

Attachment A: 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: 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 scored by the Economic Development Department staff. See *Attachment B for Sample Opportunity Scoring Worksheet*.

- ▶ **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 Discover Vail 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

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