



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

2016 Event Information Form

PLEASE ATTACH ADDITIONAL DOCUMENTS AS NECESSARY.

Contact: Brooke Burnham, Director of Marketing & Communications
Bburnham@VisitEstesPark.com, 970-586-0500

| | | | |
|--|---|---|--|
| Official Event Name: _____ | Host Organization: _____ | | |
| Date(s) of Event: _____ | Partnering Organizations: _____ | | |
| Time(s) of Event: _____ | Contact Person: _____ | | |
| Specific Location of Event: _____ | Contact Phone Number: _____ | | |
| Event Website URL: _____ | Contact Email Address: _____ | | |
| Event Social Media Handles/Pages: _____ | Contact Info. to be Posted Publicly (if different from above) | | |
| URL for Online Tickets: _____ | Public Contact Person: _____ | | |
| Ticket/Admission Price(s): _____ | Public Phone #: _____ | | |
| How often will the event be held (annually, monthly, weekly, etc.)? _____ | Public Email: _____ | | |
| How many years has the event been held? _____ | Which categories best fit your event? Please select up to two. | | |
| Number of Attendees: _____ | <input type="checkbox"/> Exhibit | <input type="checkbox"/> Arts & Culture | <input type="checkbox"/> Sports & Outdoors |
| Number of Participants: _____ | <input type="checkbox"/> Seminars & Classes | <input type="checkbox"/> Kids & Family | <input type="checkbox"/> Community Event |
| Bi a VY cZVolunteers BYYXYX: _____ | <input type="checkbox"/> Festivals | <input type="checkbox"/> Live Music & Entertainment | |

1. Please describe the event in detail and include confirmed events, features and activities. If applicable, describe how the event caters to different market demographics or age groups (kids vs. adults; multiple income groups; etc.). Please include or attach a complete schedule.

a. Please note any new events, features or activities not present in previous years.

b. Are similar events held in Estes Park? _____ c. Elsewhere in Colorado? _____

d. If so, please describe how your event is unique from these similar events.

2. How do you (plan to) encourage attendees and participants to overnight in area lodging properties? (Ex: lodging packages, lodging partner links on website, special rates, etc.)

a. How do you (plan to) encourage multiple-night stays with attendees and participants?

3. What is the total budget for the event? (You must also attach the Event Partnership Plan & Agreement with complete & detailed marketing information.)

a. What percentage or amount is coming from in-kind donations (media sponsors), public/gov. sponsorships or grants?

4. Please describe your media plan for promoting the event through advertising. (Please include the advertising budget, types of media and where they will run.)

a. What/who is your target market for your event marketing (sociographic, demographic, geographic, etc.)?

b. What is your desired outcome of the marketing efforts & how will you measure the success of the campaign?

5. Please describe the specific type and level of support you are seeking from Visit Estes Park.

a. Please describe how you would like Visit Estes Park to support the efforts listed in Question #4.

6. Please describe most recent year's event attendees, including ages, gender, party size, home zip code and other data you have collected.

a. What percentage of attendees stayed overnight in lodging in Estes Park?

b. How many nights do attendees stay in Estes Park? (Average from most recent year.)

c. What percentage of attendees cite that they come to Estes Park specifically for your event?

d. What percentage of attendees were from outside the Estes area? (EP area includes Estes, Glen Haven, Drake, Allenspark & Pinewood Springs zip codes)

e. What percentage of event attendees were first-time visitors to Estes Park?

f. How did you collect this information (survey, online ticket sales, estimates, etc.)?

7. How do you plan to quantify the success of the event?

Please share any tracking that has been done in the past to measure success - sales, attendance, tickets sold, survey scores, etc.

8. Please describe how the event reflects the brand and reputation of Estes Park?

9. Please describe how you are working with area business associations and/or non-profits in Estes Park to promote your event

10. Please attach proof of liability insurance.

Additional Comments:

Please attach any images, photos or logos, that Visit Estes Park can use to market your event, along with any necessary photo credit information.

By attaching such images you are verifying that you have permission to use these images, and to authorize others to use them, in advertising and promotions. Additionally, by sharing these images with Visit Estes Park, you are granting Visit Estes Park permission to use/post/share them in print and online advertising, website content, email marketing, blog posts, with press/media and other areas of promotion. Visit Estes Park will include photo credit information, whenever possible, if provided.



