



# Tourism Development Committee Agenda and Meeting Notice

Tuesday, January 30th, 2018 - 2:00 pm  
North Tahoe Event Center

## NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

## Tourism Mission

To promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.

## Marketing Committee

### NLTRA Board

**Brett Williams, Chair**  
Agate Bay Realty

### Committee Members

#### Eric Brandt

Destination Media Solutions

#### Terra Calegari

Resort at Squaw Creek

#### Daniel Dorr

Northstar California

#### Nicole Reitter

Tahoe Mountain Resort  
Lodging

#### Christine Horvath

Squaw Valley/Alpine  
Meadows

#### Todd Jackson

Big Blue Adventure

#### Judith Kline

Tahoe Luxury Properties

#### Becky Moore

Squaw Valley Lodge

#### Melissa Panico

Oliver Real Estate

#### Placer County -Advisory

Erin Casey

#### NLTRA Staff

#### Quorum

**6 Members with 1 Board  
Member**

Items May Not Be Heard In the Order They Are Listed

### Call in information:

**Dial: 712-770-4010**

**Meeting ID: 961-748**

*\*Please let us know in advance if you will be calling in\**

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – (2 min) (Page 1)
  - November 28, 2017
- E. Introduction of new Committee Members: Daniel Dorr, Nicole Reitter and Melissa Panico - Cindy
- F. Welcome to our new Tourism Director, Daphne Lange - Cindy
- G. Election of Chair/Vice Chair – Andy
- H. Election of Marketing Coop seat representation from NLTRA – Andy
- F. **Event Contracts for approval** – Amber (Page 6)
  1. Mountain Travel Symposium
- I. Departmental Verbal Report (30 min)
  - Conference Sales – J. Neary
  - Leisure Sales – S. Winters
  - Events & Communications – A. Burke
  - Website Content – S. Fallon
  - Public Relations – The Abbi Agency
  - Advertising – Augustine Agency

J. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

K. Committee Member Comments - Committee

L. Adjournment to Workshop

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This meeting is wheelchair accessible

Posted and Emailed (1/25/18 - 3pm)



# north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

## MARKETING COMMITTEE MEETING MINUTES Tahoe City Public Utility District Board Room Tuesday, November 28, 2017 – 2 pm

### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Christine Horvath, Brett Williams, Todd Jackson, Carlyne Fajkos, Becky Moore, Judith Kline

**RESORT ASSOCIATION STAFF:** Amber Burke, Cindy Gustafson, Jason Neary, Ron Treabess, Anna Atwood

**OTHERS IN ATTENDANCE:** Jessica Pauletto, JT Chevallier, Shelley Fallon, Andy Chapman, Alexis Kahn, Lindsay Romack

#### **I. MEETING OF THE MARKETING COMMITTEE**

##### **1.0 CALL TO ORDER – ESTABLISH QUORUM**

The Marketing Committee meeting was called to order at 2:04 pm and a quorum was established.

##### **2.0 PUBLIC FORUM**

No public forum

##### **3.0 AGENDA AMENDMENTS AND APPROVAL**

**M/S/C (Jackson/Horvath) (6/0) to approve the agenda as presented.**

##### **4.0 APPROVAL OF MARKETING MEETING MINUTES FROM OCTOBER 24<sup>TH</sup>, 2017**

**M/S/C (Horvath/Moore) (5/0/1 – Fajkos abstained) to approve the meeting minutes from October 24<sup>th</sup>, 2017.**

##### **5.0 EVENT RECAP – AUTUMN FOOD & WINE – AMBER**

Amber did a quick recap of the contract with Autumn Food & Wine prior to sharing the results of the 2017 event. NLTRA signed a 3 year contract with Northstar in August but it can be terminated for any reasons prior to January 1<sup>st</sup> of each year. This year Northstar had a lot of staffing changes prior to the event but discussion on ways to improve it are taking place.

Event recap:

- ROI: 11:1
- Attendance: 2,000 + (1,348 ticketed)
- PR Hits had great results due to The Abbi Agency efforts. 18 placements, 14 original social media post with a 142,000 reach and 3,191 engagements. The contract alone with The Abbi Agency generated a 6:1 ROI.
- There was a decrease in ticket sale and a decrease in revenue however Northstar Lodging increased for the event weekend compared to 2016.
- Positive feedback from the vendors.
- Planning for the 2018 event has already started and she shared some of the opportunities they are looking at: 1) Brand refresh (at NLTRA staff recommendation), 2) Increase venue space during

event, utilize Beach area, 3<sup>rd</sup> party tenant spaces, 3) Refresh marketing plan to expand audiences reach within the Bay Area and Southern California, 4) Leverage partnerships with vendors for promotion in wine country regions, 5) Open restaurant participation to Sacramento and Bay Area and 6) Ticketing and prospecting vendors to start early 2018.

Comments:

- How does Northstar feel about bringing in restaurants from out of the area? Amber shared they are in full agreement that this is necessary.
- The ROI is even greater when you include the media and PR outreach.
- What is the appetite for an event like this in the spring? Amber shared some concerns about the weather that time of year and Northstar does not have an indoor venue they can move it to. Amber shared she is happy to ask Northstar.
- It was questioned where the visitors come from as a result from the survey. Amber will get this information out the committee members. She did share that 21% were second homeowners.
- No committee members had a rejection with moving this contract forward.

**Action to Amber: share the results from the survey on where the visitors came from.**

## 6.0 EVENT CONTRACTS – AMBER

### 1. Kings Beach 3<sup>rd</sup> of July Fireworks & Tahoe City Fireworks

Amber shared this is a 2 year contract for 2018 & 2019. The contract can be terminated for any reason upon a 30 day notice provided it not be terminated for convenience after October 1 of each year. The cash sponsorship is \$10,000 each, Tahoe City Downtown Association and North Tahoe Business Association. Both contracts are very similar and have the same terms. Amber is working with the TCDA and NTBA to possible be a presenting sponsor and is also working on incorporating a survey.

Comment:

- A committee member commented that it would be great getting a survey out to the guest for feed-back.

**M/S/C (Jackson/Fajkos) (6/0) to approve the Kings Beach and Tahoe City Fireworks funding.**

### 2. Liberty Mutual Insurance NASTAR National Championships

This is new to our region this year and is a 4-day season ending festival celebrating alpine racing, camaraderie and competition. Recreation ski racers from across the US, within the NASTAR program and are invited to compete against peers in alpine and non-alpine divisions of all ages and abilities. The event includes race, live music, autograph signing, ski demos & clinics, a sponsor village, opening & award ceremonies and receptions and more. This event will be taking place from March 21-25, 2018 at Squaw Valley/Alpine Meadows. The requested sponsorship is \$5,000. Squaw has entered into a 2-year agreement. Estimated attendees are: 2,500-3,000.

Comments:

- These are events are great as it's more geared towards the recreational skier and they will most likely to other activities.
- This also falls in-line with our strike zone for Squaw Valley.

**M/S/C (Moore/Jackson) (5/0/1 – Horvath abstained) to approve the Liberty Mutual Insurance NASTAR National Championships sponsorship.**

### 3. Broken Arrow Skyrace

The event, Broken Arrow Skyrace is a 1-year contract for June 15-17, 2018 in Squaw Valley. This event is put on by Brendan Madigan at Alpenglow. The event saw triple digit growth in its second year with participation increasing from 368 to 772. The cash sponsorship is \$15,000 and Amber went through some of the key sponsorship terms. Their goal for participation for 2018 is 1,200 – 1,400 people. Event will expand from 2 days to 3 days with adding a 12k race on Sunday to appeal to less technical athletes. The event utilized a portion of the sponsorship to create a video and the video

premiered on Outside Magazine Online on August 10, 2017. This media outlet has over 1.8 million followers between Facebook, Instagram and Twitter.

Comments:

- There was a question on how the room block will tie in with lodging options. Amber will look into this.
- A committee member asked about the numbers of impressions on the video which was fantastic.
- What is the ability for NLTRA to use this video? It ties into our Local Luminaries campaign and some of our social campaigns.

**Action to Amber: check on the reach of the video and how NLTRA can utilize this.**

**M/S/C (Jackson/Kline) (6/0) to approve the Broken Arrow Skyrace sponsorship.**

## **7.0 REVIEW OF WINTER CONSUMER MEDIA OUTREACH AND CREATIVE EXECUTION – AUGUSTINE/R7**

Alexis shared her winter consumer media outreach and creative execution. The consumer Journey for this winter: 1) Target when NLT can be more influential during destination decision timing. 2) Allocate budgets according to timing in journey 3) Time appropriate media channels and messaging 4) Target appropriate platforms during journey. Alexis shared the budget spend percentage for the different months, with the appropriate media channels/platforms and the media flowchart.

Media Mix: Year round media spend continues through the winter, including SEM, retargeting display and video, and social media targeting. The winter campaign also includes a mix of: programmatic display, native advertising, video, targeted eblasts, social media conquering, Sunset Magazine ad in December/January edition. Media opportunities specific to Los Angeles include: digital billboards, experiential campaign.

Alexis shared the creative execution including the website sliders. The digital sliders are being moved to HTML5 and they become more animated and the consumers are more likely to engage. She also stated they are working on dedicated landing pages. In addition she shared the Sunset Magazine Ad, Winter Spartan Commercial and the eBlasts.

