

September 3, 2024

To: Special Event Producers

Subject: Sponsorship Requests for Special Events in 2025

Link: www.vail.gov/eventrfp

RFP Overview

The Town of Vail is excited to invite innovative and dynamic sponsorship proposals for upcoming special events in 2025. 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 help define our community's cultural identity.

Special events and creating unique and desirable experience is woven into the 2024 Town of Vail 5 year Strategic Plan. Specifically, the town has a goal to enhance or create two "Showstopper" events by 2027, and to achieve an evaluation by 70% of people under 40 of Vail being a "Kickass Place". The town will be evaluating event proposals for 2025 in their ability to help us achieve these goals.

Department and Process Update: The Town has restructured the Economic Development Department as a Destination Marketing Organization (DMO) that will align department goals and strategic direction through the Vail Local Marketing District. The Vail Local Marketing District Advisory Council will now be overseeing the special event strategic direction and is placing an increased focus on the following priorities:

- Tying overnight visitation intent back to specific events
- Building the Discover Vail database with event attendee information
- Driving overnight booking for event travel via the booking engine on www.discovervail.com
- Validating event economic impact through accurate data collection and reporting

Along with the new priorities for 2025, the Town will continue to evaluate sponsorship proposals based on the sponsorship driven approach that has been developed and updated over the last 5 years. 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 this approach is to provide an increased benefit and ROI to Discover Vail while also increasing benefit to event partners.

Producers must submit all the required information via the online application portal found here: www.vail.gov/eventrfp Application submissions are due by:

12:00 pm, Monday, September 23, 2024.

Email questions about the RFP to: jgross@vail.gov

Tuesday, September 3	RFP Submission portal is open
Monday, September 9 Wednesday, September 11	Questions about the RFP are due via email. Submitted questions & answers will be emailed and posted to vail.gov
Monday, September 23	NOON: APPLICATION SUBMISSION DEADLINE
Friday, September 27	TOV Staff confirm individually if presentation is necessary for qualifying applications
October 2024	Event Funding Committee Meet to determine final recommendations.
Thursday, November 21	VLMDAC Meeting: Present sponsorship recommendations to VLMDAC for approval.
Friday, November 22	Applicants will be notified of their preliminary funding allocations
Wednesday, December 4	Applicants will be notified of their final funding status after adoption of the 2025 VLMD Budget.
February 2025	Anticipate publishing & reviewing of the 2nd cycle for funding requests

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

Reference www.vail.gov/eventrfp for up-to-date information

Please review the additional resources below prior to submitting a sponsorship application.

Vail Local Marketing District Advisory Council | Discover Vail

High Level Marketing Priorities and Target Dates for Town Sponsored Events

Events applying for Town of Vail sponsorship for 2025 should use the information provided here to ensure their events align with the strategic goals of the Town, and are able to provide desirable sponsorship benefits to the town, commensurate with the sponsorship amount requested. In addition to the traditional sponsorship benefits, events will be evaluated on their alignment with the Town of Vails strategic plan and goals.

Town of Vail Strategic Plan

The Town of Vail has recently adopted a new 5-year strategic plan which includes objectives related to and influenced by special events. In our sponsorship process, the Town will be evaluating each events ability to help the town achieve our strategic goals. The below section from the strategic plan highlights some of the goals related to special events. [Read the full strategic plan here.](#)

Strategic Priority - Provide an Authentic Vail Experience

Vail’s vision of being the premier mountain resort community despite a trend towards homogeneity in the ski industry will be achieved by creating programming and events authentic to Vail’s pioneering and entrepreneurial spirit. We are a community that celebrates the sport of skiing and mountain town living.

1. By 2027, Vail will create and/or enhance 1 to 2 showstopper, unique events in the winter and summer seasons which are consistent with the authentic Vail vibe.
Examples: GoPro Mountain Games, X Games, Burton US Open, Street Beat, Dew Tour, Ski Races, Bravo! Vail
2. By 2027, 70% of individuals under 40 will state “Vail is a kickass place” as measured by the net promotor score.

Strategic Priority - Transportation

The increasing number of commuters traveling to and from Vail for business and pleasure impacts public safety, generates an expensive need for parking, reduces the guest experience by causing parking on the Frontage Roads, and contributes to carbon emissions.

