



Marketing Committee Agenda and Meeting Notice

Tuesday, November 28th, 2017 - 2:00 pm
Tahoe City PUD

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

Carlyne Fajkos

Northstar California

Gregg Gibboney

Notched

Christine Horvath

Squaw Valley/Alpine Meadows

Todd Jackson

Big Blue Adventure

Judith Kline

Tahoe Luxury Properties

Becky Moore

Squaw Valley Lodge

Marguerite Sprague

Tahoe Public Arts

Placer County

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 3-7**
 - October 24, 2017
- E. **Event Recap** - Amber
 - 1. Autumn Food & Wine Festival **Page 8-9**
- F. **Event Contracts** – Amber
 - 1. Kings Beach 3rd of July Fireworks **Page 10-13**
 - 2. Tahoe City 4th of July Fireworks **Page 14-16**
 - 3. NASTAR National Championships **Page 17-19**
 - 4. Broken Arrow Skyrace **Page 20-23**

Presentations & Discussions

- G. Review of Winter Consumer Media Outreach and Creative Execution – Augustine/R7
- H. Review of Winter Public Relations and Social Media Efforts – The Abbi Agency
- I. Presentation on 2016 North Lake Tahoe Economic Significance of Travel – Andy Chapman
- J. 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

K. Standing Reports (posted on www.NLTRA.org)

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

L. Committee Member Comments - Committee

M. Departing Committee Member Thank You – Andy Chapman/Cindy Gustafson

N. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (11/22/2017 12:15pm)



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, October 24, 2017 – 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Todd Jackson, Marguerite Sprague, Eric Brandt, Christine Horvath, Becky Moore, Erin Casey, Terra Calegari

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

OTHERS IN ATTENDANCE: Greg Fine, Alexis Kahn, Andy Chapman,

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The Marketing Committee meeting was called to order at 2:02 pm and a quorum was established.

2.0 PUBLIC FORUM

- Cindy encouraged the committee members to have open and candid conversation especially when discussing the Marketing Plan. She shared staff and Board are open to changes and positive dialog is highly encouraged.
- Cindy shared on November 1, after the Board Meeting there will be a workshop to discuss the Board governance piece. This was a result of the strategic planning meeting last week and there are some proposed changes.

3.0 AGENDA AMENDMENTS AND APPROVAL

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

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM SEPTEMBER 26TH, 2017

M/S/C (Moore/Horvath) (5/0/1 – Sprague abstained) to approve the meeting minutes from September 26th, 2017.

5.0 EVENT SPONSORSHIP BUDGET – MULTI YEAR/FUTURE FISCAL COMMITMENTS POLICY - AMBER

Amber stated she would like directions on a policy to proceed going forward with event sponsorship contracts that take place outside the current budget and contract with Placer County. She recently met with Erin Casey from Placer County and Al Priester, NLTRA Director of Finance to discuss this and would like input from this committee. One thing that was discussed was the potential of utilizing the Marketing Reserve and Marketing Cash Reserve that totals \$305,000.

These events in discussion fall in the 2018/19 Fiscal Year and are:

- **2018 Spartan World Championships** (Sept. 29 & 30, 2018), \$250,000 Sponsorship and \$14,000 to cover EMT cost and \$4,000 to the Abbi Agency
- **Wanderlust Squaw Valley** (July 19-22, 2018), \$30,000 Sponsorship
- **Lake Tahoe Autumn Food & Wine** (Sept. 7 & 8, 2018), \$30,000 Sponsorship

- **No Barriers Summit** (June 12-16, 2019), \$8,000 out of FY 2016/17 Budget and would like to add additional \$4,000 for the Abbi Agency services, totaling \$12,000)

Comments:

- Todd suggested that sponsorships should not exceed a certain percentage of the overall budget, not awarding too much to one contract. Andy shared the Board Event Policy from 2010 that outlines the different tiers of sponsorship. One category being a marquee event such as an Ironman and Spartan. Andy suggested not putting this into a policy as you don't want to be held or lose an opportunity due to a hard policy number. Amber did touch on Spartan Race sponsorship would be 50% of the total Event Sponsorship budget if it remains the same as it was in FY 2016/17.
- Brett asked that further discussion on the philosophy going forward is needed. What is our role within events? The ROI shows a great economic impact and there is a need to grow the event budget.
- Christine recommended to also look at market value (many are televised) and economic impact within that region versus economic impact to the greater region. Spartan Race is a good example as it has a ton of spill to our whole region. These metrics are important when we have these discussions.
- Erin shared in a lot of ways this is not a new scenario (committing funds ahead of the contract with the county) as this has been done in the past, but the county can not commit to funding events in the future ahead of the budget process. What is the right practice?
- Andy shared the Marketing Reserve funds has been used twice for relatively small amounts and was paid back the following years. This could potentially preclude us from dipping into the fund this winter if needed.
- Todd and Brett shared there should be guidelines, and or a cap for sponsorship, not more than 3 years. How important is TV coverage?
- A couple of motions were attempted but Erin pointed out the funds would be exhausted and wouldn't meet criteria.
- Cindy shared this will give the organization more time to research other policies and best practices.

