

NLTRA Mission

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

Committee Members: **Chair:** Brett Williams, Agate Bay Realty | **Vice Chair:** Christine Horvath, Squaw Alpine
Eric Brandt, Destination Media Solutions | Terra Calegari, Resort at Squaw Creek
Daniel Dorr, Vail Resort | Todd Jackson, Big Blue Adventure | Judith Kline, Tahoe Luxury Properties
Becky Moore, Squaw Valley Lodge | Melissa Panico, Oliver Real Estate | Nicole Reitter, Tahoe Mountain Resort Lodging
Advisory Committee: Erin Casey, Placer County

AGENDA

TO CALL IN: (605) 475-4842 Access code: 120318

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum.
3. **Agenda Amendments and Approval**
4. **Approval of Tourism Development Meeting Minutes from May 22, 2018** Page 1
5. VisitingLakeTahoe.com presentation – Kelly Houston & Wendy Hummer
6. Draft FY 18/19 Marketing Coop Budget Review and Discussion - Daphne
7. Update on summer consumer programs - Daphne
8. 2018/19 Marketing Coop Media Plan Flow Chart Review and Discussion – Daphne
4. September Tourism Development Meeting date discussion - Daphne
9. **Action Items:**
 1. **Review and approval of The Abbi Agency 2018.19 special event specific contract – Amber** Page 4
10. Discussion of 2019 Spartan World Championships – Amber Page 27
11. Review of BACC Summer Campaigns – Summerlong Music and Peak Your Adventure – Amber Page 32

12. Departmental Verbal Reports

- Conference Sales – J. Neary
- Leisure Sales – S. Winters
- Events & Communications – A. Burke
- Website Content – S. Fallon
- Public Relations – The Abbi Agency
- Advertising – Augustine Agency

13. Standing Reports

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

14. Committee Member Comments

15. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

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TOURISM DEVELOPMENT COMMITTEE MEETING MINUTES

Tahoe City PUD

Tuesday, May 22, 2018– 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Becky Moore, Melissa Panico (called-in), Todd Jackson, Judith Kline, Daniel Dorr (called-in at 2:35pm)

RESORT ASSOCIATION STAFF: Daphne Lange, Amber Burke, Cindy Gustafson, Jason Neary, Anna Atwood

OTHERS IN ATTENDANCE: Erin Casey

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The Marketing Committee meeting was called to order at 2:14 pm and a quorum was established at 2.35 pm.

2.0 PUBLIC FORUM

No public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

M/S/C (Dorr/Kline) (6/0) to approve the agenda as presented with the one amendment of adding the budget after item 5.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM APRIL 24, 2018

M/S/C (Jackson/Kline) (6/0) to approve the meeting minutes from April 24, 2018.

5.0 ACTION ITEMS

- **A – SMARI RESEARCH PROPOSAL FOR APPROVAL - DAPHNE**

Daphne shared staff has reviewed two proposals, one from Destination Analysts and one from Smari. Staff is recommending the Smari out of the two proposals based on their expertise and capabilities. Smari also works with the state of California and with a number of high profile destinations and marketing organizations.

It's a very comprehensive research on ad effectiveness and our marketing efforts. The cost is \$24,000 for the consumer portion and that includes an in-person presentation on results and after discussion with Jason Neary, Director of Sales they are not considering the scope of work for the meetings planners. Daphne shared there will be additional funds for research next year and we can still work with Destination Analysts on visitor profiles.

Comments:

- When does the contract start? Daphne shared the contract would start in June and it would take into account the majority of our seasons, fall, winter and spring.
- Where do they get the respondents? Daphne shared they get 1,400 in each target markets of Los Angeles, New York, Austin and San Francisco and Sacramento. Survey respondents are screened to be travel decision makers who regularly take leisure trips.

M/S/C (Moore/Jackson) (6/0) to recommendation for board approval the Smari Research proposal.

• **B - 2 YEAR TOURISM DEVELOPMENT PLAN FOR APPROVAL - DAPHNE**

Daphne shared this has been a very collaborative efforts with all of our partners and thanked everyone for their input. Most of the suggestions and comments are in the draft and Daphne shared some of the changes since last month.

- Cutting the size of the document down
- Moved the competitive analysis and some research to the back of the document
- Added stars throughout indicating what is new or different
- More thorough overview of Industry Partnerships
- Focused on the Tactical Overview
- Measurements in each individual category and what they will be
- Highlighted the Strategic Objectives
- Revised the Executive Summary

Daphne shared the next steps and that this will be going to the Board for approval on May 30th.

Comments:

- One member shared maybe just share the strategy section with the board members for review and not the research.

M/S/C (Moore/Panico) (6/0) to recommend for board approval the 2 year Tourism Development Draft Plan.

6.0 BUDGET OVERVIEW – CINDY

Cindy shared she thought it was important for the committee members to see the budget and going forward she would like this committee to have more input on the budget. She also shared going forward this organization is fully focused on marketing, PR, Sales and Visitors Services. The proposed budget for 2018/19 is 3.8 million and she walked the committee through the various changes. (Marketing is up 4% over budget, Conference is up 27% and Admin is down 7% due to a reduction in admin cost).

Cindy shared that \$32K was put aside for additional opportunities. This is funds that could be used for no snow, too much snow, fire, etc.

7.0 REVIEW OF TOURISM DEVELOPMENT COMMITTEE MEETING SCHEDULE FOR 2018 – DAPHNE

Daphne asked the committee for suggestion on when to meet this summer and fall. The committee meeting usually goes dark in July and December.

Comments:

- In the interest of having the Smari presentation and time for them to prepare, maybe consider August and go dark in July. (and dark in December)
- It was recommended that we do a high level strategic session on September 11th and invite Marketing Cooperative members to attend.
- The frequency was brought up but it was recommended that we have more committee members there for that discussion or discuss it at the strategic session in September.
- Upcoming meetings: June 26th, August 28, September 11, October 30, November 27 and January 29, 2019.

Action to staff: Schedule Smari Insights meeting for August 28th and reschedule the September meeting to September 11th. (location TBD)

8.0 VISITING LAKE TAHOE WEBSITE – DAPHNE

Daphne shared that the committee brought up this topic last month and wanted further discussion on this. She stated the VisitingLakeTahoe.com site is there to buy the Lake Tahoe key word and be on the forefront. Daphne also shared the cost of \$92.5K is split between North and South Lake Tahoe and the website was just recently redone and it did see a nice spike in visitation after it was done.

Comments:

- Could we have a presentation of the results from this website?
- What conversions are we getting from the website? How many are going to South versus how many are going to North?
- The cost which is a significant amount does warrant a conversation with everyone
- Where does the e-mails captured from this site go?

Action to staff: Add this as an agenda item for June and get Wendy from EXL to do a presentation on results. Include Carol Chapman with LTVA in the meeting.

9.0 DEPARTMENTAL REPORTS – AUGUST (All Standing Reports and Departmental reports can be found at: http://www.nltra.org/meetings/meeting_minutes.php?committeeID=1)

- Conference Sales Leisure Sales – Jason Neary
- Leisure Sales – Sarah Winters – is at IPW in Denver.
- Events & Communications – Amber Burke
- Website Content – Shelley Fallon
- Public Relations – The Abbi Agency
- Advertising – Augustine Agency

Action: What are next steps for commission discussion? It was recommended that it be brought back after discussions with our lodging partners in August or September.

Action to staff: Check in with Augustine on the strategy for June Gloom that was discussed awhile back.

Action: Look into having Ralph Garrison from Destimetrics (now a consultant for Inntopia) as he is a great speaker on our Destination market.

10.0 STANDING REPORTS

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

11.0 COMMITTEE MEMBER COMMENTS

No member comments.

12.0 ADJOURNMENT

Meeting adjourned at 4:22 pm.

Submitted By:

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



MEMORANDUM

Date: June 21, 2018
TO: Tourism Development Committee
FROM: Amber Burke
RE: 2018.2019 Event Scope of Work Agreement with The Abbi Agency

Action Requested:

Review and approval of the agreement with The Abbi Agency for special event specific public relations services for the 18.19 fiscal year.

Background:

In the 17.18 fiscal year NLTRA hired The Abbi Agency to do additional public relations services for five major special events. The collaboration was extremely helpful and we were able to better serve the events and leverage them being in the region.

For the 18.19 fiscal year, staff's intention is to hire the agency for five events.

The following contact includes three – 2018 Spartan World Championships, 2018 Autumn Food & Wine Festival and 2019 Wanderlust. The NLTRA is currently in contracts for all three of these events.

Budget has been allocated to cover these services for two additional events assuming the organization decides to sponsor them in the upcoming fiscal year. Those two events are 2019 WinterWonderGrass and 2019 No Barriers Summit. An additional addendum will be presented to the Tourism Development Committee for those services in conjunction with the sponsorship contracts.

Fiscal Impact:

\$12,000 currently seeking approval

- \$4,000 – 2018 Autumn Food & Wine Festival
- \$4,000 – 2018 Spartan World Championships
- \$4,000 – Wanderlust Festival

\$8,000 seeking approval in the following months

- \$4,000 – 2019 WinterWonderGrass
- \$4,000 – 2019 No Barriers Summit

AGREEMENT TO PROVIDE PUBLIC RELATIONS SERVICES

This Agreement to Provide Public Relations Services ("Agreement") is entered into as of the date last executed below ("Effective Date") by and between THE ABBI AGENCY, a Nevada corporation (collectively, "Consultant") and North Lake Tahoe Resort Association ("Client") for the purpose of providing local event support and public relations under the following terms and conditions:

1. TERM; TERMINATION; EFFECT OF TERMINATION:

- a. The initial term of this Agreement shall be for twelve months, commencing on July 1, 2018 and continuing through June 30, 2019 (the "Initial Term"), and thereafter, shall be reviewed and amended per new term and service.
- b. Either party may terminate this Agreement at any time after the Initial Term, for any reason or no reason, by providing not less than thirty (30) days prior written notice to the other party.
- c. Upon termination, all obligations of the parties shall cease, and Consultant shall provide or return to Client any and all client materials either provided by client, or created for client hereunder.