Comments:

- One committee member questioned if there is paid search in Northern California during peak season? Alexis shared there is not paid search during peak season for our drive market (winter and summer)
- Are the digital ad being reviewed, and how often? (Some are probably being clicked on more frequently). Alexis shared they are reviewed with their media partners bi-weekly.
- One committee member recommended targeting Bay Area midweek with snow trigger messages. Andy shared there will be carry-over funds so this is a possibility.
- Has there been any consideration for having any lodging, hotels or vacation rental houses included in any of the creative? Alexis shared they absolutely could if they had some great images. There are so many charming lodging options, so those detail photos of kids building snowmen outside of a cute cabin/hotel would be great to include.
- Relaxation was really high in the research.
- It was recommended we look at a more cultural diversity in our ads.

**Action to Andy/staff: send more photos of lodging options (with an activity) to Augustine.**

## **8.0 REVIEW OF WINTER PUBLIC RELATIONS AND SOCIAL MEDIA EFFORTS – THE ABBI AGENCY**

Jessica shared the Winter Plans for 2017-18. The key themes for December and January include: Luxury Winter Experiences, Holiday Season Travel, Snow & #TahoeSnowTracker, Winter: What's New, Learn to Ski & Ride, Health and Wellness, 3-day weekends and Local Luminaries.

Continued key themes for February and March include: Romance in Tahoe, Apres Experiences, Human Powered Sports (Winter and Spring), Offbeat Winter Experiences, Spring Break & Easter, Bleisure (Business + Leisure), Dual Days (Weather Contingent), Weddings in North Lake Tahoe.

Jessica also touched on some of the fall highlights:

- 100+ placements between August and October. 347 million impressions & \$3.2 million ad value
- Chicago Tribune: UVM: 26,820,886, Ad value: \$248,092. Syndications: 14 states, 42 total placements
- Autumn Food & Wine: 18 placements, \$23,877 Ad value

Social Media – Fall Highlights:

- September: best month of 2017 for Facebook organic growth and impressions.
- 3,500+ new Facebook fans, 1,400+ new Instagram followers
- Engagement Tactics: Wellness Weekend Giveaway: 4.8K Impressions, Backcountry Instagram Giveaway: 40.9K impressions, Opening day (Mt.Rose) Facebook Live: 44K Views, 310+ Engagements

New content highlights for winter:

- Expanding on the Local Luminaries Campaign
- New Blog coming in January: 52 Weeks in Tahoe, Beginner's Tips for Skiing/Riding in North Lake Tahoe.

Comments:

- One committee member recommended reaching for that younger traveler (under 30) that is more likely to travel midweek.
- Any targeted social efforts focused on Los Angeles, New York or Austin? Jessica shared they are collaborating with the Augustine Agency and are working on more desk sides.

#### **9.0 PRESENTATION ON 2016 NORTH LAKE TAHOE ECONOMIC SIGNIFICANCE OF TRAVEL – ANDY CHAPMAN**

Andy stated this report is contracted with Dean Runyan Associates is done every 4 years and really looks at Eastern Placer County and the economic significance of travel to the area. This report gives a lot of valuable data and will be presented at the board meeting next Wednesday. This report will be posted on our nltra.org.

Some key findings:

- Visitor spending: \$647.2 million in 2016 vs. \$487.3 million in 2012.
- Providing 6,450 jobs in 2016 compared to 5,720 in 2012.
- With earnings of \$215 million in 2016 compared to \$166 million in 2012.
- Generation of \$18.2 million in local receipts in 2016 vs. \$12 million in 2012.
- Generation of \$16 million in state receipts in 2016 vs. \$13.9 million in 2012.

**Action to Andy: Does air include private or is it just commercial?**

#### **10.0 DEPARTMENTAL REPORTS – AUGUST (All Standing Reports and Departmental reports can be found at: [http://www.nltra.org/meetings/meeting\\_minutes.php?committeeID=1](http://www.nltra.org/meetings/meeting_minutes.php?committeeID=1) )**

- **Conference Sales – Jason Neary**
- **Leisure Sales – Sarah Winters**
- **Events & Communications – Amber Burke**
- **Website Content – Shelley Fallon**
- **Public Relations – The Abbi Agency**
- **Advertising – Augustine Agency**

#### **11.0 STANDING REPORTS**

- **Destimetrics August Report**
- **RTIA Passenger and Cargo Report**
- **August Conference Activity Report**
- **August Lodging Referral Report**

**12.0 COMMITTEE MEMBER COMMENTS**

Brett gave an update on the Tourism Director and interviews (2<sup>nd</sup> round) taking place end of this week.

**13.0 DEPARTING COMMITTEE MEMBER THANK YOU – ANDY CHAPMAN**

Andy thanked the departing member for their service: Gregg Gibboney, Marguerite Sprague and Carlynnne Fajkos.

**14.0 ADJOURNEMNT**

Meeting adjourned at 3.50 pm.

Submitted By:

Anna Atwood  
Marketing Executive Assistant  
North Lake Tahoe Chamber/CVB/Resort Association



MEMORANDUM

Date: January 30, 2018
TO: NLTRA Marketing Committee Members
FROM: Amber Burke, Events & Communications Manager
RE: Mountain Travel Symposium 2020 – Event Sponsorship

Action Requested:

Review and possible approval of the Mountain Travel Symposium (MTS) 2020 event sponsorship and contract. This contract includes a subcontract between regional partners called the North Tahoe Partners Group Agreement.

Background:

MTS is the largest and longest running annual gathering of mountain travel professionals in the world with over 1,100 attendees including representatives from 35+ countries.

NLTRA worked in conjunction with Squaw Valley | Alpine Meadows, The Resort at Squaw Creek and The Squaw Valley Lodge to submit and bid (August 2017) to be the host location for the 2020 Mountain Travel Symposium. The last time this event was held in North Lake Tahoe was March 2012.

North Lake Tahoe was selected, and we are now hoping to move forward. Squaw Valley | Alpine Meadows, The Resort at Squaw Creek and The Squaw Valley Lodge have signed group contracts with Northstar Travel Group (MTS) with a clause stating they can cancel if the Master Hosting Agreement is not approved/signed by NLTRA no later than May 1, 2018.

The percentage breakdown of operational cost responsibilities listed below are the same allocations as the 2012 agreement between the North Tahoe Partners Group.

Fiscal Impact:

NLTRA would cover 50% of operating costs required by the Master Hosting Agreement. Staff estimates those costs to be approximately \$66,500 and anticipates \$5,000 to hit in the 18.19 FY and \$61,500 to hit in the 19.20 FY. Staff will do everything in their power to bring these costs down through sponsorship opportunities and vendor negotiations.

Table with 2 columns: Partner Name and Estimated Cost. Rows include NLTRA (50%), Squaw Valley | Alpine Meadows (25%), The Resort at Squaw Creek (18%), The Squaw Valley Lodge (7%), and a TOTAL row.



## 2020 Mountain Travel Symposium Contract Summary

### Duration & Timing

- 1-Year Contract
- Event Date: March 28 – April 5, 2020
- Location: Squaw Valley (Resort at Squaw Creek, Squaw Valley | Alpine Meadows, Squaw Valley Lodge)

### Cash Sponsorship

- \$65,000 (Estimated Cost) - \$5,000 in 18.19 FY, \$61,500 in 19.20 FY
  - NLTRA is responsible for 50% of the operational costs
    - Squaw Valley is responsible for 25% of the remaining operational costs
    - The Resort at Squaw Creek is responsible for 18% of the remaining operational costs
    - The Squaw Valley Lodge is responsible for 7% of the remaining operational costs
  - Estimated cost breakdown is included in the provided Summary of Event Expenses

### NLTRA Benefits

- Twenty (20) daily complementary passes for the general event sessions on 4/1 and 4/2 (Among NTPG)
- Gold level MTS Sponsorship (Among NTPG)
  - Full page ad in on-site attendee book
  - Booth throughout the week
  - Promotion of region in marketing campaign utilizing destination photos (website, eblasts, etc.)
  - Speaking opportunity at MTS 2019 in Whistler at closing session 4/4/19
  - Speaking opportunity at MTS 2020 welcome session 4/1/20
  - Pre-release of attendee list 30 days prior to start of conference
  - Logo/description on sponsor page, on-site attendee guide, loop on screen onsite & onsite signage
- Banner level sponsorship for Meetings FAM (Among NTPG)
  - Logo/link on Meeting Exchange section of site and email/electronic communications
  - Pre-release of Meeting Exchange attendee list 30 days prior
  - Half (1/2) page ad in Meeting Exchange program
  - Promotion of region in marketing campaign utilizing destination photos (website, eblasts, etc.)
  - Speaking opportunity at MTS 2019 in Whistler at closing session 4/4/19
  - Speaking opportunity at MTS 2020 welcome session 4/1/20
  - Pre-release of attendee list 30 days prior to start of conference
  - Logo/description on sponsor page, on-site attendee guide, loop on screen onsite & onsite signage
- Two (2) Trade Exchange/Forum Registrations (\$2,595 x 2 = \$5,190)
- One (1) Group Exchange Registration (\$1,995)
- One (1) Meeting Exchange Registration (\$2,595)

