



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

2016 Visit Estes Park Event Partnership Outline

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A Destination Marketing Organization is one that promotes the development and marketing of a destination with the intent of impacting economic growth and quality of life through a travel and tourism strategy. As an LMD and a DMO, Visit Estes Park is charged with representing all businesses and organizations inside the district equally. Event managers/promoters, on the other hand, are charged with growing a specific event, or set of events, in attendance, sales, participation, etc.

While event attendance can impact destination travel and the economy, each event is a specific destination product, like each business, and therefore not something a DMO would inherently market heavily. As a DMO, Visit Estes Park is promoting the larger guest experience and elements that will attract guests to Estes Park, rather than focusing on selling event tickets, vendor spaces, or other specific details and revenue opportunities for the event itself.

Like other products or tourism businesses, events are, and will continue to be (regardless of Town investment), supported by the DMO in many ways. Visit Estes Park promotes events and other news-worthy and on-brand destination products through various marketing tools such as social media, VEP website, blog, press relations, and as part of a broader guest experience in our advertising. Also, by publishing ads that promote the seasonal event calendar, for example, we are able to offer potential guests multiple reasons and times to come to Estes Park, rather than marketing a single event that, in-and-of-itself, is not always a multi-day guest attraction.

Destination marketing support available to area events:

The list below is not comprehensive and not all elements listed will be available for all events. The promotional opportunities constantly evolve with calendar, budget, strategy, value, etc.

- **Earned Media/Public Relations:**

- Develop, edit and/or distribute press releases to applicable media outlets/writers and/or marketing partners, such as the Colorado Tourism Office
- Invite and/or host press and/or online influencers to attend and cover the event
- Conduct outreach to pitch stories to members of the media
 - Requires an aspect or angle that is new, unique to Estes Park, very unusual, timely with pop culture, etc.

- **Owned Media:**

- Listing on the VisitEstesPark.com event calendar
- Inclusion on a 'Special Event Page' on VisitEstesPark.com. Very limited – reserved for larger, established events that meet specific "Special Event" criteria. The page may be dedicated to a single event, a specific weekend or time period or event category (ex. running races)

- Inclusion in Estes Park Happenings weekly event calendar - printed in both local papers, published online and distributed to over 600 individuals/businesses to share with their customers/guests
- Mention(s) on Visit Estes Park social media channels: Facebook, Twitter, Instagram, Pinterest, YouTube
 - Post/mention leading up to the event, linking to event calendar, special event page and/or original blog content developed for the Visit Estes Park website
 - Possible live coverage of the event
- Blog posts on VisitEstesPark.com to highlight unique features of the event, prominent people involved/featured at the event, etc.
- Inclusion in the monthly Visit Estes Park e-newsletter
- **Paid Media/Advertising:**
 - Magazine ads: Typically event calendar style featuring multiple upcoming events in Estes Park
 - Past publications have included: Colorado Parent, 5280, Colorado Tourism's Alive Guide, Elevation Outdoors, Westword, Colorado Life, Bandwagon Magazine, etc.
 - Newspaper print ads: Event calendar style to promote a list of upcoming events
 - Past papers have included: The Denver Post, Estes Park Trail Gazette, Estes Park News, Front Range Newspaper Inserts
 - Colorado Official State Vacation Guide - typically very limited and must be identified by October of the prior year.
 - Social Media: Paid promoted posts on Facebook (Pinterest, Instagram, & Twitter may also be available in 2015)

Expectations of the Event Planner/Organization:

- Be proactive in improving guest experience at event by adding new elements each year, increasing investment in entertainment/guest value, improving processes, collecting and using feedback, etc.
- Solicit guest feedback (survey) each year to determine economic impact, guest experience impressions, identify successes/opportunities, identify guest profile/demographics, etc.; and share summary data with VEP. Events are encouraged to also survey vendors, performers, etc. to enable continuous improvement.
 - You may be able to work with Visit Estes Park to execute a survey. In which case, full response data will be shared with both VEP and event planner/organization.
- Invest in marketing the event and disclose the marketing details, including budget, media outlets, in-kind media sponsorships, etc. to Visit Estes Park in the Event Information Form and the Event Partnership Plan & Agreement documents.
- Meet with Visit Estes Park staff regularly (at least every-other month) to discuss marketing plans, provide planning updates, etc. beginning a minimum of 6 months prior to the event. If agreed to by both parties, such meetings can take place on the phone or virtually.