2. OBLIGATIONS OF THE PARTIES:

- a. Obligations of Consultant. Consultant shall perform the services described in the attached Statement of Work ("SOW") which is made a part of this Agreement (the "Services") in Attachment A:
 - i. Consultant shall at all times cooperate with Client, including but not limited to the timely provision to Client of all necessary information and reports as outlined in SOW.
 - ii. Contract for Services Only. This is a contract only for services to be performed by Consultant in a workmanlike manner according to industry standards. No guarantee is made of any placement, outcome or other result of any nature.
 - iii. Services Include: Public Relations and Social Media services, inclusive.
- b. Obligations of Client.
 - i. Client shall at all times cooperate with Consultant, including but not limited to the timely provision to Consultant of all information necessary for Consultant to perform Consultant's duties hereunder. Consultant is under no obligation to perform services for which Client has not provided such information.
 - ii. In consideration of the performance of the services described in subparagraph 2.a.i., Client shall pay Consultant a net 30-day fee totaling four thousand dollars (\$4,000) per event.

- iii. Consultant shall provide Client with monthly invoices, such invoices are a courtesy to Client and are not a condition precedent to Client's payment of the aforementioned fee.
- iv. In consideration of the performance of the Services, Client shall pay Consultant in the amount, and in the manner set forth in Attachment A. Consultant shall provide Client with an invoice on the first day of the month following the completion of an event.
- v. Additional services beyond the Services shall be discussed and agreed in writing before the consultant begins billing for such work and thereafter be billed at the then current hourly rates or agreed fixed price, and will be memorialized in a separate or revised SOW.
- vi. Client shall pay Consultant for all necessary expenses incurred in performing the services detailed above, provided such expenses such as meals and incidentals have been pre-approved by Client. For expenses such as travel and lodging that Client has ability to obtain preferable rates, Consultant agrees to allow Client to arrange such expenses and pay providers directly. The Client's billing rate covers all general administrative expenses but does not include travel expenses. All consultant expenses must be approved with written verification from client.
- vii. Consultant shall bill all hard costs incurred back to the client with a twenty percent (20%) mark up for out of pocket expense management. Documentation sufficient to satisfy IRS deductibility requirements
- viii. If an invoice is not paid within thirty (30) days of receipt, a carrying charge of 1% per month, compounded monthly, shall be added to Client's outstanding balance.
- ix. In the event a monthly payment or invoice is not timely paid, Consultant may suspend all work on any or all projects until full payment is made. Client holds Consultant harmless from all liability that may arise as a result of suspension of work due to non-payment.
- x. Consultant and Client intend this Agreement to be a contract for services and each considers the products and results of the services to be rendered by Consultant hereunder (the "Materials") to be a work made for hire. Consultant acknowledges and agrees that the Materials (and all rights therein, including, without limitation, copyright and patent) belongs to and shall be the sole and exclusive property of Client.
- xi. If for any reason the Materials would not be considered a work made for hire under applicable law, Consultant does hereby sell, assign, and transfer to Client, its successors and assigns, the entire right, title and interest in and to the copyright and patent in the Materials and any registrations and applications relating thereto and any renewals and extensions thereof, and in and to all Materials based upon, derived

from, or incorporating the Materials, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity for past, present, or future infringement based on the copyrights and patents, and in and to all rights corresponding to the foregoing throughout the world.

- xii. Consultant agrees to execute all papers and to perform such other proper acts as Client may deem necessary to secure for Client or its designee the rights herein assigned
- xiii. Consultant agrees not to publish or use or cause to be used in any way any Materials, recording or media done on behalf of Client without the prior written approval of an authorized representative of Client.

3. INDEMNIFICATION

- a. Client shall defend, indemnify and hold Consultant harmless from and against any loss, damage, liability, claim, demand, action, cost and expense (including reasonable attorneys' fees and costs) (collectively "Loss") resulting from claims made against Consultant by any third party, which arise out of or in connection with (i) Client's breach of this Agreement; (ii) information or materials supplied to Consultant by Client; or (iii) any issue arising from Client's products or services.
- b. Consultant shall indemnify, defend and hold Client harmless for all Loss with respect to any third party claim or action against Client arising out of or in connection with (i) material prepared or provided by Consultant on Client's behalf to the extent it asserts a claim for infringement of trademark, copyright, piracy, or plagiarism; (ii) Consultant's failure to follow Client's express written instructions; or (iii) Consultant's breach of this Agreement.
- c. Upon the assertion of any claim or the commencement of any suit or proceeding against either party ("Indemnatee") that may give rise to liability of the other party ("Indemnitor") hereunder, the Indemnatee shall notify the Indemnitor of the existence of such claim and shall give the Indemnitor reasonable opportunity to defend and/or settle the claim at its own expense and with counsel of its own selection. The Indemnatee shall at all times have the right fully to participate in such defense at its own expense and shall not be obligated, against its consent, to participate in any settlement which it reasonably believes would have an adverse effect on its business. The Indemnatee shall make reasonably available to the Indemnitor all applicable books and records relating to the claim, and the Indemnatee agrees reasonably cooperate with Indemnitor, at Indemnitor's sole cost and expense.

4. GENERAL PROVISIONS:

- a. Representations and Warranties. Each of the parties to this Agreement makes the following representations and warranties to the other party. The persons who have executed this Agreement have been authorized to do so by the party on whose behalf the party is signing. All documents to be delivered under this Agreement will be executed by an authorized person. Each party is under no disability to enter into this Agreement and to perform all covenants contained in this Agreement. None of the warranties, representatives, or statements made by any party in this Agreement contains any untrue statements of material fact or omits a material fact necessary in order to make the statements not misleading.
- b. Binding Effect. Except as specifically provided otherwise by this Agreement, this Agreement is binding upon and shall inure to the benefit of each of the parties and their respective heirs, personal representatives, successors, including without limitation, any corporation, foundation, partnership, or individual(s) which may acquire all or substantially all of any party's assets or with or into which any party may be consolidated, merged or reorganized.
- c. Assignment. Neither party may assign or transfer any of its rights under this Agreement without the prior written consent of the other party. Any such attempted assignment or transfer is void; provided, however, that either party may assign or transfer this agreement to an entity acquiring all or substantially all of its assets or equity, or as part of any business combination.
- d. Waiver. Failure of either party at any time to require performance of any provision of this Agreement shall not limit that party's right to enforce the provision. Waiver of any breach of a provision shall not be a waiver of any succeeding breach of the provision or a waiver of the provision itself or of any other provision.
- e. Cumulative Remedies. All remedies, rights, undertakings, covenants, guarantees and agreements contained in this Agreement, or otherwise provided by law and not specifically waived herein, are cumulative and may be exercised singly or concurrently, and the exercise of anyone or more of them will not be a waiver of any other.
- f. Integration/Entire Agreement. This Agreement constitutes the entire integrated agreement among the parties hereto and supersedes and takes the place of any prior written or oral agreement(s) and all understanding(s), discussion(s) and negotiation(s), or instrument(s) purporting to be an agreement of the parties relating to the transactions contemplated herein.
- g. Survival of Covenant. Any and all covenants and agreements that this Agreement does not require to be fully performed prior to the date of Termination shall survive the date of Termination and shall be fully enforceable thereafter. Without limiting the foregoing, each party's indemnification obligations shall survive termination of this Agreement.

- h. Amendment/Waiver. The terms of this Agreement may not be modified, amended, waived, discharged, or terminated except by a written instrument signed by the party against whom enforcement of the modification, amendment, waiver, discharge, or termination is sought.
- i. Invalidity of Provisions. Nothing in this Agreement or the documents contemplated hereby, shall be construed to require the commission of any act contrary to any valid law, and wherever there may be any conflict between any provision of this Agreement, or any application thereof, and any material present or future statute, ordinance, regulation, or other rule of law contrary to which the parties have no legal right to agreement, the valid law shall prevail; but in such event any provision of this Agreement, or any application thereof, is so affected it shall be curtailed and limited only to the extent necessary to bring it within the requirements of such statute, ordinance, regulation or other rule of law, but in no event shall such illegality or invalidity affect any other part of this Agreement.
- j. Third Party Rights. This Agreement is solely for the benefit of the specifically undersigned parties. Nothing in this Agreement, express or implied, is intended to confer, nor confers, on any person, other than the parties to this Agreement, any right, remedy or benefit.
- k. Construction. The headings, captions and paragraph or section numbers at the beginning of each section and subsection are solely for the convenience of the parties and are not a part of and in no way define, limit or describe the scope or intent of this Agreement and shall not be used in construing this Agreement. All references to days shall be to calendar days, unless specifically provided otherwise. Whenever the context requires, the singular form shall include plural and vice-versa, and the neuter pronoun shall include the masculine and feminine, and vice versa. Unless otherwise indicated, all references to Sections are to the Sections of this Agreement.
- l. No Party Deemed Drafter. The parties hereto agree that all provisions of this Agreement have been negotiated and no party or agent thereof shall be deemed to be the drafter of this Agreement. In the event that this Agreement is ever construed in arbitration or in a court of law, such arbitration or court shall not construe this Agreement, or any provision, term or phrase herein, against any party or agent thereof as drafter.
- m. Further Assurances. Whenever requested to do so by the other party, each party guarantees, warrants and covenants to take whatever actions, in a timely fashion as such other party may reasonably request, including but not limited to executing, acknowledging, and delivering all further conveyances, assignments, confirmations, satisfactions, releases, powers of attorney, instruments of further assurance, approvals, consents, and all further instruments and documents as may be necessary, expedient, or proper in order to complete all conveyances, transfers, sales and assignments under this Agreement, and to do all other acts and to execute, acknowledge, and deliver all documents as requested in order to carry out the intent and purpose of this Agreement,

but in all such instances only if such document or action is reasonably necessary to carry out the terms of this Agreement.