Directions/Recommendations to Board: The Marketing Committee's philosophy with Event Sponsorship Multi-Year/Future Fiscal Commitments Policy, is ok with using the Marketing Reserve or reallocation of the budget for future event commitments, through FY 2018/19.

Actions to staff: Add Event Policy discussion to the agenda at the beginning of 2018 to further discuss terms.

6.0 EVENT CONTRACTS – 2018 SPARTAN WORLD CHAMPIONSHIPS - AMBER

Amber stated she included the following information for review in the packet:

- 2018 Spartan World Championships Contract Summary
- Contract (2018)
- Recap Results

Amber shared Spartan Race is looking for a verbal commitment from NLTRA by early November as they are holding off on entering into an agreement with Squaw Valley until they have a verbal commitment from NLTRA. It's a 1-Year Contract with a \$250,000 sponsorship and they are also requesting NLTRA to cover \$14,000 in EMT Services. Amber also shared there would be an additional \$4000 event specific contract with the Abbi Agency. This term same term is in the contract with a first right of refusal. This will still need to be reviewed by our legal team.

Comments:

- Christine questioned why the Abbi Agency needs a separate contract when they are on a retainer? Amber and Andy clarified that the Abbi Agency retainer is through the Marketing Cooperative and this would be additional services beyond their scope of work that is event specific with NLTRA.
- Why doesn't the Spartan Race who is being funded \$250,000 do the marketing to fill spaces and generate awareness to an audience that NLTRA is not already "talking" to? Amber shared the Abbi Agency creates all the content, social (Facebook Live) and PR for this event.
- Todd suggested funding the event \$200,000 and asked how that would be received? Amber shared that would not be received well and they would most likely take it elsewhere. She stated that she

has had conversations with Spartan that this is 50% of our event budget and if NLTRA is not interested in continuing, a North American Championships is an option.

- Some of the challenges are there are so many mountain destinations that wants events like this.
- It was recommended that we do not fund or sponsor the \$14,000 EMT services as it seems like a cost they should be paying for.
- Christine brought up the possibility of Amber working on a content plan with the host venue to eliminate the Abbi Agency cost. Amber's concern with that is pushing the region, not just Squaw. Amber will follow up and get a report from the Abbi Agency with the results from this year contract.
- Eric shared we have nothing that comes close that has the same economic impact but brought up we should not be paying for the EMT services.
- It was recommended to change under Exhibit A (Online/Social Media Promotion) to take out "Up to" as it a minimum or not limited to. (it's a bit contradictory)
- Terra questioned the value of the TV coverage? Amber will reach out and find out.

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

7.0 WINTER FY 2016/17 LOS ANGELES RESULTS – ANDY CHAPMAN

Andy shared this ad awareness study was never shared with the Marketing Committee from last year and he thought it would be a great reminder as we are going into a new winter season soon. Since 2008, research has been conducted in Los Angeles to determine North Lake Tahoe advertising efficacy over time as well as overall visitation patterns and perceptions toward North Lake Tahoe. In specific, this research set out to:

- Understand resort awareness and visitation, to include North and South Lake Tahoe preferences and perceptions
- Learn of travel preferences, including year round activities
- Gauge awareness and brand perception of North Lake Tahoe
- Track and trend any differences from previous research

Methodology: There were 200 targets residents interviewed via a 10 minute online survey conducted in March 2017. Participants had to meet the following criteria: 25-54 years of age, Household income of \$75K or more, a propensity to visit a mountain destination within the past year, a propensity to visit Lake Tahoe as a winter or summer vacation destination, live in Los Angeles DMA.

Highlights:

- Compared to South Lake Tahoe, North Lake Tahoe was considered much better by 2 to 1.
- The North Lake Tahoe's 2017 ad campaign was significantly more successful than any of the earlier campaigns.
- Resort Awareness: Among LA target residents, Bear and Mammoth Mountain were the most recalled specific resort destinations.
- Lake Tahoe Resort Awareness: General Tahoe resort awareness, as well as those aware of a specific North Lake Tahoe resort, remained relatively similar between 2011 and 2017 with South Lake Tahoe awareness dropped significantly.
- North Lake Tahoe Visitation Rationale: Finding North Lake Tahoe an ideal location that they love were the top reasons why Los Angeles residents were likely to visit North Lake Tahoe in the next 12 months.
- Ad Awareness of Specific Lake Tahoe Location: Advertising identified it as being particular to North Lake Tahoe doubled since 2011 and quadrupled since 2008.
- North Lake Tahoe Ad Campaign Image Conveyance: 2 out of 3 Los Angeles residents believe that the ads for North Lake Tahoe definitely illustrate the essence of it being a captivating vacation destination.
- North Lake Tahoe Ad Campaign Impact on Visitation: The ads had a significantly higher impact on North Lake Tahoe visitation in 2017 given its being considered a premier destination for skiing and snowboarding.
- Lake Tahoe Overnight Accommodations: North Lake Tahoe was the most travelled destination among those who visited Lake Tahoe in the past 5 years, significantly higher than South Lake Tahoe which was most traveled in 2011.

