Activities
  - Lodging: Please include an explanation as to how participants and/or attendees were directed to book lodging.
    - What percent of attendees stayed in the Town of Vail?
    - Average amount spent on lodging per day?
    - Estimated number of room nights booked in association with the event.
- **Estimated Return on Investment (ROI)** to the Town of Vail: Specifically, how much additional spending within the Town of Vail was generated by the event? What is the ratio of increased revenue to the amount of funding received? How much additional sales and lodging tax revenue generated by the event accrued to the Town of Vail?
- **Report of fulfillment of the agreed upon sponsorship rights and benefits**
- **Visitor Intent to Return and Satisfaction Ratings:** Would you come back? Was it fun? Please provide the **NPS (Net Promoter Score)** number determined from provided or the own survey results.
- An overview outlining the event's successes and opportunities
- **Marketing** efforts that were implemented to promote the event. Include tear sheets or proof of performance reports where applicable.
- Potential for growth and the development of **sponsorships and media exposure**.
- Environmental sustainability report, including waste diversion efforts.
- A **detailed event budget** showing actual profit and loss numbers and how the funding was utilized. Please separate the in-kind support from cash revenues and sponsorships. A sample of the budget template is included on the following page and an excel worksheet will be provided to you in the RFP Packet.



**Attachment D: Event Budget**

Sample Event Budget Template. Excel document is available at <https://www.vailgov.com/cserfp>

**Event/Program Budget for [Event Name]**

> Income

	Estimated	Actual
<b>Total Income</b>	<b>\$0.00</b>	<b>\$0.00</b>

**Tickets/Admissions**

Estimated	Actual		Estimated	Actual
0		Adults @ \$5.00	\$0.00	
0		Children @ \$2.00	\$0.00	
0		Other @ \$1.00	\$0.00	
0		<Insert Other> @ \$0.00	\$0.00	
			<b>\$0.00</b>	<b>\$0.00</b>

**Programs/Advertising**

Estimated	Actual		Estimated	Actual
0		Covers @ \$0.00	\$0.00	
0		Half-pages @ \$0.00	\$0.00	
0		Quarter-pages @ \$0.00	\$0.00	
0		<Insert Other> @ \$0.00	\$0.00	
0		<Insert Other> @ \$0.00	\$0.00	
0		<Insert Other> @ \$0.00	\$0.00	
			<b>\$0.00</b>	<b>\$0.00</b>

**Exhibitors/vendors**

Estimated	Actual		Estimated	Actual
0		Large booths @ \$0.00	\$0.00	
0		Med. booths @ \$0.00	\$0.00	
0		Small booths @ \$0.00	\$0.00	
0		<Insert Other> @ \$0.00	\$0.00	
0		<Insert Other> @ \$0.00	\$0.00	
0		<Insert Other> @ \$0.00	\$0.00	
			<b>\$0.00</b>	<b>\$0.00</b>

**Revenue from other items**

Estimated	Actual		Estimated	Actual
0		Cash Sponsorships @ \$0.00	\$0.00	
0		In Kind Sponsorships @ \$0.00	\$0.00	
0		Donations @ \$0.00	\$0.00	
0		CSE Funding @ \$0.00	\$0.00	
0		Grants @ \$0.00	\$0.00	
0		<Insert Other> @ \$0.00	\$0.00	
0		<Insert Other> @ \$0.00	\$0.00	
0		<Insert Other> @ \$0.00	\$0.00	
			<b>\$0.00</b>	<b>\$0.00</b>

## Event/Program Budget for [Event Name]

### > Expenses

	Estimated	Actual
<b>Total Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>

Site/Location/Operations	Estimated	Actual
Rental fees	\$0.00	
Insurance	\$0.00	
Sound/AV	\$0.00	
Construction or Equipment	\$0.00	
Trash/Composting	\$0.00	
Utilities	\$0.00	
Labor	\$0.00	
Traffic Control	\$0.00	
Banners - Printing &	\$0.00	
Signage	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>

Food & Beverage	Estimated	Actual
Social food + Beverage	\$0.00	
Non-social food + Beverage	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>

Program/Lodging	Estimated	Actual
Entertainment	\$0.00	
Speakers	\$0.00	
Travel	\$0.00	
Hotel	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>

Marketing	Estimated	Actual
Advertising - Radio	\$0.00	
Advertising - Print	\$0.00	
Advertising - Social Media	\$0.00	
Public Relations	\$0.00	
Sales Team Expenses	\$0.00	
Media TV, Production & Distribution	\$0.00	
Graphic Design	\$0.00	
Website	\$0.00	
Collateral Materials	\$0.00	
Printing	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>

Prizes	Estimated	Actual
Prizes	\$0.00	
Cash Purse	\$0.00	
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>

Marketing	Estimated	Actual
Telephone/Internet	\$0.00	
Photography	\$0.00	
Transportation	\$0.00	
Permit Fees	\$0.00	
Postage/Shipping	\$0.00	
In Kind Trades	\$0.00	
Supplies-Office or Other	\$0.00	
Demographic Survey	\$0.00	
Sales Tax	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<insert Other>	\$0.00	
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>

# Event/Program Budget for [Event Name]

> Profit - Loss Summary

	Estimated	Actual
Total income	\$0.00	\$0.00
Total expenses	\$0.00	\$0.00
<b>Total profit (or loss)</b>	<b>\$0.00</b>	<b>\$0.00</b>