- n. **Governing Law, Venue.** This Agreement, and each other document executed pursuant to this Agreement, is made and shall be interpreted under and governed by the laws of the State of Nevada, including without limitation, its procedural rules, applicable to agreements entered into and entirely performed within the State of Nevada, without reference to conflicts of law or the principles thereof. The parties agree that all actions and proceedings relating directly or indirectly hereto shall be litigated in the State of Nevada Federal Courts in Carson City and the parties each expressly consent to the jurisdiction of any such court and to the venue therein as well as to the convenience of the forum.
- o. **Legal Counsel.** In executing this Agreement, each of the undersigned parties warrants and represents that it has been fully advised and represented by legal counsel of its own selection, or has had ample opportunity to consult legal counsel and has voluntarily declined to do so; and is fully familiar with all of the circumstances surrounding the subject matter of this Agreement and with all of the terms of this Agreement, and in executing this Agreement, it does so relying wholly on its own judgment or the advice of counsel of its own independent selection, whether or not such counsel is a signatory below, or both, and that it has not been influenced in any manner whatsoever regarding the matters set forth in this Agreement, by any person, individual or entity, or any agent thereof.
- p. **Attorneys' Fees and Other Costs.** Each party hereto agrees that, in the event of any dispute or controversy between or among any party hereto arising out of or relating to this Agreement, or in the event a party defaults under this Agreement, then the prevailing party shall be entitled to recover all reasonable attorneys' fees and costs incurred by the prevailing party in connection with the enforcement of its rights hereunder, whether by legal action or proceeding or otherwise, and without regard to whether suit is instituted. Such attorneys' fees and costs shall not be limited to any court fee schedule, but shall rather be awarded on the basis of all fees and costs reasonably incurred in good faith.
- q. **COUNTERPARTS:** This Agreement may be executed in one or more counterparts, each of which for all purposes shall be deemed an original and all of which taken together shall constitute but one instrument.
- r. **NOTICES:** Except as specifically provided otherwise herein, any notice, document, payment, demand or communication required or permitted to be given by any provision of this Agreement shall be deemed to have been delivered and given for all purposes on the earliest to occur of:
 - i. the day delivered, if delivered personally to the party to whom the same is directed;

- ii. the date indicated upon the return receipt, or the date of refusal by the addressee to accept, if sent by United States registered or certified prepaid mail, return receipt requested;
- iii. the date received according to the tracking records of a nationally recognized overnight courier; or
- iv. the date shown on a transmission report generated by a facsimile machine reflecting the accurate transmission, if a copy of the notice is also sent by United States registered or certified prepaid mail, return receipt requested, addressed to the party to whom the same is directed at the respective address set forth below:

“Consultant”
The Abbi Agency
1385 Haskell Street
Reno, Nevada 89509

“Client”
North Lake Tahoe Resort Association
PO Box 1757
Tahoe City, California 96145

These addresses and facsimile numbers may be changed by written notice to the other party, provided that no notice of a change of address shall be effective unless given according to the terms of this Section.

IN WITNESS WHEREOF, the parties agree to be bound by the terms and conditions of this Agreement as set forth herein:

"CONSULTANT"

"CLIENT"

The Abbi Agency
1385 Haskell Street
Reno, Nevada 89509

North Lake Tahoe Resort Association
PO Box 1757
Tahoe City, California 96145

By: _____

By: _____

Ty Whitaker, COO

Daphne Lange, Tourism Director

Date: _____

Date: _____

Attachment A – Scope of Work

Public Relations and Promotions for Marquee Events

North Lake Tahoe is home to a multitude of marquee events. Well-known festivals and competitions have selected the North Shore as their venue, attracting worldwide attention in niche markets that attract our key audience personas (the Wanderlust festival attracts our wellness segment; the Spartan

Race appeals to our adventure market; the WinterWonderGrass festival appeals to the experiential family segment).

In turn, The Abbi Agency has dedicated resources to promote each of these events as part of the greater North Lake Tahoe brand story. The Abbi Agency will provide public relations, social media and content services for each event listed below, creating awareness and enthusiasm for each event in the public eye. As each event is different, the promotional objective and scope of services executed for each will vary, as defined below.

Frequency

The Abbi Agency will assist with promotion for five marquee events per Fiscal Year. This will include the following:

- Spartan World Championship (2018)
- Autumn Food & Wine Festival (2018)
- Wanderlust (2019)
- Event #4: TBD
- Event #5: TBD

NOTE: The two “TBD” events listed above will be selected based upon NLTRA contracting and sponsorships. Following event selection, SOW and deliverables will established per event as addendums.

For each event, The Abbi Agency will execute individual scopes, outlined below. In addition, The Abbi Agency will provide:

- 2-3 pre-event calls with the event team
- 1 recap of features and coverage, to be provided one month after the event.

Specific Event Tactics & Deliverables

1: Spartan World Championship (2018)

Goal & Strategy: Promote North Lake Tahoe as high-altitude training and adventure destination; inspire racers and guests to explore the North Lake Tahoe region and extend their stay.

Tactics & Deliverables

Public Relations

- Include racer stories and event feature in summer/fall NLT high altitude training pitch to endemic and local/regional outlets
- Publish event on 5-10 local/regional event listings
- Assist in arranging guest passes and accommodations for 1-2 interested media
- Provide direction with Spartan team in group FAM development, including list of potential locations and list of partner contacts (*Does not include coordination for lodging and activities)

Content

- Include racer stories, tips and features in “High Altitude Training” guide series of 2-3 blog posts
- Feature event in 1-2 newsletters

Social Media

- 1 pre-event Facebook Live or takeover around “High Altitude Training” theme
- Coordination of one influencer takeover with a highlighted racer (TBD)
- 2 pre-event social media features per channel, promoting the event and tagging/linking for more information (*could include blog content promotion)

2: Autumn Food & Wine (2018)

Goal & Strategy: Promote North Lake Tahoe as a fine food & wine destination; promote ticket sales and unique event offerings; encourage event attendees to explore the North Lake Tahoe region and extend their stay.

Tactics & Deliverables

Public Relations

- 4-5 co-management calls or as many as necessary in partnership with Northstar California
- Develop and manage 1 master media list and tracking sheet
- Develop 1 event press release, in partnership with Northstar California
- Pitch the event to local, drive market and Southern California media
- Publish event on 5-10 local/regional event listings
- Assistance in arranging guest passes and accommodations for 4-6 interested media, in partnership with Northstar California
- 1 staff member for 1 day of on-site event support (*Event or NLTRA to provide ticket to event)

Content

- Refresh dedicated blog post, featuring unique experiences of event
- Include in 1-2 newsletters

Social Media

- 2 pre-event social media features per channel, promoting the event and tagging/linking for more information (could include blog content promotion)
- 2 Flash Ticket Giveaways (on Facebook and Instagram newsfeeds)
- 1 Real-time pre-event promotion (either Facebook Live or Instagram Story)

3: Wanderlust (2019)

Goal & Strategy: Leverage event to promote North Lake Tahoe as a wellness destination; promote lesser-known add-ons for event; encourage event attendees to explore the North Lake Tahoe region and extend their stay.

Tactics & Deliverables

Public Relations

- Include Wanderlust in all North Lake Tahoe wellness pitches, year-round
- Local, regional and direct flight market pitching around event ticket sale and/or lineup announcement
- Assist in arranging guest passes and accommodations for 2-3 interested media
- 1 staff member for 1 day of on-site event support (*Event or NLTRA to provide ticket to event)

Content

- Refresh Wanderlust post from previous year
- Include Wanderlust in 2-3 relevant blog and “trip ideas” posts
- Feature event in 1-2 newsletters

Social Media

- 1 pre-event enter-to-win giveaway
- 2 pre-event social media features per channel, promoting the event and tagging/linking for more information (could include blog content promotion)
- Coordination of one influencer takeover with featured performer or yoga instructor (TBD)
- Real-time Instagram story posting from event

Total Fiscal Budget: \$12,000

- This covers the three events listed above at \$4,000/event. Once the two remaining TBD events are confirmed an additional amendment will be included to this contract with additional costs.

Payment Schedule

Invoices are sent on the 1st of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

All prices may vary +/- 10%. Any deviation from the original project Scope as described in the overview in the document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in prices changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.

Potential Additional Costs

- Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client’s approval.
- NLTRA to cover any hard costs requested by journalists



North Lake Tahoe + Wanderlust Squaw Valley May - July 2017

Recap of Efforts: Public Relations, Social Media, Content

Strategy & Approach: The Abbi Agency worked with Wanderlust Squaw Valley to provide features of the event through public relations, social media, and digital content. All outreach and efforts positioned the event within North Lake Tahoe's key theme of wellness, and The Abbi Agency worked closely with Wanderlust's team to provide PR support.