### Regional Benefits

- MTS is the largest and longest running annual gathering of mountain travel professionals in the world
- Attendees include 1,100+ representatives from 35+ countries which will drive domestic and international visitation
- Engaged and qualified attendees experience North Lake Tahoe first-hand during the event
- Attendees include:
  - Trade Exchange: tour operators, wholesalers, online travel agents, destinations, resorts, lodging, transportation, ski rentals, ski schools and more
  - Group Exchange: major ski clubs and ski councils
  - Meetings Exchange: meeting planners

## MTS 2020

### North Tahoe Partners Group - Division of Obligations & Benefits

#### OBLIGATIONS

##### All Partners

- Participate in the hosting, production, and financial burden, included by not limited to staffing, research, and costs of hosting MTS 2020.
- Co-host, as a member of the NTPG, the events and activities outlined in the MTS 2020 Master Hosting Agreement.
- Efforts made to provide discounted and/or in-kind contribution of food and beverage, supplies and services.
- Participate and produce the Group FAM

##### NLTRA

- 50% of all related costs covered by NTPG
- Staffing assistance to MTS

##### Resort at Squaw Creek

- 18% of all related costs covered by NTPG
- Will be designated the host hotel
- Provide room blocks, meeting space, conference and dining facilities

##### Squaw Valley

- 25% of all related costs covered by NTPG
- Provide lift tickets, room blocks, conference, event, and dining facilities

##### Squaw Valley Lodge

- 7% of all related costs covered by NTPG
- Provide room blocks

#### SHARED COSTS INCLUDE

##### All

- Ground Transportation
- Promotions
- Promo Items for Whistler Farewell Party
- Provisionary Fund

##### Leisure

- 3/28: MTS Welcome Party

##### Group

- 4/6/19: Farewell Party Contribution (Whistler)
- 3/30: Apres Ski Party
- 4/3: Farewell Party Contribution
- 4/4: On-Hill Picnic

##### Group Exchange FAM Trip

- Ground Transportation
- Ski Rentals

- 4/2: Welcome Breakfast
- 4/4: Farewell Dinner

#### Meeting Exchange FAM Trip

- Ground Transportation
- Lodging
- Non-Skier Activities
- 4/4: Breakfast & Lunch

### **BENEFITS**

#### All

- Twenty (20) daily complementary passes for the general event sessions on 4/1 and 4/2.
- Gold level MTS Sponsorship
  - Full page ad in on-site attendee book
  - Booth throughout the week
  - Promotion of destination in marketing campaign utilizing approved destination photos (website, eblasts, etc.)
  - Speaking opportunity at MTS 2019 in Whistler at closing session 4/4/19
  - Speaking opportunity at MTS 2020 welcome session 4/1/20
  - Pre-release of attendee list 30 days prior to start of conference
  - Logo/description on sponsor page, in on-site attendee guide, loop on screen onsite and onsite signage
- Banner level sponsorship for Meetings FAM
  - Logo/link on Meeting Exchange section of site
  - Logo on emails/electronic communications
  - Pre-release of Meeting Exchange attendee list 30 days prior
  - Half (1/2) page ad in Meeting Exchange program

#### NLTRA

- Two (2) Trade Exchange/Forum Registrations
- One (1) Group Exchange Registration
- One (1) Meeting Exchange Registration

#### Squaw Valley

- Three (3) Trade Exchange/Forum Registrations
- Two (2) Group Exchange Registrations
- Two (2) Meeting Exchange Registration
- Maximum of two (2) set of appointments at the Trade, Group and Meeting Exchanges
- Gold level MTS Sponsorship
  - Full page ad in on-site attendee book
  - Booth throughout the week
  - Promotion of destination in marketing campaign utilizing approved destination photos (website, eblasts, etc.)
  - Speaking opportunity at MTS 2019 in Whistler at closing session 4/4/19
  - Speaking opportunity at MTS 2020 welcome session 4/1/20
  - Pre-release of attendee list 30 days prior to start of conference
  - Logo/description on sponsor page, in on-site attendee guide, loop on screen onsite and onsite signage

#### Resort at Squaw Creek

- Two (2) Trade Exchange/Forum Registrations
- One (1) Group Exchange Registration

- One (1) Meeting Exchange Registration

Squaw Valley Lodge

- One (1) Trade Exchange/Forum Registration
- One (1) Meeting Exchange Registration
- Maximum of one (1) set of appointments at the Trade, Group and Meeting Exchanges

## Summary of Event Expenses

| Event   | Estimated Total Cost |
|---|----------------------|
| MTS 2019 Party  | \$5,000              |
| MTS 2020 Welcome Party  | \$52,400             |
| Group Exchange  | \$51,050             |
| Meetings Exchange   | \$4,550              |
|   |                      |
| <i>Additional Costs</i>                                       |                      |
| <i>Additional Transportation Costs (in valley &amp; misc)</i> | <i>\$10,000</i>      |
| <i>Promotional Items (banners, etc)</i>                       | <i>\$3,000</i>       |
| <i>Promotional items 2019</i>                                 | <i>\$3,000</i>       |
| <i>Provisional fund</i>                                       | <i>\$4,000</i>       |
| <i>Total</i>  | <i>\$133,000</i>     |

| Estimated Costs Per Partner |           |
|-----------------------------|-----------|
| NLTRA                       | \$66,500  |
| Squaw Valley                | \$33,250  |
| Resort at Squaw Creek       | \$23,940  |
| SVL                         | \$9,310   |
| Total                       | \$133,000 |

## Trade Leisure

|        | Item                  | Dates            | Location                | Quantity | Cost/<br>Person | Total Cost | Entity Covering<br>Cost | Attendee Track        | Notes | Payment |
|--------|-----------------------|------------------|-------------------------|----------|-----------------|------------|-------------------------|-----------------------|-------|---------|
| 2.1.A. | Lift Tickets          | 3/28/20 - 4/5/20 | Squaw Valley            |          |                 |            | Squaw Valley            | All Attendees & Staff |       |         |
| 2.1.C  | MTS Welcome Party     | 3/28/2020        | High Camp, Squaw Valley | 700      |                 |            | NLT Partner Group       | Trade/Leisure         |       |         |
|        | <i>Venue Space</i>    |                  |                         | 1        |                 | \$2,500    |                         |                       |       |         |
|        | <i>Food</i>           |                  |                         | 8        | \$1,300         | \$10,400   |                         |                       |       |         |
|        | <i>Beverage</i>       |                  |                         | 700      | \$15            | \$10,500   |                         |                       |       |         |
|        | <i>Décor</i>          |                  |                         | 1        |                 | \$15,000   |                         |                       |       |         |
|        | <i>Entertainment</i>  |                  |                         | 1        |                 | \$2,000    |                         |                       |       |         |
|        | <i>Pre/Post Party</i> |                  |                         | 1        |                 | \$12,000   |                         |                       |       |         |
|        | <i>Total</i>          |                  |                         |          |                 | \$52,400   |                         |                       |       |         |

Group (AKA Club)

| Item   | Dates  | Location         | Quantity            | Cost/ Person | Total Cost | Entity Covering |                   | Notes                 | Payment                       |                 |
|--------|--|------------------|---------------------|--------------|------------|-----------------|-------------------|-----------------------|-------------------------------|-----------------|
|        |  |                  |                     |              |            | Cost            | Attendee Track    |                       |                               |                 |
| 2.1.G. | MTS 2019 Farewell Party                      | 4/6/2019         | Whistler BC         |              |            | \$5,000         | NLT Partner Group | Group                 | MTS Organizes & Operates      | Prior to 3/1/19 |
| 2.1.A. | Lift Tickets                                 | 3/28/20 - 4/5/20 | Squaw Valley        |              |            |                 | Squaw Valley      | All Attendees & Staff |                               |                 |
| 2.1.D. | Apres Ski Party                              | 3/30/2020        | TBD                 | 350          |            |                 | NLT Partner Group | Group                 |                               |                 |
|        | Venue Space                                  |                  |                     |              |            | \$0             |                   |                       |                               |                 |
|        | F&B  |                  | 350                 | \$35         | \$12,250   |                 |                   |                       |                               |                 |
|        | Décor  |                  |                     |              | \$2,000    |                 |                   |                       |                               |                 |
|        | Transportation                               |                  |                     |              | \$0        |                 |                   |                       |                               |                 |
|        | Entertainment                                |                  |                     |              | \$500      |                 |                   |                       |                               |                 |
|        | Total  |                  |                     |              | \$14,750   |                 |                   |                       |                               |                 |
| 2.1.E. | MTS 2020 Farewell Party                      | 4/3/2020         | Lakeside Restaurant | 350          |            | \$5,000         | NLT Partner Group | Group                 | MTS Organizes & Operates      |                 |
|        | Transportation                               |                  |                     | 1            | \$2,000    | \$2,000         | NLT Partner Group |                       |                               |                 |
|        | Total  |                  |                     |              |            | \$7,000         |                   |                       |                               |                 |
| 2.1.F. | On-Hill Group Picnic                         | 4/4/2020         | Squaw Valley        | 250          |            |                 |                   | Group                 | Group Leaders & MTS Attendees |                 |
|        | Venue Space                                  |                  |                     |              |            | \$0             |                   |                       |                               |                 |
|        | F&B  |                  | 250                 | \$25         | \$6,250    |                 |                   |                       |                               |                 |
| 2.2    | Group Exchange FAM Trip                      | 4/1/20 - 4/5/20  |                     | 145          |            |                 |                   | Group                 |                               |                 |
|        | Ground Transportation - Airport Round Trip   |                  |                     | 145          | \$75       | \$10,875        |                   |                       |                               |                 |
|        | Ground Transportation - Hotels to Resorts    |                  |                     |              |            | \$8,000         |                   |                       |                               |                 |
|        | Ground Transportation - Additional Functions |                  |                     |              |            | \$800           |                   |                       |                               |                 |
|        | Lodging (4 Nights, Double Occupancy)         |                  | 145                 | \$200        | \$29,000   |                 |                   |                       |                               |                 |
|        | Breakfast - Thursday                         |                  | 75                  | \$25.00      | \$1,875    |                 |                   |                       |                               |                 |
|        | Dinner - Saturday                            |                  |                     |              | \$1,500    |                 |                   |                       |                               |                 |
|        | Reimbursement                                |                  | 145                 | \$200        | (\$29,000) |                 |                   |                       |                               |                 |
|        | Lift Tickets                                 |                  |                     |              | \$0        |                 |                   |                       |                               |                 |
|        | Ski Rentals                                  |                  |                     |              | \$0        |                 |                   |                       |                               |                 |
|        | Group Exchange FAM Estimated Total           |                  |                     |              |            | \$23,050        |                   |                       |                               |                 |
|        | Total  |                  |                     |              |            | \$51,050        |                   |                       |                               |                 |

