



75 South Frontage Road  
Vail, Colorado 81657  
vailgov.com

Committee on Special Events  
970.477.3551

January 12, 2024

**To:** Special Event Producers

**Subject:** Sponsorship Requests for Special Events in 2024

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

## **RFP Overview**

---

The Town of Vail is excited to invite innovative and dynamic sponsorship proposals for upcoming special events in 2024. With a rich history of hosting diverse events including art festivals, a wide range of concerts, culinary gatherings, parades, and world championship sporting events, Vail's events not only drive economic vitality but also define our community's cultural identity.

Over the last three years, the Town of Vail has allocated significant resources to build a new marketing ecosystem to increase the 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 and create 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 2023, the town transitioned to an innovative sponsorship-driven approach for evaluating special event funding. This fresh perspective aims to establish a collaborative partnership between the town and event producers, ensuring mutually beneficial outcomes. Rather than merely providing funding, the Town of Vail seeks to become a valued sponsor of your event. As a result, this Request for Proposals (RFP) focuses less on subjective inquiries and places greater emphasis on delineating sponsorship rights and assets, analytical insights, and data sources. The goal of the new approach is to provide an increased benefit and ROI to the TOV while at the same time increasing benefit to event partners.

The updated process combines the Committee on Special Events and Council Funded events from the past into one process with two annual cycles. A second cycle of funding will be available in the Spring for events that occur later in the year. Events may apply for funding in either or both cycles. Events later in the year are encouraged to apply in

the spring cycle with fully developed event plans, budgets, marketing plans, etc. Additional RFP's may be published throughout the year for specific event elements including concerts, holiday lighting, production support, and will be posted to [www.Vailgov.com](http://www.Vailgov.com).

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

**11:59 pm, Wednesday, January 31, 2024.**

Email questions about the RFP to: [jgross@vail.gov](mailto:jgross@vail.gov)

Monday, January 15	RFP Submission portal is open
Wednesday, January 24	Questions about the RFP are due via email.
Monday, Friday January 26	Submitted questions & answers will be emailed and posted to the <a href="http://www.vailgov.com/cserfp">www.vailgov.com/cserfp</a>
Wednesday, January 31	<b>APPLICATION SUBMISSION DEADLINE</b>
Wednesday, February 7	Committee on Special Events meet, review, and listen to presentation from qualifying applications
Thursday, February 8	CSE Meet to determine final recommendations to Event Sponsorship Funding recommendation
Week of February 12	Event Funding Committee meeting to review recommendations and score event proposals. Final recommendations for Town Council determined.
Tuesday, February 20	Vail Town Council will review the event sponsorship allocations.
Wednesday, February 21	Applicants will be notified of their preliminary funding allocations
Wednesday, March 20	Applicants will be notified of their final funding status after the last date for the Vail Town Council to call up any funding decisions
August 2024	Anticipate publishing & reviewing of the 1st cycle for 2025 funding requests

**\* Dates and times are subject to change.**

Reference [www.vailgov.com/cserfp](http://www.vailgov.com/cserfp) for up-to-date information

**Town of Vail: Committee on Special Events**  
**2024 Special Event Funding Guidelines**

**Requirements For Request**

---

The following are requirements for conducting town funded events in the Town of Vail. Event producers must briefly explain or demonstrate how these requirements are accomplished prior to being considered for sponsorship funding.

- Brand: Event is compatible with and supports Vail’s brand, mission and objectives as set forth by the Town Council.
  
- Alignment with Community Values: Event is compatible and supports Vail’s community values, interests, and standards while providing a positive guest experience.
  
- Timing: Event takes place during a lower demand time period in which programming or tourism draws are most needed. (VLMD Guiding document)
  
- Sustainable Practices: Event producer agrees to plan for and abide by best environmental and sustainability practices as outlined by the Town of Vail.
  
- Producer Qualifications: Event producer must have a proven track record of successful event production and execution.

Once the event producer can confidently answer the above questions, the full application will be filled out electronically. The application questions focus on the sponsorship benefits and quantitative value of the event based on stated goals of the Town of Vail.

“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.

The three Event Categories will be the following:

1. Visitor Draw Events
2. Programming Partner
3. Recreation Events

Producers will be evaluated on a scorecard tied to the principal objectives of the event as determined by the Town. The principal objectives being evaluated are for visitor draw events, programming events, and recreation events.