Media Relations

Total Placements: 7

Total Publicity Value: \$54,306

Media Placements

East Bay Times: 05.18.2017: [Summer events at Lake Tahoe 2017](#)

Ad Value: \$4,213; Est. Impressions: 455,529

Mercury News: 05.18.2017: [Summer events at Lake Tahoe 2017](#)

Ad Value: \$44,550; Est. Impressions: 4,816,235

OC Register, Coast Magazine: 05.25.2017: [Coast's Summer Fun Guide](#)

Ad Value: \$2,110; Est. Impressions: 228,194

Reno.com: 05.26.2017: [The ultimate guide to Tahoe summer festivals](#)

Ad Value: \$52 ; Est. Impressions: 5645

7x7.com: 07.04.2017: [50 Things to Do in Tahoe This Summer](#)

Ad Value: \$1,670; Est. Impressions: 180,582

NBC Bay Area Blog: 07.17.2017: [Wanderlust Squaw Valley: Yoga, Music, Peace](#)

Ad Value: \$41; Est. Impressions: 4469

7x7.com: 07.20.2017: [Say 'om' at the biggest yoga event of the year + more weekend wellness](#)

Ad Value: \$1,670; Est. Impressions: 180,582

Media Visits

Janet Fullwood: California Meetings & Conventions, Smart Meetings

Note: Placement(s) are pending

Social Media

Total Number of Posts: 12 original

Total Impressions: 105,000+

Total Social Media Engagements: 3,500+

Social Media Posts

Facebook

[Giveaway](#), 06.25.2017

Engagement: 934

Reach: 30,645

[Event Highlight](#), 07.08.2017

Engagement: 19

Reach: 2,900

[Tahoe Weekly Article](#), 07.20.2017

Engagement: 37

Reach: 3,150

[Facebook Live](#), 07.22.2017

Views: 1,658

Engagement: 30

Reach: 5,281

Instagram

[Yoga Day](#), 06.21.2017

Impressions: 15,300

Reach: 12,300

Likes: 759

Comments: 14

Saves: 4

[Giveaway](#), 06.22.2017

Impressions: 24,600

Reach: 18,700

Likes: 515

Comments: 250

Saves: 4

[Real-time Event Feature](#), 07.23.2017

Impressions: 19,800

Reach: 15,000

Likes: 1,024

Comments: 3

Saves: 4

Twitter

[Event Feature](#), 05.20.2017

Likes: 15

Retweets: 4

Impressions: 1,630

[Giveaway](#), 06.26.2017

Likes: 3

Impressions: 1,036

[Wanderlust is Almost Here](#), 07.08.2017

Likes: 7

Retweets: 3

Impressions: 1,207

[Tahoe Weekly Article](#), 07.20.2017

Likes: 1

Impressions: 942

[Different Perspective](#), 07.22.2017

Likes: 3

Retweets: 1

Impressions: 1,230

Content Features

Number of Blog Features: 2

Number of Newsletter Features: 1

Content Features

Blog Post: [7 Reasons to Explore Wellness in North Lake Tahoe](#)

Post Views: 563

Social Shares: 207

Blog Post: [North Lake Tahoe Summer Festival Guide](#)

Blog Views: 2,307

Social Shares: 367

Newsletter Feature: 07.28.2017: Time to hit RESET and plan a wellness getaway in North Lake Tahoe

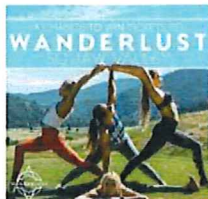
Email Views: 3,641

Wanderlust Click-throughs: 60



Wanderlust at Squaw Valley

Deeply immerse yourself in wellness at the 9th annual [Wanderlust Squaw Valley](#) festival, July 20-23. Experience a diverse selection of yoga and meditation workshops, incredible live music, guided outdoor adventures, mind-expanding lectures and farm-to-table dining. Wanderlust Squaw Valley is a self-guided weekend of internal discovery that will leave a lasting impression well after it's over. Plan your trip and purchase tickets now.



Enter to Win Tickets to Wanderlust

North Lake Tahoe is a proud partner of Wanderlust Squaw Valley and we are giving away a set of two tickets to the festival. Entries will be accepted until July 12.

[Enter Here](#)

5. Four days of exquisitely curated wellness at Wanderlust Squaw Valley



Photo Credit: Wanderlust Festival

Wanderlust has become synonymous with wellness around the world and it all started in North Lake Tahoe nine years ago. This four-day yoga and wellness festival takes place in both the Village and at High Camp of Squaw Valley. From July 20-23, participants will navigate several days of workshops led by globally recognized yoga and meditation instructors. They'll also savor in thought-provoking lecture series, sustainable farm-to-table dining and live music from acts like Quixotic and Little Dragon. With a goal of helping people discover their true north, Wanderlust Squaw Valley gives health-conscious yogis of all ability levels a



North Lake Tahoe + Autumn Food & Wine July - September 2017

Recap of Efforts: Public Relations, Social Media, Content

Strategy & Approach: The Abbi Agency worked with Northstar California and the North Lake Tahoe Resorts Association (NLTRA) to promote Autumn Food & Wine through public relations, social media and digital content efforts.

Media Relations

Overview: The Abbi Agency worked hands-on with the Northstar California team to pitch Autumn Food & Wine to local, regional and national publications, coordinate FAMs, and manage media on-site during the event.

Total Placements: 18

Total Publicity Value: \$23,877

Media Placements

NBC Bay Area - Blog: 8.17.2017: [Lake Tahoe Autumn Food and Wine Festival](#)
Ad Value: \$28; Est. Reach: 2,947

Lake Tahoe News: 8.31.2017: [3-day Food Extravaganza at Northstar](#)
Ad Value: \$72; Est. Reach: 7,829

Monterey County Weekly: 8.31.2017: [Edible: A report card](#)
Ad Value: 1,970; Est. Reach: 213,062

NBC Los Angeles: 9.1.2017: [Lake Tahoe Autumn Food and Wine Festival](#)
Ad Value: \$6,583; Est. Reach: 711,718

Forbes Travel Guide Blog: 9.1.2017: [Where To Travel In September](#)
Ad Value: \$239; Est. Reach: 25,866

The Register-Guard: 9.2.2017: [Tahoe's secret side](#)
Ad Value: \$541; Est. Reach: 58,521

Haute Living: 9.6.2017: [Quick Hits: This Weekend's Not To Be Missed Culinary Events](#)
Ad Value: \$584; Est. Reach: 63,093

The Tahoe Weekly: 9.6.2017: [Battle of the Chefs at Autumn Food & Wine](#)
Ad Value: \$77; Est. Reach: 8,314

RecentNews: 9.6.2017: [32 years of culinary excellence in Tahoe – California News](#)

Ad Value: \$6; Est. Reach: 687

KCRA.com: 9.7.2017: [What you need to know for Sept. 8, 2017](#)

Ad Value: \$3371; Est. Reach: 364,449

RecentNews: 9.16.2017: [Food, Wine and Nature](#)

Ad Value: \$6; Est. Reach: 687

The Tahoe Weekly: 9.18.2017: [Burns retains title at Autumn Food & Wine | Grand Tasting winners](#)

Ad Value: \$77; Est. Reach: 8,314

Wine Country: [32nd Annual Lake Tahoe Autumn Food & Wine Festival](#)

Ad Value: \$6,012 ; Est. Reach: 650,000

Tahoe Quarterly: [Lake Tahoe Autumn Food & Wine Festival](#)

Ad Value: \$139 ; Est. Reach: 15,000

Note: Should reflect in fall print edition

Tahoe Daily Tribune: [Autumn Food & Wine Festival Returns to Northstar](#)

Ad Value: \$1175 ; Est. Reach: 127,062

Sierra Sun: [Food, Wine and Nature](#)

Ad Value: \$999 ; Est. Reach: 108,074

Sierra Sun: [32 Years of Culinary Excellence](#)

Ad Value: \$999 ; Est. Reach: 108,074

Sierra Sun: [Your Tahoe Weekend: Music, craft workshops and outdoor adventure around this weekend](#)

Ad Value: \$999 ; Est. Reach: 108,074

Media Visits

Total Media Visits: 12

Debbie McCarthy: Bliss Babe

Note: Covered on Social Media

Natasha Bourlin: Freelance (Trip Advisor + Viator)

Note: Placement(s) are pending

Elizabeth Zach: Sacramento Magazine

Note: Placement(s) are pending

Nicholas Boer: Diablo

Note: Placement(s) are pending

Cornelius Geary: Drink Me Mag

Note: Placement(s) are pending

Sue Rock: Tahoe Quarterly

Note: Placed in print fall edition

Christina Nelleman: Edible Reno-Tahoe

Note: Placement(s) are pending

Katherine Hill: Tahoe Weekly

Note: Published one of two stories, listed above

Priya Hunter: Tahoe Weekly

Note: Published one of two stories, listed above

Cassandra Walker: Sierra Sun

Note: Published one of two stories, listed above

Emily Kaiser: Sierra Sun

Note: Published digital content for Sierra Sun

Mark Anderson: Monterey County Weekly/SF Chron

Note: Placement(s) are pending

Social Media

Total Number of Posts: 14 original

Total Reach: 142,856

Total Social Media Engagements: 3,191

Social Media Posts

Facebook

[Facebook Live](#), 8.24

Impressions: 11,802

Reach: 7,791

Views: 3,193
Engagement: 141

Facebook Posts:

6 posts were shared on the North Lake Tahoe Facebook page to promote Autumn Food & Wine between 8.10 and 9.15:

- 8.10: [Leads Campaign Promotion](#)
- 8.15: [Northstar California Event Post](#)
- 8.16: [Blog Post Promotion](#)
- 8.30: [50,000 Followers Promo](#)
- 9.6: [Blazing Pans Promotion](#)
- 9.15: [Event Recap Post](#)

Instagram Post Performance:

Reach: 27,550
Impressions: 26,227
Engagement: 369
Shares: 26

Facebook Leads Campaign:

Leads: 246
Impressions: 24,652
Engagement: 511
Shares: 13
Link Clicks: 379

Instagram

2 posts were shared on the North Lake Tahoe Instagram page to promote Autumn Food & Wine between 8.10 and 8.30:

- 8.10: [Ticket Giveaway](#)
- 8.30: [50,000 Followers Ticket Giveaway](#)

Instagram Performance:

Impressions: 56,456
Likes: 1,235
Comments: 445

Twitter

7 posts were shared on the North Lake Tahoe Twitter account to promote Autumn Food & Wine between 8.24 and 9.15:

- 8.15: [Tasty Food](#)
- 8.26: [Ticket Promotion](#)



- 8.31: [50,000 Followers Promotion](#)
- 9.6: [Blog Promotion](#)
- 9.7: [7x7 Feature](#)
- 9.9: [Sierra Sun Feature](#)
- 9.15: [Flashback Recap](#)

Twitter Performance:
Impressions: 22,396
Engagement: 490
Retweets: 32

Content Features

Number of Blog Features: 2

Number of Newsletter Features: 1

Content Features

Blog Post: [The 32nd Lake Tahoe Autumn Food and Wine Festival](#)

Post Views: 405
Social Shares: 141

Blog Post: [8 Things to do in North Lake Tahoe Before Summer Ends](#)

Featured under "Give Your Senses A Taste For Fall"

Blog Views: 3,431
Social Shares: 2,340

Newsletter Feature: 08.25.2017, Meet Chef Douglas Dale (Luminary and AF+W Feature)

Email Views (Opens): 3,535
Autumn Food & Wine Click-throughs: 37

Seasonal and Sustainable Dining in North Tahoe



32nd Lake Tahoe Autumn Food and Wine Festival: Sept. 8 - 10, 2017

Don't miss this year's Lake Tahoe Autumn Food and Wine Festival held in the outdoor splendor of Northstar California Resort, September 8 - 10. As a destination culinary experience, the Lake Tahoe Autumn Food and Wine Festival combines premier local cuisine, renowned chefs and live cooking demonstrations in a full-sensory dining experience.