FAM Itinerary

Wednesday - 4/1/20  
 Arrival  
 Orientation & Resort Overview  
 Welcome Reception  
 Thursday - 4/2/10  
 Fresh Tracks Breakfast  
 Ski Day  
 Apres Ski Party  
 Friday - 4/3/20  
 All Day - Group Exchange  
 Farewell Party  
 Saturday - 4/4/20  
 Race/On-Hill Event & Lunch  
 Farewell Dinner (Group Leaders Only)

## Meeting Exchange

|        | Item   | Dates            | Location              | Quantity | Cost/  |            | Entity Covering Cost  | Attendee Track        | Notes | Payment |
|--------|--|------------------|-----------------------|----------|--------|------------|-----------------------|-----------------------|-------|---------|
|        |  |                  |                       |          | Person | Total Cost |                       |                       |       |         |
| 2.1.A. | Lift Tickets   | 3/28/20 - 4/5/20 | Squaw Valley          |          |        |            | Squaw Valley          | All Attendees & Staff |       |         |
| 2.1.H. | Meetings Exchange Welcome Reception & Dinner (Thursday)    | 4/2/2020         | Resort at Squaw Creek | 105      |        |            | Resort at Squaw Creek | Meeting Exchange      |       |         |
|        | <i>F&amp;B Planners</i>                                    |                  |                       | 55       | \$100  | \$5,500    |                       | <i>Planners</i>       |       |         |
|        | <i>F&amp;B Suppliers</i>                                   |                  |                       | 50       | \$100  | (\$5,000)  |                       | <i>Suppliers</i>      |       |         |
| 2.1.I. | Meetings Exchange Breakfast/Presentation & Activity/Sk Day | 4/3/2020         | Resort at Squaw Creek | 105      |        |            | Resort at Squaw Creek | Meeting Exchange      |       |         |
|        | <i>F&amp;B Planners</i>                                    |                  |                       | 55       | \$30   | \$1,650    |                       | <i>Planners</i>       |       |         |
|        | <i>F&amp;B Suppliers</i>                                   |                  |                       | 50       | \$40   | (\$2,000)  |                       | <i>Suppliers</i>      |       |         |
| 2.1.J. | Meetings Exchange Welcome Reception & Dinner (Friday)      | 4/3/2020         | Resort at Squaw Creek | 100      |        |            | Resort at Squaw Creek | Meeting Exchange      |       |         |
|        | <i>F&amp;B Planners</i>                                    |                  |                       | 55       | \$100  | \$5,500    |                       | <i>Planners</i>       |       |         |
|        | <i>F&amp;B Suppliers</i>                                   |                  |                       | 45       | \$100  | (\$4,500)  |                       | <i>Suppliers</i>      |       |         |
| 2.1.B. | Non-Skier Activity #1                                      | 4/4/2020         |                       | 30       | \$40   | \$1,200    |                       | Meeting Exchange      |       |         |
| 2.1.B. | Non-Skier Activity #2                                      | 4/4/2020         |                       | 30       | \$40   | \$1,200    |                       | Meeting Exchange      |       |         |
| 2.1.K. | Meetings Exchange Farewell Reception & Dinner              | 4/4/2020         | Resort at Squaw Creek | 100      |        |            | Resort at Squaw Creek | Meeting Exchange      |       |         |
|        | <i>F&amp;B Planners</i>                                    |                  |                       | 55       | \$100  | \$5,500    |                       | <i>Planners</i>       |       |         |
|        | <i>F&amp;B Suppliers</i>                                   |                  |                       | 45       | \$100  | (\$4,500)  |                       | <i>Suppliers</i>      |       |         |
|        | <i>Total</i>   |                  |                       |          |        | \$4,550    |                       |                       |       |         |





**MASTER HOSTING (EVENT/CONFERENCE PRODUCTION) AGREEMENT (MHA)  
MOUNTAIN TRAVEL SYMPOSIUM 2020  
March 29 - April 4, 2020**

This Agreement ("Agreement") is made this \_\_\_ day of \_\_\_\_\_, 2017 (the "Effective Date"), by and between Northstar Travel Media LLC. d/b/a Mountain Travel Symposium ("MTS") on the one hand, and North Lake Tahoe Partners Group ("HOST") with regards to the hosting, promotion, and production of the 2020 Mountain Travel Symposium.

**BACKGROUND**

- A. MTS wishes to hold the 2020 Mountain Travel Symposium, a one-week premiere travel and tourism industry conference, in Squaw Valley, CA - North Lake Tahoe (the "Event").
- B. HOST wishes to showcase and generate product awareness of North Lake Tahoe, and its associated amenities, properties, and facilities to the national and international tour and travel market;
- C. All parties wish to document their respective obligations and responsibilities in regard to this Agreement;

NOW, THEREFORE, for good and valuable consideration, the parties mutually agree as follows:

**1. MTS AGREES:**

- 1.1** To produce, promote, and present the Mountain Travel Symposium as the premier tourism conference for the mountain vacation industry, providing similar services as typically provided in previous MTS years.
- 1.2** To officially name the location of MTS as Squaw Valley, CA - North Lake Tahoe such reference to be included in all emails, correspondence, collateral, websites, and other promotional materials for the MTS.
- 1.3** To list the following as the exclusive contact for lodging information for MTS attendees, to be included in all MTS collateral with no other lodging properties or entities listed: Resort at Squaw Creek, Village at Squaw Valley and the Squaw Valley Lodge. Additional properties may be added later to meet overall lodging requirements of group.
- 1.4** To provide complimentary registrations as per outlined below:
  - A. North Lake Tahoe Resort Association will receive two (2) Trade Exchange/Forum, one (1) Group Exchange and one (1) Meetings Exchange
  - B. Squaw Valley Ski Holdings will receive two (2) Trade Exchange/Forum, two (2) Group Exchange, one (1) Meetings Exchange. Maximum of one set of appointments at the Trade, Group and Meetings Exchanges.
  - C. Resort at Squaw Creek (host hotel) will receive two (2) Trade Exchange/Forum, one (1) Group Exchange, one (1) Meetings Exchange
  - D. Squaw Valley Lodge will receive one (1) Trade Exchange/Forum/Group, and one (1) Meetings Exchange. Maximum of one set of appointments at the Trade, Group and Meetings Exchanges.
  - E. The complimentary registrations listed above may not be split or shared or transferred to people who do not represent the organization for the complimentary registration was

intended.