## **TOV Visitor Draw Events**

Events that create a compelling attraction and draw out-of-town guests to travel to Vail for the purpose of attending the event. These events will engender one or more of the following elements:

- ▶ History of drawing out-of-town visitors to Vail
- ▶ Drive overnight stays
- ▶ Provide an experience not easily found elsewhere
- ▶ Garner regional or national media interest (Paid and/or earned)

## **TOV Programming Partner**

Events that provide interesting or entertaining attractions and activities for local residents and Vail visitors alike. In and of themselves, these events are not likely to be a draw for guests, but they provide engaging programming, add to the character of Vail, and appeal to the local residents, enhancing their quality of life.

## **TOV Recreation Events**

Athletic tournaments or other sporting or recreation events, that provide very limited marketing or sponsorship benefits, and have a large positive economic impact through number of participants and guests that attend, duration of event, etc.

To assure that the TOV is receiving a return on investment commensurate to benefits provided in the sponsorship package, each event will be scored and evaluated on the tangible and intangible values criteria.

**Tangible (quantitative) Value:** Tangible valuations use industry standards against multipliers of attendance, media values, impressions, face ticket values, etc.

Key tangible valuation elements include:

- ▶ Marketing recognition
- ▶ Collateral materials
- ▶ Web & Digital benefits
- ▶ Social Media inclusion and content development
- ▶ Onsite rights
- ▶ Hospitality benefits

**Intangible Value:** For evaluating an event's sponsorship intangibles, a *qualitative* weighing system will be used that places a value between 0 – 10, (of which 10 is the highest), on each of eleven different categories.

- ▶ Prestige of Property
- ▶ Recognition & Awareness
- ▶ Level of Audience Interest/Loyalty
- ▶ Ability to Activate
- ▶ Degree of Sponsor Clutter
- ▶ Susceptibility to Guerilla Marketing
- ▶ B2B Networking Opportunities
- ▶ Earned Media Coverage Potential
- ▶ Demonstration of Community Engagement
- ▶ Established Track Record

Sponsorship funding amounts will then be evaluated based on the sponsorship proposal and anticipated return on investment with a focus on guest data capture.

### **Sponsorship Proposal**

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

Key event sponsorship priorities of the Town include:

- 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 Producer 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” plan 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, except when directed by the town to use the Town of Vail logo.
- Provide and list any event specific benefits as appropriate to the level of sponsorship.
- Provide the Town with "rights-free" 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 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 shall report the economic impact of the event using independent survey data.

**Funding Disbursements:**

- Funding allocations are distributed in three parts:
  - 33% of the total funding amount upon the return of the signed Funding Agreement, submission of Event Promotion Plan and invoice, paid no sooner than 60 days prior to the event
  - 33% will be paid following the completion of the of a special event permit application, and paid no sooner than 30 days prior to the event.
  - 34% of the total funded amount will be approved for payment following the presentation of a final event recap and approval by a majority vote of the

CSE. 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 E – Sample Scorecard

**This section intentionally left blank.**



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

Events receiving public funding will be categorized as follows:

### **TOV Visitor Draw Events**

Events that create a compelling attraction and draw for out-of-town guests to travel to Vail for the purpose of attending the event. These events will engender one or more of the following elements:

- ▶ History of drawing out-of-town visitors to Vail
- ▶ Drive overnight stays
- ▶ Provide an experience not easily found elsewhere
- ▶ Garner regional or national media interest (Paid and/or earned)

### **TOV Programming Partner**

Events that provide interesting or entertaining attractions and activities for local residents and Vail visitors alike. In and of themselves, these events are not likely to be a draw for tourists, but they provide engaging programming, add to the character of Vail, and appeal to the local residents enhancing their quality of life.

### **TOV Recreation Events**

Athletic tournaments or other sporting or recreation events, that provide very limited marketing or sponsorship benefits, and have a large positive economic impact through number of participants and guests that attend, duration of event, etc.

### **Event Scoring Criteria: (See Attachment A)**

Event proposals that meet the requirements of the preliminary review, must then provide detailed information on the items listed below. The responses to these criteria will then be reviewed and scores by the Committee on Special Events.