More than twenty culinary events showcase immersive ways to experience fine food, wine, art and the natural landscape of North Lake Tahoe. Festival highlights include a vertical mountainside wine tasting at 7,870 feet; a progressive picnic through the Lake Tahoe National Forest; a workshop in mixology; and the Grand Tasting & Culinary Competition where top chefs battle for best marriage of food and beverage.

Tickets are available for the three-day event and also for individual seminars. Hurry, though, because many seminars will sell out in advance!

[Buy Tickets](#)



North Lake Tahoe + Spartan Race World Championship August - October 2017

Recap of Efforts: Public Relations, Social Media, Content

Strategy & Approach: The Abbi Agency worked to promote Spartan Race World Championship using a three-pronged approach, focusing heavily on content and social media:

1. Use the Spartan Race messaging to promote the message of North Lake Tahoe as a high altitude training destination
2. Promote the World Championship event prestige, and North Lake Tahoe's status to host this high-caliber event
3. Introduce athletes and other Spartan Race World Championship event visitors to other aspects of North Lake Tahoe as a destination

Social Media

Total Number of Posts: 10 original

Total Impressions: 113,685

Total Social Media Engagements: 1,435

Social Media Posts

Facebook

[Facebook Live](#), 9/30

Reach: 5,948

Views: 2,302

Engagement: 71

Facebook Posts:

5 posts were shared on the North Lake Tahoe Facebook page to promote Spartan Race between 8/23 and 9/27:

- 9/27: [Re-Sharing Spartan Race's Post](#)
- 9/18: [North Lake Tahoe Spartan Itinerary](#)
- 9/17: [Spartan Race Photo Album](#)
- 9/9: [High Altitude Training](#)
- 8/23: [Spartan Website Plug](#)

Facebook Leads Campaign:

Leads: 246

Impressions: 24,652

Engagement: 511

Shares: 13

Link Clicks: 379

Instagram

2 posts were shared on the North Lake Tahoe Instagram account to promote Spartan Race, as well as real-time Instagram stories during the event.

- 9/11: [High Altitude Training](#)
- 9/15: [Spartan Race Promotion](#)

Reach: 27,583

Impressions: 35,697

Engagement: 973

Instagram Story

Number of Story Posts: 7

Total Impressions: 28,861

Twitter

4 posts were shared on the North Lake Tahoe Twitter account to promote Spartan Race between 8.24 and 9.15:

- 8/22 - [Website Plug](#)
- 9/20 - [Race Itinerary](#)
- 9/26 - [Pre Race Day Promotion](#)
- 9/30 - [Race Day Check In](#)

Twitter Performance:

Impressions: 19,129

Engagement: 207

Link Clicks: 94

Content Features

Number of Blog Features: 2

Number of Newsletter Features: 1

Content Features

Blog Post: [A Spartan Athlete's Itinerary For North Lake Tahoe](#)

Post Views: 929

Social Shares: 593

Blog Post: [Top 7 High Altitude Training Locations In North Lake Tahoe](#)

Blog Views: 216

Social Shares: 36

A SPARTAN ATHLETE'S ITINERARY FOR NORTH LAKE TAHOE

It's almost race day in Lake Tahoe for the 10,000 athletes competing in the 2017 Spartan World Championships at Squaw Valley on September 30. For those of you preparing for the most important obstacle race of the year, plan out the rest of your trip your trip to make the most of your time here.

How you spend your days both pre and post race will help you perform at your peak, recover smartly, and experience the best that North Lake Tahoe has to offer. You are after all, competing in one of the world's most beautiful destinations.

Get the insider's scoop with our official Spartan Athlete's itinerary so you end your time in North Lake Tahoe feeling accomplished, rested and well-traveled (with maybe a few new scratches, bruises and souvenirs).



Photo Credit: Squaw Valley

Newsletter Feature: 09.27.2017: Meet the next North Lake Tahoe Local Luminaries, Adrian and Emily
Email Views: 3.5k
Spartan Race Click-throughs: 3

Media Relations

Total Placements: 3

Total Publicity Value: \$2,051.18

Media Placements

RGJ: 09.27.17 : [Thrill of competition keeps Huxhold thriving](#)

Ad Value: \$1,713; Est. Impressions: 185,083


Sierra Sun: 09.25.2017: [Thousands to descend upon Squaw Valley for Spartan Race World Championship](#)

Ad Value: \$169.09; Est. Impressions: 18,280

Sierra Sun: 09.29.2017: [The Reebok Spartan Race World Championship returns to Squaw Valley this weekend](#)

Ad Value: \$169.09; Est. Impressions: 18,280

High-Altitude Training and Athletic Events



Reebok Spartan Race World Championship Weekend, Sep 30 - Oct 1

For the third consecutive year, outdoor racing's preeminent championship event takes place at the internationally renowned mountain destination of Squaw Valley in North Lake Tahoe. Over 10,000 of the world's greatest athletes will compete at the 2017 Reebok Spartan Race World Championship Weekend to win \$100,000 in cash and prizes and claim the title of Spartan Race World Champion. Starting at 8,200+ elevation, the triathlon will traverse through 30,500+ elevation over the course of 12-26+ miles and 3,000+ in elevation gain. Races for all types of athletes and families will test strength, endurance, and resolve. Spectators are welcome and last minute sign-ups are available for first time and experienced Spartans.

[Learn More](#)



MEMORANDUM

Date: June 21, 2018
TO: Tourism Development Committee
FROM: Amber Burke
RE: 2019 Spartan World Championships Sponsorship Discussion

Action Requested:

Initial discussion of a 2019 Spartan World Championships sponsorship. Review 2017 event results and receive an update on Squaw Valley's status with the event. No motion is being requested at this time.

Background:

In the 2018 Spartan World Championship sponsorship contract, North Lake Tahoe is guaranteed and exclusive right of first refusal regarding sponsorship for the 2019 event. Spartan will provide the NLTRA a 2018 event recap by October 16, 2018 and the NLTRA must make a decision regarding renewal by November 16, 2018.

To comply with the contractual timelines, the Tourism Development Committee would need to approve a 2019 sponsorship no later than the October 2018 meeting to allow time for it to be approved by the Board of Directors at the November 2018 meeting.

Spartan representative, Cherie Bortnick, Director of Business Development, Destinations, has offered to come to attend the September 25th Tourism Development meeting to discuss the event.

Fiscal Impact:

World Championship Sponsorship - \$250,000

**Agreement for Sponsorship and Advertising
Spartan Race 2018 World Championship**

This Agreement for Sponsorship and Advertising ("Agreement") is dated this 22nd Day of December, 2017 ("Effective Date"), and is by and between **Spartan Race, Inc.**, a Delaware corporation with a principal business address of 234 Congress street, 5th Fl., Boston, MA 02110 ("Spartan") and **North Lake Tahoe Resort Association, Inc.** with a principal business address of 100 North Lake Blvd, Tahoe City, CA 96145 ("NLTRA" or "Sponsor"). (Spartan and NLTRA are each a "Party" and together, the "Parties").

Spartan organizes an annual series ("Season") of timed obstacle course races for adults known as the "Sprint", "Super" or "Beast" (each a "Race"), each featuring a variety of exhibitions, displays and related marketing and promotional elements. A "Season" shall commence with the first Race of a calendar year and conclude on the last Race of that calendar year. Through this Agreement, the Parties desire to establish a sponsorship and advertising relationship in connection with the Race hosted at **1960 Squaw Valley Rd, Olympic Valley, CA 96146 on September 29 & 30, 2018** which shall be advertised as the **Spartan World Championship**. The Parties also agree to the terms and conditions contained herein in connection with the 2019 Race of the same nature and of similar dates and location (each of the 2018 and 2019 events, an "Event"). Furthermore, Spartan is in partnership with the National Broadcasting Company and its affiliated networks ("NBC") in connection with exhibiting the Race (each such exhibition, a "Program").

The Parties therefore agree as follows:

1. **Term.** The term of this Agreement shall begin on the Effective Date and expire on December 31, 2018, unless terminated earlier as provided herein (the "Term").
2. **Right of First Refusal.** Spartan hereby grants to NLTRA an exclusive right of first refusal regarding sponsorship of the 2019 Event:
 - a. Spartan shall provide NLTRA with a 2018 Event recap and 2019 Event sponsorship proposal by October 16, 2018. NLTRA shall, in good faith, entertain such sponsorship proposals from Spartan. Should NLTRA and Spartan agree to any such renewal of the sponsorship relationship, such renewal proposal shall be accepted by NLTRA by November 16, 2018. Should NLTRA and Spartan agree to any renewal, the parties shall enter into a new sponsorship agreement with terms substantially similar to this Agreement, and with terms that are no less favorable to Spartan or NLTRA as those provided herein, provided that the parties may reallocate or repurpose the benefits to allow for increased Spartan and/or NLTRA exposure.
 - b. The parties hereby agree:
 - i. that Spartan has the right, but not the obligation, to host the 2019 World Championship Event in North Lake Tahoe, CA;
 - ii. to act in good faith with respect to the application of the foregoing right of first refusal; and

2018 Spartan World Championships

Contract Summary

Duration & Timing

- 1-Year Contract (September 2018 Event)
- Event Date: September 29 & 30, 2018
- Location: Squaw Valley

Cash Sponsorship

- \$250,000 (Payment – 100% July 2018)
 - 48% of annual NLTRA event sponsorship budget (at current level of \$524,000)

Marketing Motion

M/S/C (Brandt/Sprague) (6/0-2 Casey and Jackson abstained) approve the contract for \$250,000 based on the previous discussions on the Marketing Reserve, without the EMT services.