- 1.5 To provide to HOST the use of twenty (20) daily complimentary passes for the general event sessions on Wednesday, April 1 and Thursday, April 2, 2020. These passes are intended for the exclusive use by senior management within four hosting entities only.
- 1.6 MTS will give HOST first right of refusal to host official\* MTS food and beverage functions. Venues for consideration will need to meet specific function criteria for hosting including capacity, set up, audio visual, food & beverage menu and budget requirements. In addition, MTS does not wish to use the same or similar locations for multiple events. And, MTS will retain the right of final approval as to location on these functions. \*Note: Official MTS functions are events for which MTS is financially responsible.
- 1.7 To provide the HOST and Squaw Valley Ski Holdings (the lift ticket provider) a Gold level MTS sponsorship with the following visibility and recognition to ensure the host destination is showcased.
  - A. A full page ad in the displayed in the on-site attendee book
  - B. Welcome and information booth located in high traffic area near MTS registration throughout the MTS week.
  - C. MTS will promote destination in our marketing campaign through the use of destination approved photos on items such as MTS website and email blasts/newsletters.
  - D. Host will have the following opportunities to address the MTS attendees during the Forum. MTS encourages the HOST to select a local tourism executive or mayor.
    - MTS 2019 in Whistler: Ability to invite attendees to the MTS being hosted in your destination the next year and show a brief video at the closing general session, on April 4, 2019.
    - MTS 2020 in North Lake Tahoe the host will welcome attendee at the opening general session during the Forum on Wednesday, April 1, 2020.
  - E. Provide HOST with a pre-release of the attendee list thirty (30) days prior to the start of the conference. HOST may use the list thirty days prior to and after the completion of the program for purposes of promoting the destination, and any events hosting/sponsoring including MTS
  - F. Plus Gold sponsorship benefits that include: Logo and company description featured on gold sponsor page of the website, logo on gold sponsor page in the on-site attendee guide and on gold sponsor loop on screen at the Forum, sponsor signage in high-traffic areas throughout the conference.
- 1.8 With respect to the GROUP EXCHANGE FAM TRIP LEADER outlined in Section 2.2 below, MTS will be responsible for the following:
  - A. Itinerary Management: in cooperation with HOST, development of the overall GROUP LEADER FAM itinerary, Wednesday, April 1st – Sunday, April 5th.
  - B. Attendee Fees: The participants of the group FAM tour will pay an attendee fee. The FAM tour fee rates will be set by MTS and confirmed no later than November 1, 2019. HOST will receive two hundred dollars (\$200.00 USD) of each registration fee, to offset HOST's costs for food, lodging and transportation. MTS shall be responsible for collecting the registration forms and fees from the attendees.
  - C. Invitation List: Development of the GROUP LEADER FAM tour invitee list. List to have approximately two hundred and fifty (250) invitees on it and presented to HOST for review by November 1, 2019. HOST can assist with development of the invitee list and provide additional names to be invited, assuming they meet the invitation criteria.
  - D. Produce an electronic invitation to for distribution to the final list of invitees by November 1, 2019. MTS will confirm the attendee list by January 31, 2020. HOST will have the "first right" to invite selected guests.
  - E. Air Reservations/Ticketing: MTS will do the booking and ticketing of air reservations for the group leaders.

- F. The MTS Group Exchange schedule is tentative and subject to change. MTS will confirm the MTS agenda to host by October 1, 2019.
- G. MTS shall create and send a confirmation packet to each attendee including: schedule of events, airline reservation, ground transportation and lodging information at least three weeks prior to their arrival date.
- H. Unless noted within this section other details remain the responsibility of the HOST. See Section 2.2, below.

1.9 With respect to the MEETINGS FAM trip outlined in Section 2.3 below, MTS will be responsible for the following:

- A. Itinerary Management: in cooperation with HOST, development of the overall Meetings Exchange FAM itinerary, Thursday, April 2 – Sunday, April 5, 2020
- B. Overall management of the meeting planner invitation list, qualification, RSVP and attendee management, including:
  - HOST and other sponsors submission of qualified planner candidates to invite. The attendance goal is a minimum number 40 and a maximum of 55 planners.
  - Inviting, marketing and promotion of the event to the potential attendees.
  - Registration processing: including biweekly update reports sent to HOST.
- C. Air Transportation: roundtrip air transportation for the meeting planners, including coordinating, booking and ticketing of their air reservations.
- D. Visibility & Recognition: Working with HOST on FAM/Exchange itinerary to ensure that host destination, their partners and sponsors are showcased.
- E. Banner level sponsorship status for HOST. Benefit include web presence with logo and link to sponsor web site as included in Meetings Exchange section of the site, logo on email and other electronic communications, pre/during/post event, pre-release of Meetings Exchange attendee list (30 days prior) and a half page ad in the Meetings Exchange program Guide. Note: other sponsors will also be added
- F. Reimbursement for the cost of meals/networking events for **suppliers only**: The Meetings Exchange suppliers will be included in the Meetings Exchange receptions and/or dinners on the Meetings Exchange schedule of events. Functions they are invited to are: the evening receptions and dinner held Thursday to Sunday which include but are not limited to the welcome reception and dinner, the farewell reception and dinner or any other networking receptions that may be a part of the program. MTS will reimburse HOST for the cost of the supplier's food & beverage at the following rates: breakfast \$45 USD per person inclusive, lunch \$55 USD per person inclusive, reception/dinner \$100 USD per person inclusive. MTS will notify HOST of these functions once the schedule of events is finalized and no later than December 1, 2019. MTS will have the right of review and approval of the food & beverage menu's, costs as well as the locations of all functions.
- G. Unless noted within this section other details remain the responsibility of the HOST.

## 2. HOST AGREES:

### 2.1 HOSTED ACTIVITIES.

To collaboratively host the following activities and/or host the following services to be offered during MTS.

- A. Lift Tickets  
Squaw Valley Ski Holdings agrees to provide complimentary lift tickets for all registered MTS attendees and staff including Meetings Exchange planners, and Group FAM attendees: Saturday, March 28, 2020 through Sunday, April 5, 2020 ("Comp Tickets"). Comp Tickets shall be distributed in a manner agreed upon by HOST and MTS. Any unused lift tickets shall be returned to HOST at

the end of the Event.

- B. NON-SKIER ACTIVITIES:** For the Meetings Exchange planners the HOST will also offer two non-skier activities for their activity day. Suggestions include: snowshoeing, snowmobiling, cross country skiing, spa day, shopping or art/museum tour.
- C. Tuesday – MTS Welcome Party**  
The welcome party is to be held on Tuesday, March 28, 2020, for approximately six hundred (600) people. This number may be revised upward by MTS at a later date. HOST may partner with the local organizations to hold this event. HOST and its hosting partners will be responsible for any/all costs associated with this event including, but not limited to food and beverage, décor and transportation. Location, function hours and complete menu (food and beverages) are subject to review and approval by MTS. *HOST proposed High Camp, Squaw Valley as the location for this event.*
- D. Thursday Après Ski Party**  
The après ski party is to be held on Thursday, March 30, 2020, for approximately three hundred and fifty (350) people. This number may be revised by MTS at a later date. HOST will be responsible for any/all costs associated with this event including but not limited to food and beverage, décor and transportation. Location, function hours and complete menu (food and beverages) are subject to review and approval by MTS. *Location TBD.*
- E. Friday MTS Farewell Party for MTS 2020**  
The farewell party is to be held on Friday, April 3, 2020, for a group of approximately three hundred fifty (350) people. This number may be revised by MTS at a later date. Location to be determined by MTS & HOST at a later date. HOST will be co-host of this party and contribute five thousand dollars (\$5,000.00 USD) to MTS to help cover the cost of this event. The other co-host will be the 2021 hosting destination. This farewell party will be organized and operated by MTS. *HOST proposed hosting at a lakefront restaurant in downtown Tahoe City and will provide transportation for the attendees to get there.*
- F. Saturday On-Hill Group Picnic**  
The on-hill group picnic will be held on \*Saturday, April 4, 2020, for the group leaders and MTS attendees. The approximate number of attendees is two hundred fifty (250). This number may be revised by MTS at a later date. The menu (food and beverages) for the picnic is subject to review and approval by MTS. The location and hours of the picnic shall be determined by HOST, with approval of MTS. *HOST proposed Squaw Valley as location for this event.*
- G. Prior Year Friday Farewell Party for MTS 2019 (in Whistler BC)**  
HOST agrees to participate, as a co-host, at the farewell party for MTS 2019, to be held April 6, 2019, in Whistler, BC, Canada. In connection with this farewell party, HOST agrees to contribute five thousand dollars (\$5,000.00 USD) to MTS to help cover the cost of this event. The co-host for this event will be Whistler, the hosting destination. This farewell party will be organized and operated by MTS. The amount paid by HOST in connection with MTS 2019, as set forth in this section, shall be paid to MTS on or before March 1, 2019, upon HOST's receipt of an invoice from MTS.
- H. Thursday Meetings Exchange Welcome Reception and Dinner**  
HOST agrees to host the Meetings Exchange welcome reception and dinner on Thursday, April 2nd for the exchange including planners (number as noted within agreement). The suppliers (an estimated 45-50 ppl) are also invited to attend, the cost of their attending will be reimbursed by MTS. Location, function time and complete menu (food & beverage) subject to MTS review and approval. See section 2.3 G for additional details. Location TBD for this event.
- I. Friday Meetings Exchange Planner Breakfast/Presentation & Activity/Ski Day**  
HOST agrees to host the Meetings Exchange planners for a plated breakfast Friday, April 3<sup>rd</sup>

followed by hosting them for a ski/activity day. Location, function time and complete menu (food & beverage) subject to MTS review and approval. HOST Location TBD for this event.

- J. Friday Meetings Welcome Reception and Dinner  
HOST agrees host the Meetings Exchange welcome reception and dinner on Friday, April 3<sup>rd</sup> for the Meetings Exchange including planners (number as noted within agreement). The suppliers (an estimated 40-45 ppl) are also invited to attend, the cost of their attending will be reimbursed by MTS. Location, function time and complete menu (food & beverage) subject to MTS review and approval. See section 2.3 G for additional details. *Location is still TBD.*
  
- K. Saturday Meetings Exchange Farewell Reception/Dinner  
HOST agrees to host the Meetings Exchange farewell dinner on Saturday, April 4<sup>th</sup> for the exchange including planners (number as noted within agreement). The suppliers (an estimated 40-45 ppl) are also invited to attend, the cost of their attending will be reimbursed by MTS. Location, function, time and complete menu (food & beverage) subject to MTS review and approval. Location for this event TBD.
  