- Vacation Schedule: Target residents travel most often during the summer, with little changes in travel behavior between 2011 and 2017.

8.0 DISCUSSION AND INPUT ON 3 YEAR MARKETING STRATEGIC DIRECTION - ANDY

In 2015 the NLTRA Board of Directors approved the North Lake Tahoe Tourism Master Plan. It was subsequently adopted by the Placer County Board of Supervisors. This document outlines the goals and objectives of the North Lake Tahoe/Eastern Placer County efforts for the next 10-15 years. As part of the current NLTRA/Placer County agreement a three year strategic tourism marketing plan will be developed that focuses and executes the recommendations of the 2015 Master Plan. Andy pointed out chapter 4 (Vision, Goals & Priorities) and Chapter 5 (Action Plan Matrix) is included in the packet and shared he would like the committee to outline the schedule for development of the Three year Strategic Tourism Marketing Plan.

Andy stated the Board may do a review of the Master Plan to make sure key areas of focus are still the right priorities. He shared housing is a hot topic and is not on the list. Cindy shared it was left out intentionally. The reason being the organization was not involved in it at the time, not because it wasn't a priority. There is a need to grow the funding pie to accomplish all the goals set forth in the Tourism Master Plan.

Comments:

- Brett stated he is glad we are getting back to the Master Plan with the Board, Placer County and the community at large. We may not be putting enough focus on the cultural events and leaning too much on the Human Powered Sports events. Ad awareness study showed people like relaxation/unwind.
- Cindy shared she just held the first strategic planning meeting with the Board last week and looked at the funding deficit for the Tourism Master Plan. There has been a 38% increase in TOT from the past two years and the region is certainly riding on a positive economic trend right now and the longest period without a recession. We need to be prepared for something may change. How are we best positioned to add value to what the private sector is doing, add value to what the business community is doing and our destination. 40% of our TOT is collected from our lakeside community, and how are we best representing those properties and getting them involved in discussions.
- Cindy recommended not calling it a Marketing Plan as it doesn't encompass everything we are doing including events and visitors services.
- Cindy also shared that cell phone data presentation from TTD shows 24 million visitors annually into Lake Tahoe. It shows hot-spots and this was done to help transportation issues.
- Christine shared it's not about more people but about right people and right timing. We still need help with midweek stays and brand delivery and do we have the services that a destination should have? Public transportation that benefits the community as well as the visitors?
- Brett stated that the fulfillment piece is the key part as demand needs to happen before supply. Air lift is still more important. He also shared it would be great to have a marketing program, including: South Lake Tahoe, North Lake Tahoe, Truckee and Reno, especially important January – March. His vision is that NLTRA Marketing efforts are an insurance plan for our constituents. NLTRA can penetrate markets that our partners can't do on their own.
- Christine stated that it's important to revisit the conversations of how we spend money and look at the transportation piece.
- Erin shared that those conversation are taking place of how much should be spend in each category now and how does that change as revenues increase? Acknowledging that continued investment in infrastructure and transportation are important elements. Let's develop that marketing strategy and let's make sure it's leveraging other opportunities, with other resorts, and with businesses in our community to then define what the future budget could look like. The landscape is quickly changing and it's important to have community input and talk about the Master Plan. What has changed? Is our priorities different?
- Funding and TBID are important conversations to have with our broader community.
- Andy questioned Erin on the time frame. Erin stated there was an initial expectation to have this plan completed by end of January 2018. She recommended at this point talk to further discuss time frame with the NLTRA Executive Committee for this plan to further develop. The plan needs more time and Erin recommended the new plan being implemented with the start of a multi-year contract, July 1, 2018.

- It was recommended that Cindy send out a Survey Monkey to the lodging community. Christine shared its important how you frame the questions? What are their challenges? Get input on marketing.
- Being nimble and adjusting when you don't have the conditions we need.

Action: E-mail the Master Plan to the committee members (to read Chapter 4 & 5) and develop a timeline and deliverables for the next meeting. Include the competitive set results from the Marketing Task Force.

Action: Send out prior 3-year marketing strategy (from 2011/12) to the committee members.

9.0 REVIEW OF 2018 MARKETING COMMITTEE APPOINTMENT PROCESS - ANDY

Andy shared the re-appointment process has started. Pool A terms out this year including Gregg Gibboney, Marguerite Sprague and Carlynnne Fajkos. The NLTRA is soliciting interested parties and letters are due on Monday, November 27, 2017. Committee members that termed out may re-apply. Cindy let the committee know about the proposed changes for expansion of the NLTRA Board.