1. By 2029, people who live, work, and recreate in Vail use the Eagle Valley Transportation Authority and Town of Vail Bus Systems as their preferred method of transportation as evidenced by a reduction in the percentage of vehicles parking in the Vail and Lionshead Parking structures that originate from Eagle County from ~72% to ~50%. More specifically, reducing the percentage of parked vehicles which start their day in Vail from 32% to 20%; and reducing the percentage of parked vehicles which begin their day in Eagle County but outside of Vail from 40% to 30%.

2025 Event Operations

As a world class destination hosting events, the Town of Vail expects all events to adhere to industry standards and best practices to ensure safe and sustainable events. Events are expected to operate efficiently to minimize the overall impact to the Town. Events should also set and work towards sustainability goals including waste reduction, greenhouse gas reduction, and an increase in the use of public transit for their event attendees. Learn more about the Town of Vail's sustainability goals for events at www.discovervail.com/eventproducertoolkit

Vail Local Marketing District 2025 Business Goals

The Vail Local Marketing District (VLMD) will be overseeing the strategic direction of event funding in 2025 and beyond. There are specific goals that need to be considered for anyone applying for event funding. The business goal is to drive responsible year-round revenue growth in Vail by targeting guests who stay longer and spend more, while effectively communicating community and brand values. Areas of focus include increasing mid-week and lower demand time period stays. Key Performance Indicators (KPIs) include lodging occupancy and lodging and sales tax revenues. The priorities below all support the overarching business goal.

2025 Priorities

- **Optimize Visitation:** Target high net worth guests, maximize longer stays and higher spend and gain greater understanding of customer through research while educating on community values.
- **Grow Database + Build Relationship:** Grow database and use data to understand our guest to enhance engagement & loyalty.
- **Destination Stewardship:** Develop and deliver upon a brand position that reflects community values, differentiates Vail in ways that build its competitive edge, and inspires all to care for Vail.
- **Brand Positioning:** Position Vail as the Premier International Mountain Resort Community and work with the community partners to define, support and deliver on the brand.
- **Kickass:** Create unique, memorable, and world class events and experiences that will leave lasting impressions, excite the attendees, and exceed expectations.
- **Proof of Performance:** The VLMD will evaluate the success of event sponsorships through data. Complete reporting of marketing data, visitation and spend data, and event performance will be required post event.

Target Audience

- High Net Worth Destination (out of state) leisure travelers who stay for longer periods of time.
- Aged 25+
- Household Income (HHI): \$100,000k+
- Primary target markets include Atlanta, Chicago, Dallas, Houston, Los Angeles, Miami, New York, Pheonix, and Seattle
- Secondary target markets include Denver/Front Range or drive market less than 500 miles.

VLMD Targeted Time Frames in 2025 for Events

Wherever possible, events should be strongly encouraged to take place during the need periods as noted below. Note, low demand references lodging demand and when low demand means looking for activations/events to draw people to down. Mid-week is almost always a priority.

SEASON	DATES	NOTES
WINTER 2024/25	January 5 - January 15, 2025	All dates
WINTER 2024/25	January 21 - February 13, 2025	All dates
WINTER 2024/25	April 6 – Mid April (Closing Day)	All dates
SPRING	Mid-April (Closing Day) - May 22, 2025	All dates
SUMMER	May 23 – June 26, 2025	All dates
SUMMER	June 27 - August 15, 2025	Weekends not priority Mid-week is a need period
FALL	September 2 - November 7, 2025	Mid-week is a need period Weekends after October 7
	Early November TBD - December 19, 2025	All dates

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2025 Special Event Sponsorship Guidelines and Application Process

Requirements For Request

The following are requirements for conducting town sponsored 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 and Strategic Priorities: Event is compatible and supports Vail’s community values, interests, and standards while providing a positive guest experience. The event supports the Town of Vail’s strategic plan where applicable.
- 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: 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 & Principal Objectives 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. See Attachment A for definition of each category.