- Marketing materials (event details, images, etc.) must be submitted to Visit Estes Park by deadline outlined in final agreement – no less than 60 days prior to the event. Materials not supplied by deadline may result in reduced marketing, reallocation of marketing funds, or other changes deemed necessary.
- Provide full event access and/or complimentary experiences during/at the event (including, but not limited to tickets, meals, beverages, etc.) to all VEP-credentialed, pre-qualified press/media and/or marketing partners (such as the Colorado Tourism Office).
 - Assist VEP in arranging interviews, VIP access, lodging or other press accommodations during or prior to the event.
- Provide Visit Estes Park the same benefits offered to other sponsors in recognition of both paid advertising and in-kind marketing (earned and owned) as outlined in the Event Partnership Plan & Agreement.
 - If the event does not have set sponsor benefits/packages, the VEP benefits will be outlined in the final Event Partnership Plan & Agreement, and should include 2 full tickets per VEP staff member, VEP logo and link on event website, VEP logo in any print materials (brochures, programs, etc.), verbal acknowledgement of sponsorship during the event (if event includes announcement), and prominent display of VEP banner at event location.
- Have an approved Town of Estes Park Event Permit Application
- Provide proof of liability insurance.
- Provide a description of involvement with local business associations and/or non-profit organizations.
- Complete the Visit Estes Park Event Information Form 180 days (recommended) prior to the event. **Form MUST be received a minimum of 60 days prior to the event.**
 - **NOTE:** Because the advertising, press relations and content program are all planned and created well in advance, the submission date will impact the availability of promotion. Adequate time is needed to evaluate the event, create an agreement and execute the marketing plan. Therefore, **it is recommended that applications are submitted as early as possible.**
- Events will be assigned a score (must have minimum of 50 points to be considered for paid advertising investment) based on multiple criteria, using the information provided on the VEP Event Information Form, assigning points in the following areas:
 - **Time of Year:** Does the event occur during a time of low or needed visitation? Winter, spring, early/late weekdays, etc. Is the event a multi-day event and/or encourage longer stays?
 - **Uniqueness:** Does the event provide guest experiences that are different from other destinations? Does the event provide guest experiences different from other Estes Park events? Does the event (have a plan to) develop unique elements each year?
 - **Overnight Stays:** What percentage of event attendees stay overnight? How many nights do they stay? (First-year events must have plans to drive overnight visitation and to measure this for future years.)
 - **Event Draw:** What percentage of event attendees cites the event as the primary reason for visiting Estes Park? How many people attend the event? What percentage of attendees is from outside the Estes Park area?

- **Target Markets:** Does the event appeal to/draw new types of guests to Estes Park? Does the event appeal to a variety of consumer markets?
- **Brand:** How is the event aligned with the Estes Park Brand and Strategy?
- Additional factors considered along with score to determine the amount of advertising allocated:
 - Age of the event (a new event vs. an established event with established budget/revenues)
 - Amount being invested in marketing by the event promoter/planner
 - Percentage of total budget coming from non-profit or government entities (Town of Estes Park, etc.)
 - Current availability of promotional opportunities with Visit Estes Park



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2016 Visit Estes Park Event Partnership Evaluation Form

Please complete the following form to be considered for event marketing support from Visit Estes Park. You may attach additional documents as necessary.

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Event Planners: Events will be assigned a score (must have minimum of 50 points to be considered for paid advertising investment) for each question below. Event Planners will be given the VEP Event Information Form to submit the required information. Any data not currently available must be estimated and explained. Events will be required to obtain all missing data in 2016 for the 2017 application. Visit Estes Park may be able to assist in data collection for your event.

Evaluators: Based on the information provided by each event planner and any recent (1-2 years) personal experience of the event, please assign a point value for each question below. Please circle the rank/criteria on the top line and write the corresponding number of points in the blank on the far right. Points are then totaled at the bottom. Your evaluation will be combined with others and averaged to determine the final point total for the event. We ask that, other than recent and direct personal experience as an event attendee or participant, you disregard prior personal opinion of the event, event planners or event history for this process.