10.0 DEPARTMENTAL REPORTS – AUGUST

- **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

No committee member comments.

13.0 ADJOURNMENT

The Marketing Committee adjourned at 4.55 pm.

Submitted By:

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



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Lake Tahoe Autumn Food & Wine Festival Event Recap

Date: September 8 – 10, 2017
Funded: \$30,000

Attendance: 2,000+ (1,348 ticketed)
Out of Town Participants: 1,340
Average Night Stay: 3.1
Average Economic Impact: \$316,815
ROI: 11:1

Summary

- PR outreach increased to 170M impressions with over 100 pre-event articles
 - 2016 had less than 10 pre-event articles
 - 30% Bay Area Coverage*
 - 50% Uber High Net Worth Coverage*
 - 23% National Coverage*
 - *stats not mutually exclusive
- PR Hits (Due to TAA efforts)
 - 18 placements
 - \$23,877 publicity value
 - 12 media visits
 - 14 original social media posts
 - 142,000 reach/3,191 engagements
 - Featured in 2 North Lake Tahoe blogs and one newsletter
- Ticket sales decreased 21% compared to 2016
 - 1,394 vs. 1,774
- Ticket revenue decreased 16% compared to 2016
 - \$59k vs. \$70k
- Northstar Lodging increased for the event weekend compared to 2016
- Utilized Clean Vibes for first time – 56% of waste was diverted from landfills
- Media Outreach Highlights
 - 555,900 Impressions
 - 376,00 Social Reach

Lodging

- Northstar Occupancy YOY during AF&W Weekend

	Friday	Saturday	Sunday
FY16	18.4%	38.4%	15.7%
FY17	27.6%	52.5%	17.1%
FY18	49.4%	65.2%	22%

- Northstar tracked 15 room nights utilized by AF&W vendors
- Lodging Updates for 2018 Event

- Northstar will be proactive tracking event lodging, utilizing a lodging code
- Northstar will explore including a benefit that event ticket holders receive at check-in to help track groups lodging for the event.

2018 Opportunities

- Brand refresh
 - At NLTRA staff recommendation – approximate quote \$3,500
- Increase venue space during event – utilize Beach area, 3rd party tenant spaces
- Refresh marketing plan to expand audience reach within the Bay Area and SoCal
- Leverage partnerships with vendors for promotion in wine country regions
- Open restaurant participation up to Sacramento and Bay Area
- Ticketing and prospecting vendors to start in early 2018

Kings Beach & Tahoe City Independence Week Fireworks Contract Summary

Duration & Timing

- 2-Year Contract (2018 & 2019)
 - Contract can be terminated for any reason upon 30 days' notice provided it not be terminated for convenience after October 1 of each year.
- Event Dates: Kings Beach – July 3, Tahoe City – July 4
- Location: Kings Beach State Recreation Area and Commons Beach (TC)

Cash Sponsorship

- \$10,000 to North Tahoe Business Association (Payment – 100% February)
- \$10,000 to Tahoe City Downtown Association (Payment – 100% February)

Key Sponsorship Terms

- NLTRA to receive
 - Logo/link on appropriate signage, website, digital, print and grassroots media when applicable
 - On-site activation during event – space is limited so working with producers to find creative alternatives to a 10x10 tent. Discussing sponsoring an activity throughout the day and/or sharing a tent with staff.
 - One (1) dedicated email to NTBA/TCDA databases highlighting regional offerings.
 - Inclusion in PA announcements during event.
 - NTBA will send a post event survey out to ticket purchasers.
 - Ten (10) Preferred Fireworks Seating Tickets and ten (10) Beach Party Drinks from NTBA.
- NLTRA to provide
 - Inclusion of fireworks information to consumer database with call to action to GTN.com in early June.
 - One (1) dedicated email to Chamber database in mid-May requesting event sponsors.
 - Two (2) dedicated emails to Chamber database in late May/June requesting volunteer support.
 - Three (3) social posts on NLT pages to drive lodging.
 - Two (2) social posts on Chamber pages to drive sponsorships and volunteers.
 - Independence Day Week landing page on GTN.com with information on fireworks shows.
 - Fireworks will be a rotating “Featured Event” on GTN.com starting Memorial Day Weekend.
 - NLTRA will be involved in meetings with regional ski resorts to explore potential partnerships and promotions.



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Kings Beach 3rd of July Fireworks EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made on December 6, 2017 and entered into between **North Tahoe Business Association** ("Producer"), and the **North Lake Tahoe Resort Association, Inc.**, a California nonprofit corporation ("Sponsor").