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

2016 Event Partnership Plan & Agreement

Please complete the following form, detailing the marketing plan for the event, and submit it with the Event Information Form. The event promoter should complete all columns with a black header before submitting to VEP. VEP will then complete their portion (white headers) before the two entities sign the agreement.

VEP Contact: Brooke Burnham, Director of Marketing & Communications
Bburnham@VisitEstesPark.com, 970-586-0500

Official Event Name: _____
Date(s) of Event: _____
Time(s) of Event: _____

Host Organization: _____
Event Contact Person: _____
VEP Contact Person: _____

| | Marketing Tactic Description | Marketing Type | Run Dates | VEP Cash Investment | VEP Staff/In-Kind Invest. | Total VEP Investment | Event Cash Investment | Event Staff/In-Kind Invest. | Total Event Investment | TOTAL Investment |
|----|------------------------------|----------------|-----------|---------------------|---------------------------|----------------------|-----------------------|-----------------------------|------------------------|------------------|
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 3 | | | | | | | | | | |
| 4 | | | | | | | | | | |
| 5 | | | | | | | | | | |
| 6 | | | | | | | | | | |
| 7 | | | | | | | | | | |
| 8 | | | | | | | | | | |
| 9 | | | | | | | | | | |
| 10 | | | | | | | | | | |
| 11 | | | | | | | | | | |
| 12 | | | | | | | | | | |
| 13 | | | | | | | | | | |
| 14 | | | | | | | | | | |
| 15 | | | | | | | | | | |
| 16 | | | | | | | | | | |
| 17 | | | | | | | | | | |
| 18 | | | | | | | | | | |
| 19 | | | | | | | | | | |
| 20 | | | | | | | | | | |
| 21 | | | | | | | | | | |
| 22 | | | | | | | | | | |
| 23 | | | | | | | | | | |
| 24 | | | | | | | | | | |
| 25 | | | | | | | | | | |
| 26 | | | | | | | | | | |
| 27 | | | | | | | | | | |
| 28 | | | | | | | | | | |
| 29 | | | | | | | | | | |
| 30 | | | | | | | | | | |
| | TOTALS: | | | | | | | | | |

| |
|---|
| Marketing Tactic Description: Ad size, name of publication, description of public relations efforts, etc. |
| Marketing Type: Print advertising, broadcast, digital, social media, public relations, etc. |
| Run Dates: When the advertisement will run or the events during which a program (such as PR) will occur |
| VEP Cash Investment: The sum of dollars that VEP is investing in this tactic. |
| VEP Staff/In-Kind Investment: Value of staff time, VEP resources, added value promotions, media trades, etc. invested in this specific tactic. |
| Total VEP Investment: The sum of cash & staff/in-kind investments from VEP. |
| Event Staff/In-Kind Investment: Value of staff or volunteer time, existing resources, media trades, added value promotions, etc. invested in this specific tactic. |
| Event Cash Investment: The sum of dollars that the event promoter is investing in this tactic. |
| Total Event Investment: The sum of cash and in-kind/staff investments from the event promoter. |
| TOTAL Investment: The sum of cash and in-kind investments made by both VEP & the event promoter in this specific tactic. |

Changes to the above proposal after the signed date must be submitted to Visit Estes Park in writing a minimum of 30 days prior to the noted "run date" and approved prior to being executed. By signing the agreement, both parties consent to executing the proposed plan. Results from the program will be provided to both parties within 90 days of the program's completion. Event promoters indicate by signing this document that they have provided (or will provide) Visit Estes Park with the required information detailed in the Event Partnership Outline by the deadlines listed there. **The total sum of the VEP Total Investment column will serve as the VEP sponsorship and the basis for sponsorship benefits given to Visit Estes Park.** Questions or concerns about meeting this requirement should be made clear prior to signing this form and any exceptions should be noted in an attachment to this document.

Event Promoter Printed Name

Visit Estes Park Representative Printed Name

Event Promoter Signature

Date

Visit Estes Park Representative Signature

Date