- L. MTS reserves the right to make changes to the schedule of events. MTS will work cooperatively HOST to finalize the schedule by October 1, 2019. Date of event may change due to reformatting of the scheduling of the Group and Meetings Exchanges.

## 2.2 GROUP EXCHANGE FAM TRIP

HOST will coordinate a familiarization ("FAM") tour of the resort area for ski club and/or ski council group leader participants.

- A. HOST agrees to host a minimum of one hundred and twenty-five (125) and maximum of one hundred forty five (145) ski club/council leaders. The FAM tour shall include ground transportation (round trip airport shuttle and within the resort), four (4) nights' lodging accommodations based on double occupancy, ski lift tickets, ski rentals, and breakfast on Thursday and dinner on Saturday night for the attending group leaders. If the minimum number of delegates is not reached by January 31<sup>st</sup>, MTS reserve the right to supplement the invitation list. Target: 135
  
- B. Lodging accommodations, which include double occupancy accommodations in a standard lodge-type room, with a bed for each attendee. No bed-sharing, sofa sleepers or Murphy beds will be utilized. A maximum of five (5) lodging properties may be used to host the group. HOST to secure lodging accommodations and confirm to MTS by September 1, 2019.
  
- C. HOST to secure ground transportation to include round-trip airport and group transfers between lodging accommodations and all functions. HOST to confirm arrangements to MTS by September 1, 2019.
  
- D. Develop, in coordination with MTS, a detailed itinerary for the Group FAM trip (Wednesday, April 1 to Sunday, April 5, 2020) by October 1, 2019. The FAM tour schedule will include mandatory attendance for the Ski Club/Council Leaders at the following:
  - Wednesday: Arrival
    - Orientation & Resort Overview
    - Welcome Reception
  - Thursday: Fresh Tracks Breakfast
    - Ski Day
    - Après Ski Party
  - Friday: All Day - Group Exchange
    - Farewell Party
  - Saturday: Race/On-Hill Event and BBQ/lunch
    - Farewell Dinner (group leaders only)

*Note: HOST understands the schedule is tentative and subject to change. Should HOST wish to add/modify items to the schedule, like lodging site tours, MTS will make their best effort to accommodate said requests. MTS will confirm schedule with HOST no later than October 1, 2019.*

- E. Lift tickets, rental equipment and/or activities: complimentary for the ski club/council leaders.
- F. Hosted Meals: welcome breakfast on Thursday and farewell reception/dinner on Saturday.
- G. HOST will offer an optional two day early arrival option. The host resort would provide additional lodging (based on double occupancy), lift tickets and rentals. MTS would request an early arrival meet and greet so 1) the host resort can welcome them 2) pass out needed information (lift tickets/rental vouchers) and 3) provide an opportunity for the group leaders to connect with each other. HOST may charge for this optional add on, suggested price for the extended package is \$150 USD per person. MTS will collect monies and pass on directly to the resort to cover the additional cost of the lodging, tickets and rentals. MTS would like to request a minimum of 100 people be allow to participate in this program.
- H. Designate a lead contact to assist MTS with the overall coordination of the Group Exchange FAM including any/all aspects as determined by MTS. Lead contact to be available the thirty days prior to and during the event.

### **2.3 MEETINGS EXCHANGE FAM TRIP**

HOST agrees to host and provide the following for the Meetings Exchange Planner FAM trip.

- A. HOST agrees to host a minimum of forty (40) and a maximum of fifty-five (55) qualified meeting/event planners. MTS will look to confirm more planners to allow for cancellations. The FAM shall include ground transportation (round trip airport shuttle and within the resort three (3) nights' lodging (single occupancy) ski lift tickets, ski rentals, two non-skier activities and meals as outlined in item 2.3 G below.
- B. Lodging: HOST will provide lodging for the confirmed number of planners over the dates of April 2-5, 2020. Lodging needs estimated between 40-55 rooms for 3 nights. The lodging requirement for planners is based on single occupancy/room, using beds only. No sofa sleepers or Murphy beds.
- C. Transportation: "meet and greet" and complimentary transportation to/from the Reno Airport for Meetings Exchange planners. Transportation details must be reviewed and approved by MTS.
- D. Itinerary Development: Develop, in coordination with MTS, a detailed itinerary for the Planner FAM, (Thursday, April 2 to Sunday, April 5, 2020) by October 1, 2019, including activities, meal functions, networking and social events and the Meetings Exchange. The Planner FAM schedule will include mandatory attendance at the following:
  - Thursday: Arrivals, orientation, welcome reception & dinner
  - Friday: Breakfast/presentation, day activities, evening reception/dinner or other mutually agreed upon activity
  - Saturday: Breakfast, Meetings Exchange, lunch, farewell reception & dinner
  - Sunday: Departures

*Note: HOST understands the schedule is tentative and subject to change. Should HOST wish to add/modify items to the schedule, MTS will make their best effort to accommodate said requests. MTS will confirm schedule with HOST no later than October 1, 2019.*

- E. Meetings Exchange Planner invitation list and event promotion:
  - Submission of a list of qualified planner candidates to be invited. List to be submitted not later than November 1st. MTS is requesting a minimum of two hundred (200) qualified

planners/per company or organization on-site. Note: the other program sponsors: airline, trade publication and other program sponsors will also be submitting qualified lists.

- Provide promotional literature and information to assist MTS in promotion of Meetings Exchange Planner FAM/Exchange to potential attendees
- HOSTS will all ACTIVELY ASSIST in the process of recruiting qualified planners to attend the Meetings Exchange by making phone call and sending emails to qualified planners promoting the benefits of attending the event.

- F. Lift tickets, rental equipment and activities: complimentary for the Meetings Exchange planners. HOST will need to provide two non-skier activities for planners. Based on history an estimated 40-45% of the group will be skier/boarders. HOST understands that Meetings Exchange suppliers will have the option of joining the planners for the on-hill ski day or non-skiing activities, if the activity does not have an activity cost associated with it.
- G. Meals/Networking/Social Events: HOST to provide hosted meals to the Meetings Exchange planners and sponsors for the following tentative functions: Thursday: welcome reception and dinner, Friday: breakfast and lunch on activity day, reception & dinner and Saturday: farewell reception and dinner. Both planners and suppliers will be invited to these same functions. The cost of supplier meals will be reimbursed by MTS, see below. Location, function time and complete menu (food & beverage) subject to MTS review and approval.

Reimbursement for the cost of meals/networking events (suppliers only): HOST understands Meetings Exchange suppliers will be invited to attend the receptions and/or dinners on the Meetings Exchange schedule of events, as noted above. MTS will reimburse HOST for the cost of the supplier's food & beverage at the following pre-determined dollar amount per person, based on the number of suppliers attending: breakfast \$45 USD, lunch \$55 USD, heavy hors d'oeuvres/dinner \$100 USD, all price are inclusive per person.

- H. Designate a lead contact to assist MTS with the overall coordination of the Meetings Exchange Planner FAM/Exchange including any/all aspects as determined by MTS. Lead contact to be available the thirty days prior to and during the event.

2.4 HOST understands the MTS Schedule of Events as noted in the RFP is tentative and subject to change. MTS will be developing the Schedule of Events and will coordinate with the HOST. The day/date/times of the events being hosted by HOST, as noted may be modified by MTS. HOST agrees, should the day/date/time of an event/s be modified, it will not affect their hosting of the overall Event, or the HOST sponsorship.

2.5 HOST will agree that the North Lake Tahoe Partners Group will not to host a similar travel industry event (SKI TOPS or similar) in the same or preceding year without prior approval of MTS, which will not unreasonably be withheld.

### 3. OTHER PROVISIONS

#### 3.1 GROUND TRANSPORTATION

HOST will provide, upon request by MTS, complimentary dedicated intra-resort shuttle transportation for attendees traveling to and from the lodging properties, meeting space and official MTS off site events. MTS will submit request and transportation requirements to HOST by August 1, 2019. HOST to submit MTS the transportation schedule and plan for approval by November 1, 2019. HOST to assist MTS in securing a discounted rate for ground transportation from their primary airport to host lodging properties for attendees. HOST will provide MTS with 25 complimentary round trip shuttle transfers and 10 round trip private transfers for MTS staff speakers and VIPs.

#### 3.2 STAFFING

HOST will provide staffing for use as greeters/door monitors, registration assistance, workshop runners and/or various other positions. Up to a maximum of four (4) people will be needed between the hours 8:00 am to 8:00 pm, starting Saturday, March 28 to Saturday, April 4, 2020. Exact days, hours and

responsibilities will be determined closer to the Event. Staff will be under the direction of MTS.

### **3.3 SITE INSPECTIONS**

HOST agrees to host MTS staff for two (2) site inspection meetings, which will include lodging (2 nights, per person/per site visit) MTS shall be responsible for all airfare and ground transportation costs associated with the site inspections. The first site inspection is tentatively scheduled between May and August of 2019 with up to seven (7) people from MTS in attendance for a day visit to the resort. The second site visit is TBD but will most likely be January, 2020 and will include up to seven (7) staff from MTS.