Event Name: _____

Evaluator Name: _____ Evaluation Date: _____

Time of Year (20 possible points)

1. Does the event occur during a time of low or needed visitation? (15 points)

Time of Event:	July 1- Aug. 15	Aug. 16-Oct. 15 Wknd	Aug. 16- Oct. 15 Wkday	Last 2 weeks June or Oct.	1st 2 weeks of June	May	Nov/ Dec	April	March	Feb	Jan	
Points:	0	1.5	3	4.5	6	7.5	9	10.5	12	13.5	15	<u> </u> /15

2. How many days is the event?

Days:	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6+</u>	
Points:	0	1	2	3	4	5	<u> </u> /5

Time of Year Notes:

Event Uniqueness (20 possible points)

3. Does the event provide guest experiences that are different from other destinations? (5 points)

Rank:	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	
Points:	1	2	3	4	5	<u> </u> /5

4. Are the event's experiences different from other events held in Estes Park? (10 points)

Rank:	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	
Points:	2	4	6	8	10	<u> </u> /10

5. How many new elements were added for the upcoming event?

First year events: What plans are in place for developing new and unique elements each year? (5 points)

Rank:	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	
Points:	1	2	3	4	5	<u> </u> /5

Event Uniqueness Notes:

Overnight Stays (15 possible points) – If a first year event, skip to #7. Data to answer question #6 must be collected by first-year events.

6. How many guest nights does the event produce? (15 points)

a. What percentage of event attendees stay overnight in lodging? (enter points in a. __ below)

Percentage:	0-1%	1-19%	20-39%	40-59%	60-79%	80-100%
Points:	0	1	2	3	4	5

b. For those that stay, how many nights do they stay on average? (Round to the nearest whole number. Multiply points from 6 by the multiplier below to get total points)

Nights:	<u><1</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5+</u>
Multiplier:	0	1	1.5	2	2.5	3

Percentage Points x Night Multiplier =

a. _____ % X b. _____ = _____ /15

7. FIRST-YEAR EVENTS ONLY:

a. Given the plan presented, how well do you think the event will attract overnight guests? (10 points)

Rank:	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	
Points:	2	4	6	8	10	<u> </u> /10

b. Given the plan presented, how well do you think the event will do at encouraging multiple-night stays? (5 points)

Rank:	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	
Points:	1	2	3	4	5	<u> </u> /5

Overnight Stay Notes:

Event Draw (20 possible points)

8. What percentage of attendees indicated that this event was the primary reason they came to Estes? (10 points)

Percentage:	<u>0-1%</u>	<u>1-10%</u>	<u>11-20%</u>	<u>21-30%</u>	<u>31-40%</u>	<u>41-50%</u>	<u>51-60%</u>	<u>61-70%</u>	<u>71-80%</u>	<u>81-90%</u>	<u>91-100%</u>	
Points:	0	1	2	3	4	5	6	7	8	9	10	<u> </u> /10

9. Use event attendance data to compute the number of attendees that are guests (from out of town) to identify the score below. (10 points)

a. How many people attend the event?

(Over all event days, not including participants) a. _____

b. What percentage of attendees are guests from outside the Estes Park area?

(Estes Park Area: Estes, Allenspark, Glen Haven, Drake, Pinewood Springs) x b. _____ % = _____

Attendance:	<u>100 - 300</u>	<u>301 - 1,000</u>	<u>1,001 - 3,000</u>	<u>3,001 - 6,000</u>	<u>6,001 - 10,000</u>	<u>10,001+</u>	
Points:	1	2	4	6	8	10	<u> </u> /10

Event Draw Notes:

Target Markets (20 possible points):

10. Does the event appeal to/draw new guests or market segments to Estes Park? (10 points)

(First-time guests or new markets - young, active, urban, etc.)

Rank:	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	
Points:	2	4	6	8	10	<u> </u> /10

11. Does the event appeal to a variety of consumer markets? (10 points)

(Multiple ages vs. only families with kids; multiple interests groups vs. a smaller, niche market)

Rank:	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	
Points:	2	4	6	8	10	<u> </u> /10

Target Markets Notes:

Brand Alignment (5 possible points):

12. How well is the event aligned with the Estes Park Brand Strategy? (5 points)

(Brand Strategy positions Estes as a year-round, multi-faceted and family-friendly destination with strong mountain elements such as scenic beauty, outdoor recreation, wellness, arts and wildlife.)

Rank:	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	
Points:	1	2	3	4	5	<u> </u> /5

Brand Alignment Notes:

TOTAL POINTS: /100

Evaluator Signature: _____

Date: _____

NOTE: Additional factors will be considered along with point total in determining the final event advertising investment for each event, including the age of the event, the amount of matching funds available, additional funding sources and the total amount of VEP event marketing funds.