- ▶ **Audience Fit** (Source required)
  - Anticipated number of total participants/spectators
    - % Destination guests staying overnight
    - % Eagle County residents
    - Demographic profile (does it align with VLMD guidance)
  - Community interest
- ▶ **Economic Impact** (Source required)
  - Anticipated time guests will spend in Vail  
(Event schedule supports direct and ancillary activities in Vail)
  - Potential to increase lodging and sales tax revenues



- Room nights
- Restaurants
- Shopping
- ▶ **Marketing Power** (Marketing Plan & budget required)
  - Details as to how event will be promoted  
(Including budget, promotional values & impressions)
    - Traditional media advertising
      - Promotional media partners?
    - Digital advertising
      - Website with analytics
    - Social media campaign
  - Earned Media (PR) Potential
    - Local
    - Regional
    - National
- ▶ **Sponsorship Rights & Assets**
  - Level of sponsorship provided to TOV/DiscoverVail at proposed funding level
    - Level (e.g., Title, Presenting, other)
    - Assigned Asset (e.g., named stage)
    - Advertising Recognition (How will Vail be recognized/included)
    - Promotional Recognition
    - Onsite Rights (How will Vail be recognized/included)
    - Data acquisition opportunities
    - Hospitality & Entertainment Benefits
    - Research & Data

PLEASE SEE SCORECARD BELOW FOR REFERENCE



**Attachment A: Opportunity Scoring Worksheet**  
To be completed by CSE.

Principal Objective: Visitor Draw

Event Type: **Signature Events**

Legacy events with a strong alignment to Vail’s brand and that create a compelling attraction and draw for out-of-town guests to Vail for the purpose of attending the event.

<b>Asset</b>	<b>Criteria</b>	<b>Comments</b>	<b>Score</b>
<b>Audience Fit</b> <i>(Data Source &amp; Reliability)</i>	Anticipated number of total participants/spectators <ul style="list-style-type: none"> <li>▶ % from out of town</li> <li>▶ % from Eagle County</li> </ul> Enhances the guest experience Demographic profile (does it align with VLMD guidance)  Potential community interest		1-20
<b>Economic Impact</b> <i>(Date Source &amp; Reliability)</i>	Anticipated time guests will spend in Vail <ul style="list-style-type: none"> <li>▶ Event schedule supports direct and ancillary activities in Vail)</li> </ul> Potential to increase tax revenues <ul style="list-style-type: none"> <li>▶ Room nights</li> <li>▶ Restaurants</li> <li>▶ Shopping</li> </ul>		1-30
<b>Marketing Power</b> <i>(Marketing plan &amp; budget required)</i>	Specifically, how event will be promoted? <ul style="list-style-type: none"> <li>▶ Budget &amp; impressions</li> <li>▶ Traditional media advertising</li> <li>▶ Promotional media partners?</li> <li>▶ Digital advertising</li> <li>▶ Social media campaign</li> </ul> Earned Media (PR) Potential <ul style="list-style-type: none"> <li>▶ Local</li> <li>▶ Regional</li> <li>▶ National</li> </ul>		1-30
<b>Sponsorship Benefits</b> <i>(Perceived value and aid to TOV)</i>	Benefits Provided to TOV <ul style="list-style-type: none"> <li>▶ Recognition Level (Title, Presenting)</li> <li>▶ Assigned Asset</li> <li>▶ Advertising Branding</li> <li>▶ Promotional Recognition</li> <li>▶ Onsite Rights (Booth, Signage)</li> <li>▶ Hospitality &amp; Amenities</li> <li>▶ Research &amp; Data Cooperation</li> </ul>		1-20
<b>Total Score</b>		(Max 100 points)	



**Attachment A: Opportunity Scoring Worksheet**  
To be completed by CSE

TOWN OF VAIL

Principal Objective: Visitor Draw

Event Type: **Cultural & Entertainment Events**

Annual events compatible with Vail’s brand and that provide engaging programming and create a compelling attraction and draw for out-of-town guests to Vail as well as residents.