Key Sponsorship Terms

- NLTRA to receive
 - Designation as host of the “Spartan Race World Championship”
 - Email marketing to entire Spartan database, social media posts, website and collateral
 - Online/Social Media Promotion
 - Inclusion in event course map, social media promotion (at least):
 - 5 destination specific posts
 - 10 likes
 - 10 shares
 - 10 re-tweets
 - 10 reposts
 - At least one (1) event-related email blast
 - TV Promotion – NBC/NBC Sports
 - One (1) 15-second spot during original broadcast of five (5) US Championship Race broadcasts (Dates & Locations TBD)
 - NBC typically reruns each broadcast 5-7 times and commercials will be included in rerun
 - Two (2) 15-second spots during event broadcast (Christmas Day 2018)
 - NBC typically reruns each broadcast 5-7 times and commercials will be included in rerun
 - One (1) 30-second organic segment highlighting destination during event broadcast
 - Live Stream Promotion
 - Pre-Show “brought to you by”
 - Race Clock logo/destination integration
 - On-Site Promotion
 - Inclusion in step and repeat media wall
 - 20’x20’ booth space
 - Four (4) to eight (8) barrier jackets onsite
 - Thirty (30) race entries

Additional Information

- Our 2017 contract states:

This sponsorship agreement shall remain in effect through the 2017 Event until December 31, 2017 (the “Term”), with a first right of refusal to extend the sponsorship annually in 2018, 2019, and 2020. The NLTRA agrees in good faith to entertain sponsorship proposals from Spartan within 30 days of completion of the 2017 event. First right of acceptance/refusal to be exercised by Spartan/NLTRA and accepted within 30 days following such exercise. Should the NLTRA and Spartan agree to any renewal, the parties shall enter into a new Sponsorship Agreement on substantially similar terms as this Agreement that are no less favorable to Spartan or NLTRA as those provided

herein, provided that the parties may reallocate or repurpose the benefits to allow for increased Spartan and/or NLTRA exposure.

- Spartan would like to announce the 2018 schedule of events, which includes the World Championship location no later than November 1, 2017. They are also holding off on entering into an agreement with Squaw Valley until we give them at a minimum, a verbal agreement.

2017 Event Recap

Squaw Valley, September 30 & October 1, 2017

Funded: \$250,000

Participant ROI

Attendance:	10,656 racers (does not include staff, VIP, media, etc.)
Out of Town Participants:	8,625 (racers that came from 200+ miles away)
Average Night Stay:	2.2

Average Economic Impact:	\$2,279,711
ROI:	9:1

Spartan Organization Economic Impact

Staff/VIP Lodging:	\$232,516
Staff/VIP Hospitality/Meals:	\$72,000
Hired Services:	\$9,000
Rentals:	\$114,000
Build Supplies:	\$33,000
TOTAL Organizational Spend:	\$460,516

Results

- Over 1.5M views tuned into the Live Stream
- Earned Media Metrics: 100 total placements, 6.8M media impressions, 3.5M social impressions
- Organic Social: 4,373 avg. social engagement/post, 89,287 avg. social reach/post, 7,875 avg. social video views/post
 - Shared NLT posts/blogs/luminaries videos throughout months leading up to event
- Racers by Location/Zip Code
 - California: 7,524
 - Bay Area: 4,653
 - Southern California: 1,710
 - Texas: 173
 - Dallas: 62
 - San Antonio/Austin: 55
 - Houston: 40
 - Washington: 155
 - Oregon: 89
 - Tristate Region (NYC): 148
 - Atlanta: 21
- Survey Results:
 - 68% said they'd do this Spartan Race again
 - 54% said they were extremely likely to return to North Lake Tahoe
 - 31% said they were likely to return to North Lake Tahoe

Growth Prospects

- The event will always be limited by course capacity
- Room for growth on Sunday of event weekend
 - Considering a Sprint distance
- Spartan is focusing on expanding their international markets which would feed into the World Championship event

- 2017 International team component went well and they hope to expand on this

Spartan Comments

- Would like to know NLTRA's level of interest on a multi-year agreement through 2020. Since the World Championships is the culmination of the series, they use it to set schedules for other races. They also need to know the WC location at the start of each season to begin promotion.
- If NLTRA is not interested in continuing with the World Championships, a North American Championships is an option.
 - Timing would be similar (late September)
 - Looking for a \$200,000 sponsorship
 - Would have similar racer numbers
 - Less media coverage
 - Smaller VIP experience



MEMORANDUM

Date: June 21, 2018
TO: Tourism Development Committee
FROM: Amber Burke
RE: 2018 Summerlong Music and Peak Your Adventure Campaign Reviews

Action Requested:

Informational. Staff will review two BACC campaigns being implemented this summer – North Lake Tahoe Summerlong Music and Peak Your Adventure.

Background:

The BACC has approved and implemented two summer in-market marketing campaigns.

NLT Summerlong Music highlights the wide variety of musical offerings in the region with the goal of introducing in-market visitors to free weekly shows and larger-scale music festivals while highlighting the unique venues the region has to offer.

2018 will be the fifth iteration of the evolving Peak Your Adventure campaign. The goal is the “peak” in-market visitors’ interest in summertime mountain activities and encouraging them to experience NLT’s mountain resorts during their summertime trips. The intention is to inspire regionwide exploration during their stay.

For both campaigns a toolkit has been created with the goal of delivering information and easy-to-use messaging to all NLT partners to expand campaign reach and engagement.

Fiscal Impact:

NLT Summerlong Music – \$20,300

Peak Your Adventure - \$20,000

- These funds were originally budgeted in the 17.18 fiscal budget. The BACC approved the plan and the campaigns are now being implemented.

Client and/or Project Name: BACC, Summer Music 2018 Campaign
Completed by: Allegra Demerjian, Account Manager, The Abbi Agency
Point of Contact: Allegra Demerjian, Account Manager, The Abbi Agency
Project Dates/Timeline: May 2018 – October 2018

Goal

The North Lake Tahoe Music campaign goal is to introduce in-market visitors to North Lake Tahoe's program of summerlong music, both free weekly shows and larger-scale music festivals.

Description

The Abbi Agency recommends that North Lake Tahoe Music marketing efforts focus on the experience of music events. While many destinations offer music to visitors, the views and variety of venues in Tahoe are unparalleled, making the music experience extremely special to experience.

Target Audience

The campaign target audience is in-market visitors to North Lake Tahoe during the summer. An emphasis will be put on *families* and *outdoor enthusiasts*.

Strategies

In order to ensure the program has sufficient distribution and awareness, the agency will work to pursue the following strategies:

1. Harness experiential video content to immerse in-market visitors in the venues and activities around North Lake Tahoe musical events
2. Develop cohesive messaging and toolkits to leverage each individual event and fold them into the overarching North Lake Tahoe Music brand
3. Use social media posting, engagement tactics, video content and targeted ads to create and promote engagement among in-market visitors
4. Target in-market audiences with collateral and digital targeting to encourage event participation

Tactics

Harness Experiential Video Content

- Execute a series of four (4) Facebook Live broadcasts from the North Lake Tahoe Music program of events, using 360-degree technology to immerse viewers in events

- o Facebook Lives will then be advertised to in-market visitors, exposing them to the magic of North Lake Tahoe Music events

- Pull mini-moments out of previously-developed North Lake Tahoe Music video content for ongoing posts to the North Lake Tahoe Facebook, Twitter and Instagram channels
- Distribute and collaborate with partners for easy amplification of messaging

Develop cohesive messaging and toolkits

- Create an overview of cohesive North Lake Tahoe Music messages, social media channels and other assets for individual North Lake Tahoe Music events to share to their social and communications channels
- Create graphics for North Lake Tahoe Music partners to use via social media and email marketing promotion
- Compile all assets into a toolkit and distribute among North Lake Tahoe partners and businesses
- Develop a cohesive hashtag and potential messages for use by individual event producers

Social Media Promotion

- Feature North Lake Tahoe Music content at least 2x/month across all North Lake Tahoe channels (Facebook, Instagram, Twitter)
- Use “guess that view” giveaways to drive awareness and engagement around North Lake Tahoe Music events and venues
- Develop Canvas Ad for immersive social media engagement around events, targeted to in-market visitors

Target In-market Audiences

- Develop an eye-catching and informative rack card, to be distributed to lodging partners, targeting in-market visitors. Rack card will include pertinent event information, like music event days and times, and will be developed for distribution both in-market and out of market
- Digitally target all posts, ads and content to visitors currently in-market during summer

Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 400,000); campaign audiences
 - a. YoY Comparison - 2017 impressions: 360,000 on ads
2. **Engagement:** Number of engagements/entries to “guess that view” giveaways (goal: 300 total); Number of total engagements with posts (goal: 3000)

a. YoY Comparison - 2017 giveaway entries: 250; 2017 engagements: 2800

Campaign updates will be provided at the end of each month during campaign flight, and a full recap will be provided at the end of the campaign.

Campaign Timing

May	<ul style="list-style-type: none"> • Develop campaign messaging and toolkit • Ed cal for giveaways, Facebook Lives and other features • Develop canvas ad and video snippets • Develop rack card and distribute among North Lake Tahoe lodging properties and businesses
June	<ul style="list-style-type: none"> • Begin social media posting with giveaways, Facebook Lives and other features • Launch toolkit and campaign • Push canvas ad live to targeted audiences
July	<ul style="list-style-type: none"> • Continue social media posting with giveaways, Facebook Lives and other features • Continue Canvas Ad • Provide recap of June performance
August	<ul style="list-style-type: none"> • Continue social media posting with giveaways, Facebook Lives and other features • Continue canvas ad • Provide recap of July performance
September	<ul style="list-style-type: none"> • Wrap up all efforts • Provide recap of August and full campaign

Campaign Budget

Project	Description	Cost
Social Media Management	Posting of social, management of social toolkit, social ad management, giveaway coordination and management, Facebook Live broadcasts	\$5,000
Creative Development	Development of canvas ad and clipping videos into mini-features; Development of Rack Card	\$2,200
Media Hard Costs	Ad Costs for Facebook ads, boosting, etc.	\$3,300
Rack Card Printing Hard Costs	Cost of printing 5,000 rack cards	\$500 (<i>estimate – official cost TBD</i>)
Project Management	Client communication, meeting, planning, reporting, management of all assets	\$3,000
TOTAL COST		\$14,000

Campaign Approvals

Please sign below to indicate that the North Lake Tahoe Music campaign is approved per the above plans, timeline and budget.

