



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. The RFP application will ask for specific metrics related to your marketing plan, the estimated impressions, reach, etc. A marketing plan and samples of promotional can be included as supplemental materials to support your request. A sample media template is available below.

Once funding is approved, complete the Complete Marketing Sponsorship Fulfillment Form [Here](#) and work with the Town of Vail Marketing Specialist.

Sample Media Plan: May 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
Event Media Plan												
TOWN OF Vail area												
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