1. Event. North Tahoe Business Association is the organizer, owner and operator of "Kings Beach Independence Day Fireworks" which will take place on July 3, 2018 and July 3, 2019 at Kings Beach State Recreation Area, Placer County, California (the "Event"). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Term. This Agreement starts on the Effective Date and will expire on July 30, 2019 ("Term"). The Event will be conducted annually on the 3rd of July. The rights and responsibilities of each party concerning each annual Event are further described in Obligations, which will be amended in writing by the parties annually no later than 90 days prior to each year's Event.

3. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Sponsor's name and logo shall be included on all event marketing materials, print advertising, and digital advertising when applicable.
- b) Sponsor's name and logo shall be included on the year-round Event website home page and sponsor page, listed as a partner, with a link to www.GoTahoeNorth.com.
- c) Sponsor will be mentioned in all E-newsletters sent in conjunction with the Event.
- d) Sponsor shall receive, at a minimum, one (1) dedicated email to Producer's database with a focus on highlighting North Lake Tahoe's offerings. Content will be written by Sponsor and mutually agreed upon by both parties prior to distribution. Both parties will agree on a distribution date in advance.
- e) Sponsor will be mentioned in all press releases sent in conjunction with the Event.
- f) Sponsor shall be granted the ability to create unique onsite activations utilizing a 10'x10' booth. The booth must be staffed with Sponsor representatives. Event needs, at a minimum, 40 days advance notice of booth space to accommodate.
- g) Sponsor will be given an opportunity to be the sponsor of an activity taking place during the Event for no additional charge. Example, the July 3rd Fireworks & Beach Party Watermelon Eating Concert, sponsored by North Lake Tahoe Resort Association or GoTahoeNorth.com
- h) Sponsor's color logo will be included on two sponsor banners (produced by Event) prominently placed and displayed by Event at the venue in visible locations.
- i) Sponsor's name and logo shall be included on appropriate general event signage used to promote the Event.
- j) Sponsor shall be included and thanked in daily PA announcements during the Event at a minimum of six (6) times.
- k) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
- l) Event will include North Lake Tahoe specific questions in a post-event survey. Questions will be agreed upon prior to survey being sent.

- m) Sponsor to receive ten (10) Preferred Fireworks Seating Tickets and ten (10) Beach Party Drink Tickets.
- n) Producer is responsible to continue all fundraising activities and mechanisms that have been used in the past to maintain additional sources of funding.
- o) Producer agrees not to apply for or obtain any other marketing or event funding for the Event through the NLTRA.
- p) Producer will provide a P&L and event recap within 60 days of the completion of the Event.
- q) The Shows will be marketed on the same poster, rack cards, and print advertisements (“Marketing Materials”). Event is responsible for the development and cost of graphic design and final layered Adobe Illustrator working file for The Shows 11” x 17” poster to be used in-market and to be resized by NTBA and TCDA for other marketing purposes. Event will provide Sponsor with the opportunity to proof and provide feedback for the poster design prior to going to press.

4. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$10,000 cash sponsorship to the Event. Event will submit an invoice for payment at least 30 days prior to a due date of March 1.
- b) Event shall receive email marketing support with inclusion in the following:
 - i. First article in early June email sent to entire NLTRA database with a call to action directing to the GTN.com 4th of July landing page. This article will include information on NTBA and TCDA fireworks.
 - ii. One (1) dedicated email to Chamber database in mid-May, requesting sponsors and donation for the Event with call to action to contact Event directly.
 - iii. Two (2) dedicated emails to Chamber database in late-May and/or June, requesting volunteer support for the Event; dates to be mutually agreed upon in April
- c) Event shall receive social media support with the following:
 - i. Three (3) social posts on North Lake Tahoe social pages to drive lodging via the GTN.com 4th of July landing page. Posts will take place four, five and six weeks prior to the Event date; dates to be mutually agreed upon in April
 - ii. Two (2) social posts on Chamber social pages to drive sponsorships and donations with a call to action to contact Event directly. Posts will take place the first two weeks of June prior to the Event.
- d) Sponsor to develop landing page on GTN.com highlighting 4th of July regional activities including Event. This page will be used for all marketing call to action efforts. The page will include a “Book Now” button.
- e) List Event on the event calendar on the NLTRA website (www.GoTahoeNorth.com).
- f) Event will be one of four rotating “Featured Events” on GTN.com homepage starting Memorial Day Weekend.
- g) Sponsor will assist leveraging relationships with area resorts in April/May for potential additional sponsorships and/or packages to drive attendance and assist in marketing the destination to ski resort databases.
- h) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.
- i) Producer will provide Sponsor an acceptable Certificate of Insurance naming Sponsor as an additional insured (\$1,000,000 per occurrence, \$2,000,000 general aggregate).