Amber Burke

[Amber Burke, Communications and Events, NLTRA] *5/16/18*
[Sign/Date]

Patrick Ty Whitaker

[Ty Whitaker, CEO, The Abbi Agency] 5/17/2018
[Sign/Date]



north lake tahoe

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SUMMERLONG MUSIC SERIES

Partner Promotion Toolkit

THE OVERVIEW



north lake tahoe
Chamber | CVB | Resort Association

NORTH LAKE TAHOE'S SUMMERLONG MUSIC

All summer long, throughout North Lake Tahoe, visitors and locals can combine incredible views and recreation with a series of ongoing music events at breathtaking, al fresco venues.

Events run from June - September, and vary from free music on the beach to world-class music festivals. Find out more on the next page, or visit <http://gotahoenorth.com/music>

Posting Requests

Tags & Hashtags:

- #TahoeNorthMusic
- #TahoeNorth
- [Facebook](#): @LakeTahoeNorth
- [Instagram](#) & [Twitter](#): @TahoeNorth

Key Message Points:

- North Lake Tahoe hosts a series of summer music events across a wide range of genres and venues.
- Events are both free and ticketed and feature local talent and big-name artists.

OVERVIEW OF EVENTS



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Free Weekly Events

The Village at Squaw Valley Bluesdays

Tuesdays at 12 - 8:30 pm. June 12 - Sept 4

Squaw Valley Alpine Meadows is hosting free Bluesdays Tuesdays from June through September! [Find out more here.](#)

Music on the Beach at Kings Beach

Fridays at 6 - 8:30 pm, June 29 - Aug 31 (Excluding Aug 10)

Free Friday concert series at Kings Beach State Recreation Area on the beautiful shores of North Lake Tahoe. [Find out more here.](#)

Live Music on The Weekends at Village Stage, Northstar California

Saturday and Sunday 3-6pm, June 30 - Sept 1

Unwind after a day around Lake Tahoe with great live music and DJs following every weekend at The Village at Northstar. [Find out more here.](#)

Concerts at Commons Beach

Sundays at 4 - 7 pm, June 17 - Sept 2

Join us on the beach in Tahoe City for free Sunday concerts all summer long! [Find out more here.](#)

Other Music Events

Squaw Valley | Alpine Meadows

[Art, Wine & Music Festival](#) July 14 - July 15, 11am - 5pm

[Wanderlust Festival](#) July 19 - July 22, 7am - 7pm

[Brews, Jazz and Funk Fest](#) Aug 11 - Aug 12, 2 - 8pm

[29th Annual Foam Fest](#) Sept 1, 2 - 6pm

[Guitar Strings vs. Chicken Wings](#) Sept 14, 4:30 - 9:30 pm

Northstar California

[Beerfest & Bluegrass Festival](#) July 7, 3 - 7 pm

[Lake Tahoe Autumn Food & Wine Festival](#), Sept 7 - Sept 9

**event schedule will be available soon.*

Commons Beach, Tahoe City

[Tahoe City Oktoberfest](#) Sept 29, 12 - 5pm

[Lake Tahoe Music Festival](#)

August 21 - 26

The Lake Tahoe Music Festival's 26-piece Academy Orchestra presents a 5 day concert series at intimate outdoor settings on the west shore of Lake Tahoe, Tahoe city and Truckee.

[Lake Tahoe Shakespeare Festival](#)

July-September

Live music on Monday nights July 16 to Sept 8 at Sand Harbor.

*Refer to link for all info:

<https://www.gotahoenoeth.com/highnotes/>

SAMPLE SOCIAL POSTS



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We have provided a series of social media posts for you to share across your social media channels.

Please feel free to post about the campaign in any way you'd like, and use #TahoeNorthMusic on any summer music series posts in the region's mountain resorts!

Facebook & Twitter

- Did you know that North Lake Tahoe offers free concerts all summer long? Learn more here:
<http://bit.ly/Summer-Music-Series>
- Summer nights and live music, it doesn't get better than that! Join us for the North Lake Tahoe Music series all summer long. Follow the link below to learn more!
<http://bit.ly/Summer-Music-Series>
- North Lake Tahoe is hosting a free series of summer concerts that are perfect for the entire family. Use the link below for more information.
<http://bit.ly/Summer-Music-Series>

Instagram

- Nobody does music like North Lake Tahoe does music. Join us all summer long for free concerts at venues throughout the north shore and mountain resorts.
#TahoeNorthMusic #TahoeNorth #Music #Tahoe #LakeTahoe #Summer
- Live music + Lake Tahoe = Fun all summer long. #TahoeNorth's music series is in full swing, so get up here and get the party started.
#TahoeNorthMusic #Music #Tahoe #LakeTahoe #Summer
- Sit back, relax and enjoy some live music in the mountains or at the foot of the lake. North Lake Tahoe hosts incredible summer music which is the perfect way to unwind.
#TahoeNorthMusic #TahoeNorth #Music #Tahoe #LakeTahoe #Summer

VISUAL ASSETS



north lake tahoe
Chamber | CVB | Resort Association

Concerts at Commons Beach Tahoe City

Access Photos [HERE](#)

Access Video to share from
North Lake Tahoe:

- Facebook [HERE](#)
- YouTube [HERE](#)

Live Music at Northstar California

Access Photos [HERE](#)

Access Video to share from
North Lake Tahoe:

- Facebook [HERE](#)
- YouTube [HERE](#)

Music on the Beach, Kings Beach

Access Photos [HERE](#)

Access Video to share from
North Lake Tahoe:

- Facebook [HERE](#)
- YouTube [HERE](#)

Summer Music Series, The Village at Squaw Valley

Access Photos [HERE](#)

Access Video to share from
North Lake Tahoe:

- Facebook [HERE](#)
- YouTube [HERE](#)

- If you have additional images you'd like to include in the campaign posting folder, send them to amber@gotahoenorth.com.
- PLEASE PROVIDE APPROPRIATE PHOTO CREDIT WHEN POSTING. EACH IMAGE IS TITLED WITH THE OWNER'S INFORMATION.

GET MORE INVOLVED



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Chamber | CVB | Resort Association

Thank you so much for promoting the North Lake Tahoe Summerlong Music Series on your channels!

We'll be promoting the series all summer with giveaways, live video broadcasts, printed rack cards and more.

If you'd like to find ways to get more involved or would like additional campaign materials, please reach out to Amber Burke at amber@gotahoenorth.com.

Client and/or Project Name: BACC: Peak Your Adventure
Completed by: Allegra Demerjian, Account Manager, The Abbi Agency
Point of Contact: Allegra Demerjian, Account Manager, The Abbi Agency
Project Dates/Timeline: May 2018 – October 2018

Goal

The Peak Your Adventure campaign goal is to “peak” in-market visitors’ interest in summertime mountain activities, encouraging them to experience North Lake Tahoe’s mountain resorts during their summertime trips.

Description

The Abbi Agency recommends a Peak Your Adventure campaign that showcases the many different ways visitors can experience mountain resorts in North Lake Tahoe – from wine to golf to events to outdoors activities, all types of visitors can find something special here for their summertime trip. And, a summertime trip isn’t complete without experiencing the mountains surrounding Lake Tahoe

Target Audience

The campaign target audience is in-market visitors to North Lake Tahoe during the summer. An emphasis will be put on *families* and *outdoor enthusiasts*, as these are the largest summertime traveler segments.

Strategies

In order to ensure the program has sufficient distribution and awareness, the agency will work to pursue the following strategies:

1. Curate a series of Peak Your Adventure itineraries to seamlessly incorporate mountain experiences at 4 participating resorts (Squaw Valley | Alpine Meadows, Northstar California, Homewood Mountain Resort, Diamond Peak) with lakeside experiences
2. Showcase real experiences visitors can expect to have with influencers and user-generated content
3. Develop cohesive messaging and toolkits to leverage each individual mountain resort and incorporate them into the overarching plan
4. Use social media posting, engagement tactics, video content and targeted ads to create and promote engagement among in-market visitors
5. Promote to in-market visitors via Visitor Guide ad

Tactics

Develop Cohesive Messaging and Toolkits

- Create cohesive message points showcasing how visitors can peak their adventure in an array of activities – from food and beverage to events to hikes and outdoors adventures
- Create a social media and digital toolkit for partners to promote, collaborating with 4 participating resorts for approval and content insights
- Distribute and collaborate with partners for easy amplification of messaging
- Update Peak Your Adventure page on GTN website with 2018 campaign information

Curate a series of Peak Your Adventure itineraries

- Develop two (2) summer itineraries to live on the GTN blog and highlight an array of activities and summer marquee events at our resort partners
- Strategically feature events, lodging and activity partners in itineraries and coordinate with partners to spread the Peak Your Adventure message

Showcase real experiences

- Host a series of 4 local/regional influencers to bring the Peak Your Adventure series to life, highlighting summer events and activities at each resort and requiring each influencer to create both visual content and rich content (video or blog post)
- Execute a summerlong social media contest to encourage user-generated content around the social media itineraries, providing “prompts” for second half of summer

Social Media Promotion

- Feature Peak Your Adventure messaging at least 1x/week across all North Lake Tahoe channels (Facebook, Instagram, Twitter)
- Break “itineraries” activities into carousel posts and graphics, harnessing user-generated content, to turn posts into tangible activities
- Use “guess that view” giveaways to drive awareness and engagement around each mountain property
- Use video clips to inspire visitors to experience the mountains in summertime (pulled out of previously-developed content)
- Develop Canvas Ad for immersive social media engagement around campaign messaging and activities

Visitor Guide Ad

- Create visitor guide ad showcasing all ways visitors can peak their adventures – from dining to shopping to adventure
- Feature user-generated content in visitor guide ad

Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 550,000); campaign audiences
 - a. YoY comparison – 2017 impressions: 503,000
2. **Engagement:** overall engagement to campaign content (goal: 6,500); number of comments on campaign content (goal: 400); participation in photo contest (goal: 550)
 - a. YoY comparison – 2017 engagement: 5,600; Touch Lake Tahoe 2018 entries: 500
3. **Ambassador Sharing:** Posts and analytics from influencers (goal: 10 influencer posts, 1M + estimated impressions); shares on campaign content (goal: 500)
 - a. YoY comparison – 2017 shares: 313

Campaign updates will be provided at the end of each month during campaign flight, and a full recap will be provided at the end of the campaign.