To assure that Discover Vail 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
- ▶ 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 VLMD include:

- Data Capture:
 - The ability to capture audience data from the event/event database
 - Overnight visitation booking / intent tracking.
 - We can create a custom booking page to live on your site or include a widget on your event listing. Linking that you're your event website will allow you to tie lodging bookings directly to your event. You receive all data on how your event impacted bookings.
- [DiscoverVail.com](#) Exposure
 - Examples include but not limited to:
 - Dedicated booking page through Discovervail.com using the Ripe Booking platform
 - 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
- Pre-event: email inclusion and dedicated social posts
- On-site activation opportunities
- DiscoverVail.com logo inclusion with trackable links
- Program ads, video ads, display ads, etc.
- Packaging opportunities with lodging properties to be promoted on DiscoverVail.com
- VIP Access/tickets/perks/SWAG
- On-site activation opportunities

In consideration of the receipt of funds from the VLMD, 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 C: 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.
- Ensure that the sponsorship level and hierarchy of sponsors is reflective of the town's commitment.

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 D: Guidelines for Post-event Recaps 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 the economic development department and VLMDAC as needed. 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 – Event Categories and Evaluation Criteria
- Attachment B – Sample Opportunity Scoring Worksheet
- Attachment C – Event Marketing Plan
- Attachment D – Guidelines for Post-event Recaps
- Attachment E – Event Budget

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Attachment A: Event Categories and Evaluation Criteria

Events receiving public funding will be categorized as follows:

Discover Vail 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)

Discover Vail 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.

Discover Vail 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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Attachment B: Opportunity Scoring Worksheet

To be completed by the Event Funding Committee

Principal Objective: Visitor Draw

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.

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

Attachment B: Opportunity Scoring Worksheet

To be completed by the Event Funding Committee.

Principal Objective: Recreation

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 Discover Vail than venues for the event and anticipated lodging.

Asset	Criteria	Comments	Score
Audience Fit (Date Source & Reliability)	Anticipated number of total participants/spectators <ul style="list-style-type: none"> ▶ % from out of town ▶ % from Eagle County Demographic profile (does it align with VLMD guidance) Potential local resident interest		1-20
Economic Impact (Date Source & Reliability)	Anticipated time guests will spend in Vail <ul style="list-style-type: none"> ▶ Event schedule supports direct and ancillary activities in Vail) Potential to increase tax revenues <ul style="list-style-type: none"> ▶ Room nights ▶ Restaurants ▶ Shopping 		1-70
Sponsorship Benefits (Perceived value and aid to Discover Vail)	Benefits Provided to Discover Vail <ul style="list-style-type: none"> ▶ Recognition Level (Title, Presenting) ▶ Advertising Branding ▶ Promotional Recognition ▶ Research & Data Cooperation 		1-10
Total Score		(Max 100 points)	

Attachment B: Opportunity Scoring Worksheet

To be completed by the Event Funding Committee

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.

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

Attachment C: 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: To be included with the RFP. Request template if needed.

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Attachment D: 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 town 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? 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:** Please provide the **NPS (Net Promoter Score)** and guest satisfaction as determined from event 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 E: Event Budget

Event Budget Template. Sample Excel spreadsheet is available at www.vail.gov/eventrfp

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
Total Expenses	\$0.00	\$0.00

Expense Roll Ups	Estimated	Actual
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
Total	\$0.00	\$0.00

Advertising	Estimated	Actual
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
Total	\$0.00	\$0.00

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

Event Name

> Income

		Estimated	Actual
Total Income		\$0.00	\$0.00
Tickets/Admissions			
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
		\$0.00	\$0.00
Registration			
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
		\$0.00	\$0.00
F&B/Merch/Concessions			
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
		\$0.00	\$0.00
Sponsorship			
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
		\$0.00	\$0.00
Exhibitors/vendors			
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
		\$0.00	\$0.00
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		<Insert Other> @ \$0.00	\$0.00
0		<Insert Other> @ \$0.00	\$0.00
0		<Insert Other> @ \$0.00	\$0.00
		\$0.00	\$0.00

Event Name

> Profit - Loss Summary

	Estimated	Actual
Total income	\$0.00	\$0.00
Total expenses	\$0.00	\$0.00
Total profit (or loss)	\$0.00	\$0.00

