

## 2023 Event Sponsorship RFP Submitted questions and answers

The below questions were submitted via email. A Q&A session was also held via zoom which can be viewed here -

[https://us02web.zoom.us/webinar/register/WN\\_wr6uCF2mTnuOW9PrFMfY-g](https://us02web.zoom.us/webinar/register/WN_wr6uCF2mTnuOW9PrFMfY-g)

- Does the TOV desire an equal distribution of event types across Visitor Draw, Programming Partner and Recreation? Or is one of the categories weighted higher in the Town's priorities?
  - We do not have a defined goal for the distribution of events across the different categories. Our existing events generally provide a good balance but that can change year by year. The categories are all reviewed with a different weighting on the score card though to not penalize a programming event for the lack of marketing reach for instance.
- Is there a known or established range/limit to the amount of sponsorship available to a single event?
  - We have funded events between \$500 and \$500,000 though most events request \$75,000 or less. The larger events that have received more than \$75,000 traditionally have been developed over multiple years and have an established track record.
- Is the TOV offering any specific municipal-owned event space for hosting events?
  - Many of the events are hosted in Vail Village or Lionshead Village which would fall in that category. The Town also has some events that use our parking areas as a venue. The Town does not guarantee the use of the

space without a permit and staff review though we do offer up the use of those spaces for free or a discounted price if the event receives funding and a permit.

- Are TOV public services (police, fire, public works, etc) offered on a complimentary or discounted basis to events which secure sponsorship?
  - Labor related services are billed at regular rates. The Town is no longer offering to comp or discount these services due to the budget constraints, staffing and labor challenges, etc. that we are all facing. Some materials such as ballast may be made available though.
- How many events is the TOV seeking to award sponsorship for the May-October season?
  - Traditionally the Town funds 30-50 events during this time period but it is all dependent on who applies.
- Does the TOV have a retained PR and/or marketing/advertising agency to support the earned media and paid media efforts of sponsored events?
  - The town can support to a minimal extent, the marketing efforts through our existing channels such as discovervail.com and our social profiles but the event producer is ultimately responsible for the marketing of the event.
- The request by an event sponsor for a detailed event P&L is rather unorthodox unless the sponsor is underwriting 100% of the costs/risk of the event. In addition, P&L reports on events are generally considered trade secrets/confidential information by event production companies. Will the TOV consider underwriting all of the costs and backstopping risk for event

producers? If not, will they waive the P&L reporting or at least consider all P&L reporting confidential/proprietary and restrict public disclosure?

- This may be the case from a traditional sponsor but as a municipal government awarding tax dollars, we have some different requirements. We require all events to submit their P&L which does become public record. We might consider underwriting an event completely in certain circumstances, such as where we request an event producer to produce a specific event on our behalf and at our direction. Otherwise if you retain the creative direction, and revenue up-side, we would likely only come is as a sponsor, not an underwriter.