5. Use of Intellectual Property. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Producer, including, without limitation, the Event Marks; the Event; and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorializations or other information concerning or in connection with the Event, belongs exclusively to Producer, (ii) Sponsor may use Producer Properties only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such Producer Properties shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Producer Properties, (iv) all uses of Producer Properties by Sponsor, and all goodwill therefrom, inure to the benefit of Producer, (v) any permitted use of Producer Properties may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such

as ® or ™) and designations (such as "An Official Sponsor") as directed by Producer, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

6. Relationship of the Parties. The relationship of Sponsor and Producer hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership or any relationship other than that of independent contractors. Sponsor and Producer acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

7. Attorney Fees. In any proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the non-prevailing party shall pay the reasonable expenses of the prevailing party, including reasonable attorney fees and costs, expert witness fees, fees of consultants and court costs incurred in connection therewith.

8. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

9. Termination. Either party may terminate this Agreement for any reason upon 30 days written notice; provided, that this Agreement may not be terminated for convenience after October 1 of each year. In addition, either party may terminate this Agreement upon 30 days written notice to the other party if that part is in material breach of this Agreement (unless that party cures the breach within 30 days of receiving notice).

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION

By: _____
Name: _____
Title: _____
Date: _____

NORTH TAHOE BUSINESS ASSOCIATION

By: _____
Name: _____
Title: _____
Date: _____



Tahoe City 4th of July Fireworks EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made on December 6, 2017 and entered into between **Tahoe City Downtown Association** ("Producer"), and the **North Lake Tahoe Resort Association, Inc.**, a California nonprofit corporation ("Sponsor").

1. Event. Tahoe City Downtown Association is the organizer, owner and operator of "Tahoe City 4th of July Fireworks" which will take place on July 4, 2018 and July 4, 2019 at Commons Beach, Tahoe City, Placer County, California (the "Event"). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.
2. Term. This Agreement starts on the Effective Date and will expire on July 30, 2019 ("Term"). The Event will be conducted annually on the 4th of July. The rights and responsibilities of each party concerning each annual Event are further described in Obligations, which will be amended in writing by the parties annually no later than 90 days prior to each year's Event.
3. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:
 - a) Sponsor's name and logo shall be included on all event marketing materials, print advertising, and digital advertising when applicable.
 - b) Sponsor's name and logo shall be included on the year-round Event website home page and sponsor page, listed as a partner, with a link to www.GoTahoeNorth.com.
 - c) Sponsor will be mentioned in all E-newsletters sent in conjunction with the Event.
 - d) Sponsor shall receive, at a minimum, one (1) dedicated email to Producer's database with a focus on highlighting North Lake Tahoe's offerings. Content will be written by Sponsor and mutually agreed upon by both parties prior to distribution. Both parties will agree on a distribution date in advance.
 - e) Sponsor will be mentioned in all press releases sent in conjunction with the Event.
 - f) Sponsor shall be granted the ability to create unique onsite activations utilizing a 10'x10' booth. The booth must be staffed with Sponsor representatives. Event needs, at a minimum, 40 days advance notice of booth space to accommodate.
 - g) Sponsor will be given an opportunity to be the sponsor of an activity taking place during the Event for no additional charge.
 - h) Sponsor's color logo will be included on two sponsor banners (produced by Event) prominently placed and displayed by Event at the venue in visible locations.
 - i) Sponsor banners will be hung onsite during the event with an understanding of limited venue space.
 - j) Sponsor's name and logo shall be included on appropriate general event signage used to promote the Event.
 - k) Sponsor shall be included and thanked in daily PA announcements during the Event at a minimum of six (6) times.
 - l) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
 - m) Producer will provide a banner to be hung at the Tahoe City Visitor Information Center stating that NLTRA is an official sponsor.

- n) Producer is responsible to continue all fundraising activities and mechanisms that have been used in the past to maintain additional sources of funding.
- o) Producer agrees not to apply for or obtain any other marketing or event funding for the Event through the NLTRA.
- p) Producer will provide a P&L and event recap within 60 days of the completion of the Event.
- q) The Shows will be marketed on the same poster, rack cards, and print advertisements (“Marketing Materials”). Event is responsible for the development and cost of graphic design and final layered Adobe Illustrator working file for The Shows 11” x 17” poster to be used in-market and to be resized by NTBA and TCDA for other marketing purposes. Event will provide Sponsor with the opportunity to proof and provide feedback for the poster design prior to going to press.

4. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$10,000 cash sponsorship to the Event. Event will submit an invoice for payment at least 30 days prior to a due date of March 1.
- b) Event shall receive email marketing support with inclusion in the following:
 - i. First article in early June email sent to entire NLTRA database with a call to action directing to the GTN.com 4th of July landing page. This article will include information on NTBA and TCDA fireworks.
 - ii. One (1) dedicated email to Chamber database in mid-May, requesting sponsors and donation for the Event with call to action to contact Event directly.
 - iii. Two (2) dedicated emails to Chamber database in late-May and/or June, requesting volunteer support for the Event; dates to be mutually agreed upon in April
- c) Event shall receive social media support with the following:
 - i. Three (3) social posts on North Lake Tahoe social pages to drive lodging via the GTN.com 4th of July landing page. Posts will take place four, five and six weeks prior to the Event date; dates to be mutually agreed upon in April
 - ii. Two (2) social posts on Chamber social pages to drive sponsorships and donations with a call to action to contact Event directly. Posts will take place the first two weeks of June prior to the Event.
- d) Sponsor to develop landing page on GTN.com highlighting 4th of July regional activities including Event. This page will be used for all marketing call to action efforts. The page will include a “Book Now” button.
- e) List Event on the event calendar on the NLTRA website (www.GoTahoeNorth.com).
- f) Event will be one of four rotating “Featured Events” on GTN.com homepage starting Memorial Day Weekend.
- g) Sponsor will assist leveraging relationships with area resorts in April/May for potential additional sponsorships and/or packages to drive attendance and assist in marketing the destination to ski resort databases.
- h) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.
- i) Producer will provide Sponsor an acceptable Certificate of Insurance naming Sponsor as an additional insured (\$1,000,000 per occurrence, \$2,000,000 general aggregate).

5. Use of Intellectual Property. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Producer, including, without limitation, the Event Marks; the Event; and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorializations or other information concerning or in connection with the Event, belongs exclusively to Producer, (ii) Sponsor may use Producer Properties only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such Producer Properties shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Producer Properties, (iv) all uses of Producer Properties by Sponsor, and all goodwill therefrom, inure to the benefit of Producer, (v) any permitted use of Producer Properties may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such

as ® or ™) and designations (such as “An Official Sponsor”) as directed by Producer, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

6. Relationship of the Parties. The relationship of Sponsor and Producer hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership or any relationship other than that of independent contractors. Sponsor and Producer acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

7. Attorney Fees. In any proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the non-prevailing party shall pay the reasonable expenses of the prevailing party, including reasonable attorney fees and costs, expert witness fees, fees of consultants and court costs incurred in connection therewith.

8. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

9. Termination. Either party may terminate this Agreement for any reason upon 30 days written notice; provided, that this Agreement may not be terminated for convenience after October 1 of each year. In addition, either party may terminate this Agreement upon 30 days written notice to the other party if that part is in material breach of this Agreement (unless that party cures the breach within 30 days of receiving notice).

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION

TAHOE CITY DOWNTOWN ASSOCIATION

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

Liberty Mutual Insurance NASTAR National Championships

Date: March 21 – 25, 2018
Location: Squaw Valley | Alpine Meadows
Requested Sponsorship: \$5,000

Event Summary:

The Liberty Mutual Insurance NASTAR National Championships is a 4-day season-ending festival celebrating alpine racing, camaraderie and competition. Recreational ski racers from across the US, within the NASTAR program, qualify and are invited to compete against peers in alpine and non-alpine divisions of all ages and abilities. Each year select US Ski Team athletes attend the event which gives participants the opportunity to meet and interact with their favorite athletes of the sport. The event includes races, live music, autograph signings, ski demos & clinics, a sponsor village, opening & award ceremonies and receptions and more.

Attendees: Estimated 2,500 – 3,000 (est. 1,500 - competitors, remaining are friends/family)
Registration Opens: December 15, 2017

Notes:

- Squaw is offering an incentive to drive longer stays with a “4 Lift Tickets and Get 5th for Free” program
- Squaw has entered into a 2-year agreement for the 2018 and 2019 events.

2017 NASTAR National Championships Survey Results:

Overnight Ski Trips in Past Year

- 22% took 1 overnight ski trip
- 19% took 2 overnight ski trips
- 14% took 3 overnight ski trips
- 30% took 4+ overnight ski trips

Length of Longest Ski Trip in Past Year

- 3% - 1 day
- 10% - 2 days
- 13% - 3 days
- 62% - 4+ days

Other Activities of Interest

- 62% Hiking
- 53% Road Biking

- 49% Mountain Biking
- 35% Kayaking
- 30% Running
- 25% Rafting
- 19% Climbing
- 18% Snowmobiling

Number of Family Members that Attended Championships

- 32% - 1
- 26% - 2
- 13% - 3
- 20% - 4
- 9% - 5

Obligations of NLTRA

- \$5,000 Cash Sponsorship
- Outreach to local businesses to solicit discounts/special offerings for event participants
- Assistance with communicating traffic plan for event weekend regionally (non-paid media)

Obligations of Squaw Valley

- 10x10 booth space and banner placement on-site during Event
- Inclusion in daily PA announcements during the Event
- Four (4) complementary VIP tickets
- Ability to include information/gifts in the participant gift bags (approx. 2,500)
- Name and logo on the Event page listed as a partner, with a link to GTN.com
- Name and logo shall be included in two (2) event specific eblasts.
- Inclusion of NLT specific questions in a post-event survey.



north lake tahoe

Chamber | CVB | Resort Association

Liberty Mutual Insurance NASTAR National Championships EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between Squaw Valley | Alpine Meadows ("Producer"), and the North Lake Tahoe Resort Association, a California nonprofit corporation ("Sponsor").