### **3.4 MARKETING**

HOST agrees to assist MTS in marketing MTS to the local audience by leveraging their partnerships with the local businesses. The HOST agrees to providing assistance, including but not limited to: promoting the event using electronic and print via articles and ads in local communications, providing five complimentary ads in monthly newsletter/similar, distribute to members/partners three special communications for MTS and place logo and click through link on member/partner only web site. And, also to their membership via an exclusive MTS social media plan. MTS reserves the right to send additional communications to the community via channels to be determined and HOST will assist and support these efforts.

### **3.5 TRADEMARK**

(a) HOST's trademarks are the sole property of HOST or its subsidiaries and affiliates and MTS does not have any right, title or interest in any of the trademarks, including reproduction of the trademarks in MTS' printed words or still or moving photographic images. MTS acknowledges that (i) all of the HOST trademarks have great value and good will; and (ii) if MTS breaches this Section, injury to HOST would be irreparable and injunctive relief to protect HOST's interests would be appropriate, without limiting HOST's other remedies allowed by law.

(b) MTS must not use any HOST trademarks without obtaining prior written permission from HOST. Any HOST trademarks used by MTS must be accompanied by adequate notification of HOST's ownership including proper usage of the ™ and/or the ® symbols, as appropriate

### **3.6 SPONSORSHIP**

MTS understands and acknowledges that HOST and its affiliates have strategic alliance agreements and relationships with various corporate sponsors. This section shall in no way serve to conflict with such agreements and/or relationships. HOST has the option to pursue and contract with sponsors to offset its costs associated with hosting the MTS. HOST shall not, without the prior written consent of MTS, solicit the sponsorship of MTS by any individual or entity that was a MTS sponsor in 2016 - 2019. Further, notwithstanding HOST's existing sponsorship agreements, any sponsorship secured by HOST specifically for the Event cannot be exclusive without the prior written approval of MTS, such approval not to be unreasonably withheld. In addition, any sponsorship secured by HOST specifically for the Event must not be in conflict with or to the exclusion of MTS sponsors. Should a conflict arise between MTS and HOST sponsors, MTS sponsors will take priority over HOST sponsors.

### **3.7 OTHER**

Upon request by MTS and upon reasonable approval by HOST, HOST agrees to provide such other services as reasonably required and/or requested by MTS in order to facilitate the Event, subject to the criteria as established by MTS and its operation of MTS.

### **3.8 TERM; TERMINATION; SURVIVAL**

The term of this MHA shall commence on the Effective Date and shall expire thirty (30) days after conclusion of the Event (the "Term"). This Agreement may be terminated by either party for any reason with 30 days' prior written notice at any time before June 30, 2019. Upon written notice, this Agreement may be terminated by either party in the event the other party is in default of any of its material obligations under this Agreement. The defaulting party shall have five (5) days from delivery of notice to remedy such default and, in the absence of such remedy, the non-defaulting party shall be entitled to terminate this



Agreement. Section 5 of this Agreement shall survive termination or expiration of this Agreement for any reason.

#### 4. HOTEL, MEETING SPACE AND TRANSPORTATION

- 4.1 The lodging and meeting space contracts at the following properties: The Resort at Squaw Creek, Squaw Valley Lodge and Squaw Valley Ski Holdings will be attached hereto as Exhibit A
- 4.2 The ground transportation agreement will be attached hereto as Exhibit B.
- 4.3 Other Agreements (Exhibits C and after) may be added to this agreement only upon the written approval of RIM and TW.
- 4.4 Exhibit A and B as outlined above in 4.1 & 4.2 are an integral part of this agreement. Without these exhibits the overall agreement becomes null and void.
- 4.5 After the execution of this Agreement, the parties intend to negotiate separate agreements relating to the Event for lodging, meeting space and transportation (the "Related Agreements"). The parties acknowledge that failure to consummate such agreements could frustrate the essential purpose of this Agreement. Accordingly, if the parties are unable, acting in good faith, to timely reach agreement on the Related Agreements, either party may terminate this Agreement upon delivery of written notice to the other. Except for obligations that necessarily survive termination of this Agreement, the parties shall have no further obligations to each other after the effective date of such termination. **THE PARTIES EXPRESSLY WAIVE AND RELEASE THEIR RIGHTS TO CLAIM OR RECOVER ANY INDIRECT, CONSEQUENTIAL OR SPECIAL DAMAGES (INCLUDING LOST PROFITS OR FUNDS SPENT IN ANTICIPATION OF THE EVENT) RESULTING FROM TERMINATION OF THE AGREEMENT DUE TO FAILURE TO CONSUMMATE THE RELATED AGREEMENTS AND COVENANT NOT TO INITIATE LITIGATION SOLELY ON SUCH BASIS.**

#### 5. MISCELLANEOUS PROVISIONS

- 5.1 Entire Agreement: This Agreement, together with any exhibits, sets forth the entire agreement and understanding between the parties hereto and supersedes all other understandings relating to the subject matter hereof.
- 5.2 Construction of Agreement: If any provision of this Agreement is found to be void or unenforceable, such provision shall be deemed omitted, and the remaining provisions shall remain in effect.
- 5.3 Disputes and Arbitrations: The laws of the State of New Jersey, USA, shall govern this Agreement. Any disputes arising hereunder between the parties shall be settled by binding arbitration in accordance with the rules and procedures of the American Arbitration Association. Any arbitration proceedings shall be held in the State of New Jersey, and County of Hudson. The Substantially Prevailing Party, as defined below, to such arbitration shall be entitled to an award against the other party for its reasonable attorneys' fees and costs incurred in such arbitration. For purposes of this Section, "Substantially Prevailing Party" shall mean that party which the arbitrator determines has prevailed in an arbitration or panel proceeding to a greater extent than any other person or entity that was a party to such arbitration proceeding.
- 5.4 No Assignment; Binding Effect: This Agreement shall not be assigned by either party without the express written consent of the other party, such consent not to be unreasonably withheld. Notwithstanding the foregoing, the provisions of this Agreement shall be binding upon the parties and their respective successors and permitted assigns.
- 5.5 INSURANCE AND INDEMNITY:
  - A. Indemnity

MTS and HOST each shall indemnify, defend, and hold harmless each other and their respective affiliated companies and officers, directors shareholders, employees, agents, contractors, representatives and licensees from and against all liability, claims, expense (including related expert witness, attorneys' fees and costs), damage, or injury of any kind resulting from the negligence, misconduct, or intentional fault of the indemnifying party or its servants, employees, independent contractors, or assigns. The foregoing right to indemnification shall survive the termination or expiration of this Agreement

#### **B. Insurance**

As promoter and/or sponsor of the event, MTS warrants that at all times during the Term, MTS shall carry and maintain, in full force and effect and at its sole cost and expense, the following insurance policies with insurance companies holding an A.M. Best rating of "A+" and on forms satisfactory to HOST:

- (i) Commercial general liability insurance in an occurrence format in an amount of \$4,000,000 per occurrence, and a minimum of \$2,000,000 in the aggregate, including the following coverages: participant liability (no participant or spectator exclusions) contractual liability, personal injury and advertising injury liability, broad form property damage, independent contractors, volunteers and premises operations. MTS's insurance shall provide primary insurance coverage in the event of any loss or claim.
- (ii) Workers' Compensation insurance in accordance with the provisions of the Workers' Compensation Act (the "Act") of the Province where MTS's employees are performing in connection with this Agreement. MTS understands that HOST requires sole proprietors who are excluded under the Act to carry Workers' Compensation insurance.
- (iv) The insurance policies listed above shall provide insurance coverage on an occurrence rather than a "claims made" basis.
- (v) MTS agrees to provide HOST with certificates of insurance evidencing the policies listed above not less than thirty (30) days prior to the start of MTS. MTS warrants that such policies shall include a provision requiring a minimum of thirty (30) days' notice to HOST of any change, cancellation or non-renewal of any insurance policy. All HOST entitles will be named as additional insured on the insurance policy for the event.
- (vi) The HOST agrees to provide the same above noted insurance agreements and limits, terms/conditions to MTS.

#### **5.6 FORCE MAJEURE**

Except for any payment obligations of the parties hereto, neither party shall be deemed to be in default or liable for any delays in the event and to the extent that performance thereof is delayed or prevented by strikes, lockouts, labor disputes, embargos, acts of God, inability to obtain labor or materials, or reasonable substitutes for labor or materials, government restrictions, government regulations, government controls, judicial orders, enemy or hostile government action, war or terrorism, civil commotion, fire or other casualty, or other causes (other than financial) beyond the reasonable control of either party. The above applies on a worldwide basis. In the case of such force majeure event, the non-performing or defaulting party's performance shall be excused.

- 5.7** The terms and conditions of this Agreement shall prevail over any attached exhibits which are inconsistent herewith. This Agreement may be altered, amended or modified only upon written agreement by both parties hereto. One or more waivers of any term or condition of this Agreement by either party shall not be construed as a waiver of a subsequent breach of the same term or condition. The consent or approval by either party to or of any act by the other party requiring such consent or approval shall not be deemed to waive or render unnecessary consent to or approval of any subsequent act.