<b>Asset</b>	<b>Criteria</b>	<b>Comments</b>	<b>Score</b>
<b>Audience Fit</b> <i>(Date Source &amp; Reliability)</i>	Anticipated number of total participants/spectators <ul style="list-style-type: none"> <li>▶ % from out of town</li> <li>▶ % from Eagle County</li> </ul> Demographic profile (does it align with VLMD guidance)  Potential local resident interest		1-10
<b>Economic Impact</b> <i>(Date Source &amp; Reliability)</i>	Anticipated time guests will spend in Vail <ul style="list-style-type: none"> <li>▶ Event schedule supports direct and ancillary activities in Vail</li> </ul> Potential to increase tax revenues <ul style="list-style-type: none"> <li>▶ Room nights</li> <li>▶ Restaurants</li> <li>▶ Shopping</li> </ul>		1-40
<b>Marketing Power</b> <i>(Marketing plan &amp; budget required)</i>	Specifically, how event will be promoted? <ul style="list-style-type: none"> <li>▶ Budget &amp; impressions</li> <li>▶ Traditional media advertising</li> <li>▶ Promotional media partners?</li> <li>▶ Digital advertising</li> <li>▶ Social media campaign</li> </ul> Earned Media (PR) Potential <ul style="list-style-type: none"> <li>▶ Local</li> <li>▶ Regional</li> </ul>		1-25
<b>Sponsorship Benefits</b> <i>(Perceived value and aid to TOV)</i>	Benefits Provided to TOV <ul style="list-style-type: none"> <li>▶ Recognition Level (Title, Presenting)</li> <li>▶ Assigned Asset</li> <li>▶ Advertising Branding</li> <li>▶ Promotional Recognition</li> <li>▶ Onsite Rights (Booth, Signage)</li> <li>▶ Hospitality &amp; Amenities</li> <li>▶ Research &amp; Data Cooperation</li> </ul>		1-25
<b>Total Score</b>		(Max 100 points)	



**Attachment A: Opportunity Scoring Worksheet**  
To be completed by CSE

TOWN OF VAIL

Principal Objective: Visitor Draw

Event Type: **Recreational Events** (e.g. Tournaments)

These will typically be amateur participation sporting events, such as league tournaments and competitions which draw specific participants and their families to Vail for multiday events requiring little more from TOV than venues for the event and anticipated lodging.

Event: \_\_\_\_\_

<b>Asset</b>	<b>Criteria</b>	<b>Comments</b>	<b>Score</b>
<b>Audience Fit</b> <i>(Date Source &amp; Reliability)</i>	Anticipated number of total participants/spectators ▶ % from out of town ▶ % from Eagle County  Demographic profile (does it align with VLMD guidance)  Potential local resident interest		1-20
<b>Economic Impact</b> <i>(Date Source &amp; Reliability)</i>	Anticipated time guests will spend in Vail ▶ Event schedule supports direct and ancillary activities in Vail  Potential to increase tax revenues ▶ Room nights ▶ Restaurants ▶ Shopping		1-70
<b>Sponsorship Benefits</b> <i>(Perceived value and aid to TOV)</i>	Benefits Provided to TOV ▶ Recognition Level (Title, Presenting) ▶ Advertising Branding ▶ Promotional Recognition ▶ Research & Data Cooperation		1-10
<b>Total Score</b>		(Max 100 points)	

**Attachment A: Opportunity Scoring Worksheet**  
To be completed by CSE



Principal Objectives: Programming Partner

Event Type: **Education & Enrichment Events**

These events provide interesting or entertaining attractions and activities for Vail residents and visitors alike. In and of themselves, these events are not likely to be a draw for tourists, but they provide engaging programming, add to the character of Vail, and appeal to residents adding to their quality of life.