Campaign Timing

May	<ul style="list-style-type: none"> • Develop itineraries, visitor guide creative, canvas ad, campaign toolkit & messaging • Update website page and information • Create Ed Cal for summerlong promotion • Engage 4 influencers
June	<ul style="list-style-type: none"> • Launch campaign info and messaging, distribute toolkit • Launch social media posting, photo contest and canvas ad • Host Influencers #1 & #2
July	<ul style="list-style-type: none"> • Continue social media posting, photo contest and canvas ad • Host Influencer #3 • Provide June campaign recap
August	<ul style="list-style-type: none"> • Continue social media posting, photo contest (with prompts) and canvas ad • Host Influencer #4 • Provide July campaign recap
September	<ul style="list-style-type: none"> • Continue social media posting, photo contest (with prompts) and canvas ad • Provide August campaign recap
October	<ul style="list-style-type: none"> • Wrap up posting and photo contest • Provide full campaign recap

Campaign Budget

Project	Description	Cost
Itinerary and Website	Development of 2 PYA itineraries and updates to website content	\$1,800
Creative Development	Design of Visitor Guide creative and Canvas Ad	\$1,500
Influencer Promotion (4)	Hard cost budget for Influencer Promos	\$3,000
Social Media Posting and Influencer Management	Social media posting and management of 4 influencers, including itinerary development and influencer relations	\$5,000
Social Media Contest Prizes	Hard cost for social media prizes - \$250 budgeted monthly	\$1,000
Visitor Guide Ad Hard Cost	Media cost for Visitor Guide Ad	\$2,200
Social Media Ad Hard Costs	Boosting, advertising, add'l hard costs for social media promotion	\$2,500
Campaign Management	Client communication, meeting, planning, reporting, management of all assets	\$3,000
<i>TOTAL</i>		<i>\$20,000</i>

Campaign Approvals

Please sign below to indicate that the North Lake Tahoe Music campaign is approved per the above plans, timeline and budget.

Amber Burke

[Amber Burke, Communications and Events, NLTRA]

5/16/18

[Sign/Date]

Patrick Ty Whitaker

[Ty Whitaker, CEO, The Abbi Agency]

5/17/2018

[Sign/Date]



north lake tahoe

Chamber | CVB | Resort Association

Partner Promotion Toolkit



CAMPAIGN OVERVIEW



north lake tahoe

Chamber | CVB | Resort Association

PEAK YOUR ADVENTURE

A summer trip to North Lake Tahoe isn't complete without experiencing the mountains. With endless summer events, activities, dining, shopping, and outdoor adventures - now is the perfect time to explore the other side of summer in Tahoe.

In this toolkit, North Lake Tahoe has provided information, imagery and sample social media posts for you to assist in campaign promotion.

Please reach out to amber@gotahoenorth.com for any questions or additional information, and we appreciate your partnership in promotion!

Posting Requests

Tags & Hashtags:

- Website:
<http://bit.ly/Peak-Your-Adventure-TahoeNorth>
- Facebook: @LakeTahoeNorth
- Instagram & Twitter: @TahoeNorth
- #MyTahoeAdventure

Key Message Points:

- North Lake Tahoe has a variety of activities and events during the summer at mountain resorts high above the shoreline.
- Homewood Mountain Resort, Squaw Valley | Alpine Meadows, Northstar California and Diamond Peak Ski Resort are home to endless activities during the summertime, including events, shopping, music, dining, and outdoor adventures.
- GoTahoeNorth.com/PeakYourAdventure is your guide for information on summer activities and events at each North Lake Tahoe resort.



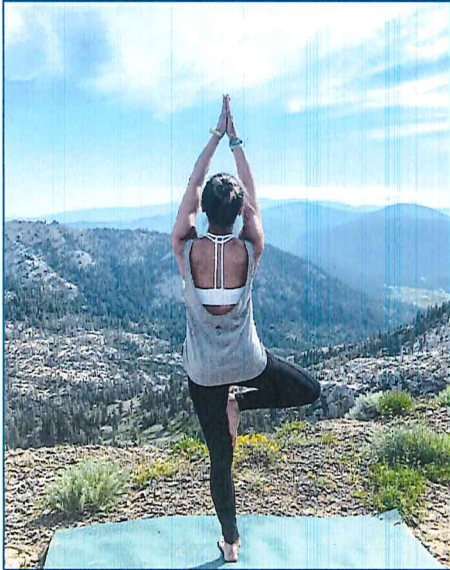
THE THEMES



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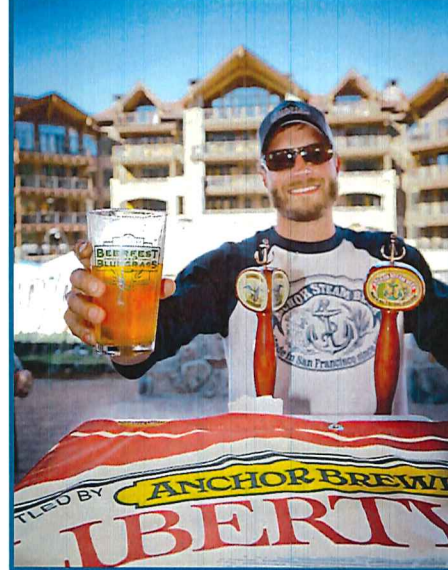
Events



Outdoor Activities



Food & Drink



Shopping





SAMPLE SOCIAL POSTS



north lake tahoe

Chamber | CVB | Resort Association

We have provided a series of social media posts for you to share across your channels. Please feel free to post about the campaign in any way you'd like, and use #MyTahoeAdventure on any summertime posts in the region's mountain resorts!

Facebook & Twitter Campaign Overview

- There are many ways to Peak Your Adventure in North Lake Tahoe this summer. From world-class events to free weekly music, it's the perfect time to create your Tahoe adventure. Plan your #MyTahoeAdventure here: <http://bit.ly/Peak-Your-Adventure-TahoeNorth>
- #MyTahoeAdventure includes music, shopping and beer at my favorite mountain resorts. What's yours? Share with the hashtag and you could win - find out more here: <http://bit.ly/Peak-Your-Adventure-TahoeNorth>

Facebook & Twitter Resort-Specific

- Unplug and discover a world of adventure. Homewood offers experiences ranging from mountain-top dining to cornhole tournaments to make this summer unforgettable: <https://www.skihomewood.com/> #MyTahoeAdventure
- Elevate your summer and try something new. From perfecting your backswing to experiencing the mountain on two wheels, Northstar California is the perfect place to Peak Your Adventure. www.NorthstarCalifornia.com #MyTahoeAdventure
- Stand at the shoulders of giants and conquer them. You will never run out of summer events and activities at Squaw Valley | Alpine Meadows. Elevate your summer - plan your trip here: www.squawalpine.com #MyTahoeAdventure
- #MyTahoeAdventure starts at Diamond Peak. Discover a world that is yours to explore. Learn more at the link below. <https://www.diamondpeak.com>



SAMPLE SOCIAL POSTS



north lake tahoe

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Instagram General

- There are so many ways to Peak Your Adventure in North Lake Tahoe this summer. From biking trails to world-class events, it's the perfect time to create your Tahoe experience.
#MyTahoeAdventure
#TahoeNorth #Tahoe
- #MyTahoeAdventure includes music, biking and beer at my favorite mountain resort. What's your adventure? Share with the hashtag and you could win!
#MyTahoeAdventure
#TahoeNorth #Tahoe

Instagram Resort-Specific

- Try something new this summer with music, yoga and world-class events. You will never run out of new things to try at @squawalpine
#MyTahoeAdventure
#TahoeNorth #Tahoe #SquawAlpine
- Escape the ordinary and jump into adventure. This summer, hike, mountain bike, eat great food and more at @diamondpeak.
#MyTahoeAdventure #TahoeNorth #Tahoe
#DiamondPeak
- Run, climb, jump or soar. It doesn't matter what you do as long as you get outside for a summertime adventure. @skihomewood is the perfect place to explore this week.
#MyTahoeAdventure #TahoeNorth #Tahoe
#HomewoodResort
- Elevate your summer and try something new. From perfecting your backswing to experiencing the mountain on two wheels, Northstar California is the perfect place to Peak Your Adventure. #MyTahoeAdventure
#TahoeNorth #Tahoe #NorthstarCalifornia



VISUAL ASSETS



north lake tahoe

Chamber | CVB | Resort Association

Images

[CLICK HERE](#) to access Photos and Videos for social media posting.

PLEASE PROVIDE APPROPRIATE PHOTO CREDIT WHEN POSTING. EACH IMAGE IS TITLED WITH THE OWNER'S INFORMATION.

If you have additional images you'd like to include in the campaign posting folder, send them to amber@gotahoenorth.com.

All summer long, whenever you or your brand are sharing an image in the mountains of North Lake Tahoe, please include **#MyTahoeAdventure** to participate in the campaign!

GET INVOLVED



north lake tahoe

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Thank you for participating in the Peak Your Adventure campaign, and sharing out information around summertime mountain experiences with your social media audiences!

There are many ways to get more involved in the campaign - if you'd like to partner with us on a giveaway, collaborative live video or other idea, please reach out to Amber Burke at amber@gotahoenorth.com.

Thanks Again, and Cheers!
The North Lake Tahoe Team