**5.8** Written Notice: All notices or deliveries required under this Agreement shall either be (i) hand delivered, (ii) given by certified mail directed to the name and address set forth below, (iii) given by overnight courier directed to the name and address set forth below, or (iv) by facsimile transmission to the applicable facsimile numbers set forth below. All notices so given shall be considered effective (i) if hand delivered, when received, (ii) if by certified mail, three (3) calendar days after deposit, certified mail postage prepaid with the United States Postal Service, (iii) if by overnight courier, one (4) day after deposit with an overnight courier company, or (iv) if by facsimile transmission, upon receipt of a machine-generated confirmation of a complete transaction of all pages. Any party hereto may change the address or facsimile number to which future notices shall be sent by notice given in accordance with this Section.

If to HOST:  
North Lake Tahoe Resort Association  
100 North Lake Blvd.  
PO Box 5459  
Tahoe City, CA 96145

If to MTS:  
Northstar Travel Media  
d/b/a Mountain Travel Symposium  
Attention: Alicia Evanko Lewis  
100 Lighting Way, Suite 200  
Secaucus, NJ 07094

**5.9** Counterparts; Facsimile Transmission. This Agreement may be executed by facsimile and/or in any number of counterparts, any or all of which may contain the signatures of less than all the parties, and all of which shall be construed together as but a single instrument and shall be binding on the parties as though originally executed on one originally executed document. Facsimile counterparts may be followed with delivery of originally executed counterparts, though such delivery is not required to effectuate a contract binding on all parties hereto.

**6.0 Attachments**

6.4 Attachments per agreement will be added.

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IN WITNESS WHEREOF, the parties have duly executed this Agreement as of the Effective date.

**NORTH TAHOE PARTNERS GROUP**

**North Lake Tahoe Resort Association, LLC      Resort at Squaw Creek**

\_\_\_\_\_  
Signature    Date

\_\_\_\_\_  
Signature    Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

**Squaw Valley Ski Holdings**

\_\_\_\_\_  
Signature                      Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

**Squaw Valley Lodge**

\_\_\_\_\_  
Signature                      Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

**Village at Squaw Valley**

\_\_\_\_\_  
Signature                      Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

**Northstar Travel Group, LLC**

\_\_\_\_\_  
Signature                      Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

Please return via email to [lwalton@mtntrvl.com](mailto:lwalton@mtntrvl.com) by February 8, 2018.

c:\users\mike\dropbox\mts 2020\operations\master hosting agreement\2020 NLT master hosting

**EXHIBIT A**

**Attached to and forming a part of the EVENT/CONFERENCE PRODUCTION AGREEMENT to host the MOUNTAIN TRAVEL SYMPOSIUM 2020 by and between North Lake Tahoe Partners Group and Northstar Travel Group LLC**

Lodging and Event Space Agreements:  
Resort at Squaw Creek, Village at Squaw Valley and Squaw Valley Lodge

(attached)

**EXHIBIT B**

**Attached to and forming a part of the EVENT/CONFERENCE PRODUCTION AGREEMENT to host the MOUNTAIN TRAVEL SYMPOSIUM 2020 by and between North Lake Tahoe Partners Group and Northstar Travel Group LLC**

Ground Transportation Agreement(s):

(attached)

Attached to and forming a part of the EVENT/CONFERENCE PRODUCTION AGREEMENT to host the MOUNTAIN TRAVEL SYMPOSIUM 2020 by and between Northstar Travel Media, LLC and North Tahoe Partners Group dated \_\_\_\_\_, \_\_\_\_\_

The following has been added at the request of the NTPG. It is for information purposes only and does not affect the contractual arrangements noted in the EVENT/CONFERENCE PRODUCTION AGREEMENT between MTS and the NPTG.

### MTS 2020 North Tahoe Partners Group Agreement

This Agreement ("Agreement") is made this \_\_\_\_\_ day of \_\_\_\_\_, 2018, by and between Squaw Valley Ski Holdings ("SQUAW"), The North Lake Tahoe Resort Association, LLC ("NLTRA"), The Resort at Squaw Creek ("RSC"), and the Squaw Valley Lodge ("SVL"), hereinafter known as The North Tahoe Partner Group ("NTPG") with regards to the hosting, promotion, and production of the 2020 Mountain Travel Symposium ("MTS2020").

WHEREAS the partners herein wish to host MTS2020, a one-week premiere travel and tourism industry conference, at Squaw Valley USA in North Lake Tahoe; and

WHEREAS the partners herein wish to showcase and generate product awareness of Squaw Valley USA and North Lake Tahoe, and its associated amenities, properties, and facilities to the national and international tour and travel market; and

WHEREAS all parties wish to document their respective obligations and responsibilities in regard to this Agreement;

NOW, THEREFORE, FOR good and valuable consideration, the parties mutually agree as follows:

#### **1. NLTRA AGREES:**

- 1.1 To participate in the hosting, production, and financial burden, including, but not limited to staffing, research, and costs of hosting MTS2020.
- 1.2 To co-host, as a member of the NTPG, the events and activities outlined in the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020 to which this Exhibit C is attached.
- 1.3 To pay a share equal to 50% of all related costs, as outlined in paragraph 5 of this agreement.
- 1.4 To provide staffing assistance to MTS2020 as outlined in the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020 to which this Exhibit C is attached.
- 1.5 Efforts will be made by each NTPG member to provide discounted or in-kind contribution of food & beverage, supplies, and services.
- 1.6 Participate and produce the group FAM as outlined in the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020

#### **2. RSC AGREES:**

- 2.1 To participate in the hosting, production, and financial burden, including, but not limited to staffing, research, and costs of hosting MTS2020.
- 2.2 RSC will be the designated host hotel for MTS 2020.
- 2.3 To co-host, as a member of the NTPG, the events and activities outlined in the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020 to which this Exhibit C is attached.
- 2.4 To pay a share equal to 18% of all related costs, as outlined in paragraph 6 of this agreement.
- 2.5 To provide room blocks, host facilities, lodging, meeting space, conference and dining facilities as outlined in Exhibit A of the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020 to which this Exhibit C is attached.
- 2.6 Efforts will be made by each NTPG member to provide discounted or in-kind contribution of food & beverage, supplies, and services.
- 2.7 Participate and produce the group FAM as outlined in the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020

**3. SVL AGREES:**

- 3.1 To participate in the hosting, production, and financial burden, including, but not limited to staffing, research, and costs of hosting MTS2020.
- 3.2 To co-host, as a member of the NTPG, the events and activities outlined in the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020 to which this Exhibit C is attached.
- 3.3 To pay a share equal to 7% of all related costs, as outlined in paragraph 6 of this agreement.
- 3.4 To provide room blocks as outlined in Exhibit A of the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020 to which this Exhibit C is attached.
- 3.5 Efforts will be made by each NTPG member to provide discounted or in-kind contribution of food & beverage, supplies, and services.
- 3.6 Participate and produce the group FAM as outlined in the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020

**4. SQUAW AGREES:**

- 4.1 To participate in the hosting, production, and financial burden, including, but not limited to staffing, research, and costs of hosting MTS2020.
- 4.2 To co-host, as a member of the NTPG, the events and activities outlined in the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020 to which this Exhibit C is attached.
- 4.3 To pay a share equal to 25% of all related costs, as outlined in paragraph 6 of this agreement.
- 4.4 To provide lift tickets, room blocks, host facilities, lodging, meeting space, conference and dining facilities as outlined in Exhibit A of the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020 to which this Exhibit C is attached.
- 4.5 Efforts will be made by each NTPG member to provide discounted or in-kind contribution of food & beverage, supplies, and services.
- 4.6 Participate and produce the group FAM as outlined in the EVENT/CONFERENCE PRODUCTION AGREEMENT - MOUNTAIN TRAVEL SYMPOSIUM 2020

**5. ESTIMATED COSTS:**

The parties herein understand and agree that preliminary estimates suggest the hard dollar costs associated with NTPG sponsorship to be:

- a. Travel Trade Welcome Party - Estimated cost \$52,400
- b. 2019 Farewell Party, Whistler - Contribution to MTS \$5,000
- c. Group Exchange: Including Après Ski Party, MTS Farewell Party, On-Hill Group Picnic and the Group Exchange FAM - Estimated cost \$51,050
- d. Meetings Exchange: F&B, Non-Skier Activities – Estimated cost \$4,550
- e. Additional Transportation Costs – Estimated cost \$10,000
- f. Promotions: Banners, Restaurant Guides, Etc. – Estimated cost \$3,000
- g. Promotional Items for 2019 Conference in Whistler: Estimated cost \$3,000
- h. Provisionary Fund - \$4,000

TOTAL ESTIMATED COSTS TO BE SHARED BY THE NTPG AS OUTLINED HEREIN: \$133,000

THESE COSTS DO NOT INCLUDE TRAVEL OR OTHER ASSOCIATED EXPENSES

**6. SPONSORSHIPS:**

The NTPG will actively seek outside sponsorships to help reduce the overall hard costs of each event to be sponsored.

IN WITNESS WHEREOF, the parties have duly executed this Agreement as of the date first written above.



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Tom Feiten, V.P. of Marketing & Business Development  
Squaw Valley Ski Holding

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Date

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Daphne Lange, Dir of Tourism  
North Lake Tahoe Resort Assn.

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Date

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Terra Calegari, Director of Sales & Marketing  
Resort at Squaw Creek

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Date

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Becky Moore, Dir Sales/Marketing  
Squaw Valley Lodge

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Date