<b>Asset</b>	<b>Criteria</b>	<b>Comments</b>	<b>Score</b>
<b>Audience Fit</b> <i>(Date Source &amp; Reliability)</i>	Anticipated number of total participants/spectators <ul style="list-style-type: none"> <li>▶ % from out of town</li> <li>▶ % from Eagle County</li> </ul> Demographic profile		1-10
<b>Audience Interest &amp; Engagement</b> <i>(Perceived appeal of theme and activities)</i>	Gauge the compelling theme and nature of the event in providing entertaining and interesting content for attendees. <ul style="list-style-type: none"> <li>▶ Vail experience “value-add”</li> <li>▶ Surprise &amp; delight aspects</li> <li>▶ Compelling audience engagement</li> <li>▶ Enhance Vail quality of life</li> </ul>		1-50
<b>Marketing Power</b> <i>(Marketing plan &amp; budget required)</i>	Specifically, how event will be promoted in the county? <ul style="list-style-type: none"> <li>▶ Budget &amp; impressions</li> <li>▶ Traditional media advertising</li> <li>▶ Promotional media partners?</li> <li>▶ Digital advertising</li> <li>▶ Social media campaign</li> </ul> Earned Media (PR) Potential		1-20
<b>Sponsorship Benefits</b> <i>(Perceived value and aid to TOV)</i>	Benefits Provided to TOV <ul style="list-style-type: none"> <li>▶ Recognition Level (Title, Presenting)</li> <li>▶ Advertising Branding</li> <li>▶ Promotional Recognition</li> <li>▶ Onsite Rights (Booth, Signage)</li> <li>▶ Hospitality &amp; Amenities</li> <li>▶ Research &amp; Data Cooperation</li> </ul>		1-20
<b>Total Score</b>		(Max 100 points)	



### 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. 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



### **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 form will be provided for this purpose and shall include actual 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 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?
  - **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.
    - Estimated number of room nights booked in association with the event.
  
- **Report of fulfillment of the agreed upon sponsorship rights and benefits**
  - Proof of performance for all sponsorship benefits, marketing inclusions, etc.
  - **Marketing** efforts that were implemented to promote the event. Include tear sheets or proof of performance reports where applicable.
  
- **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.
  
- 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> under CSE

Please complete the budget template with all event related expenses.  
If the categories are not relevant, you can skip or rename them.

**Event Name**

> Expenses

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

<b>Expense Roll Ups</b>	<b>Estimated</b>	<b>Actual</b>
Contract/event labor	\$0.00	\$0.00
FT Staff/administration	\$0.00	\$0.00
Operations - Rentals/venue/signage/waste/etc.	\$0.00	\$0.00
Cost of Goods Sold	\$0.00	\$0.00
Advertising (actual advertising expenses)	\$0.00	\$0.00
Entertainment	\$0.00	\$0.00
Administration/Other (surveys, catering, miscellaneous equ	\$0.00	\$0.00
Sponsorship Fulfillment	\$0.00	\$0.00
Lodging	\$0.00	\$0.00
Management Fee/Project Fee	\$0.00	\$0.00
<insert Other>	\$0.00	\$0.00
<insert Other>	\$0.00	\$0.00
<insert Other>	\$0.00	\$0.00
<insert Other>	\$0.00	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>

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



This is a template.  
Items and values should be changed to match your event.

## Event Name

> Income

		Estimated	Actual
<b>Total Income</b>		<b>\$0.00</b>	<b>\$0.00</b>
<b>Tickets/Admissions</b>			
Estimated Quantity	Actual	Estimated	Actual
0		Adults @ \$5.00	\$0.00
0		Children @ \$3.00	\$0.00
0		Other @ \$1.00	\$0.00
0		<Insert Other> @ \$0.00	\$0.00
		<b>\$0.00</b>	<b>\$0.00</b>
<b>Registration</b>			
Estimated Quantity	Actual	Estimated	Actual
0		Attendee @ \$5.00	\$0.00
0		Exhibitors @ \$3.00	\$0.00
0		Discounted @ \$1.00	\$0.00
0		Other @ \$0.00	\$0.00
		<b>\$0.00</b>	<b>\$0.00</b>
<b>F&amp;B/Merch/Concessions</b>			
Estimated Quantity	Actual	Estimated	Actual
0		Food \$5.00	\$0.00
0		Beverage \$2.00	\$0.00
0		Branded event merch \$1.00	\$0.00
0		<Insert Other> @ \$0.00	\$0.00
		<b>\$0.00</b>	<b>\$0.00</b>
<b>Sponsorship</b>			
Estimated Quantity	Actual	Estimated	Actual
0		Title \$0.00	\$0.00
0		Presenting \$0.00	\$0.00
0		Supporting \$0.00	\$0.00
0		Town of Vail \$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>
<b>Exhibitors/vendors</b>			
Estimated Quantity	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>
<b>Revenue from other items</b>			
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		<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 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>