1. Event. Squaw Valley | Alpine Meadows is the organizer and host of "Liberty Mutual Insurance NASTAR National Championships" which will take place on March 21 – 25, 2018 at Squaw Valley, Placer County, California (the "Event"). The Event is owned, controlled and/or directed by the US Ski and Snowboard Association. Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Sponsor banner placement on-site during Event.
- b) Sponsor shall be included in daily PA announcements during the Event.
- c) Sponsor shall receive four (4) complementary VIP tickets can be used for giveaways and/or staff.
- d) Sponsor has the ability to include information/gifts in the participant gift bags (approx. 2,500).
- e) Sponsor shall receive 10X10 booth space that Sponsor will staff at the Event base area.
- f) Sponsor's name and logo shall be included on the Event website home page and sponsor page, listed as a partner, with a link to www.GoTahoeNorth.com.
- g) Sponsor's name and logo shall be included in two (2) event specific eblasts.
- h) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
- i) Event will include North Lake Tahoe specific questions in a post-event survey. Questions will be agreed upon prior to survey being sent.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$5,000 cash sponsorship to the Event.
- b) Sponsor will reach out to local businesses to solicit discounts/special offerings for event participants.
- c) Sponsor will assist with communicating a traffic plan for the event weekend regionally (non-paid media).

4. Use of Intellectual Property. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Producer, including, without limitation, the Event Marks; the Event; and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorializations or other information concerning or in connection with the Event, belongs exclusively to Producer, (ii) Sponsor may use Producer Properties only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such Producer Properties shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Producer Properties, (iv) all uses of Producer Properties by Sponsor, and all goodwill therefrom, inure to the benefit of Producer, (v) any permitted use of Producer Properties may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such

as ® or ™) and designations (such as "An Official Sponsor") as directed by Producer, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

5. Relationship of the Parties. The relationship of Sponsor and Producer hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership or any relationship other than that of independent contractors. Sponsor and Producer acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

6. Attorney Fees. In any proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the non-prevailing party shall pay the reasonable expenses of the prevailing party, including reasonable attorney fees and costs, expert witness fees, fees of consultants and court costs incurred in connection therewith.

7. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION

SQUAW VALLEY | ALPINE MEADOWS

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



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2018 Broken Arrow Skyrace Contract Summary

Duration & Timing

- 1-Year Contract
- Event Date: June 15 – 17, 2018
- Location: Squaw Valley

Cash Sponsorship

- \$15,000 (Payment – 100% March 2018)

Key Sponsorship Terms

- NLTRA to receive
 - Name and logo included on digital, print and grassroots media where applicable
 - Name and logo included on Event website home page and sponsor page with a link to GTN.com
 - Name and logo included on appropriate general event signage used to promote the Event
 - Inclusion in daily PA announcements during the Event
 - Three (3) complementary race entries (valid for 26k or VK races)
 - 10X10 booth space at the Event base area
 - Event will include North Lake Tahoe specific questions in a post-event survey.
 - Sponsor information will be included in a minimum of two (2) Event E-blasts/newsletters.

Growth Prospects

- Each year they've had 100% growth YOY
- Goal for 2018 is 1,200 – 1,400 participants
 - Event momentum
 - Adding 12k race on Sunday 6/17 to appeal to less technical athletes
- Event expanding from 2 days to 3 days

2017 Event Recap

June 16 & 17, 2017

Funded: \$20,000

Attendance:	772 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants:	730
Average Night Stay:	2.5
Average Economic Impact:	\$94,329
ROI:	5:1

Results:

The 2017 Broken Arrow Skyrace, part of the 2017 Altra US Skyrunning Series, saw triple digit growth in its second year with participation increasing from 368 to 772. The event collaborated with Salomon and Outside Magazine to generate international media coverage via the online magazine and Salomon's global social team being onsite during the event. UltraRunning Magazine also published a feature article on the event in their September 2017 issue.

The majority of race participants came from California (62%) although they represented 140+ individual cities. There was also representation from 30 states with Oregon (39p), Colorado (33p), Nevada (31p), Utah (19p) and Texas (19p) being the most common. There were also international participants primarily from Mexico (13p) and Canada (12p) however New Zealand, France, Italy, Peru, and Switzerland were also represented.

The event utilized a portion of the sponsorship funds to create a video with Louder Than 11, an adventure media house to tell the story of locals Adrian Ballinger and Emily Harrington as they participated in the race. The video premiered on Outside Magazine Online on August 10, 2017, a media outlet that has over 1.8 million followers between Facebook, Instagram and Twitter.



north lake tahoe

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2018 Broken Arrow Skyrace EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between Alpenglow Mountain Racing LLC, and the North Lake Tahoe Resort Association, a California nonprofit corporation ("Sponsor").

1. Event. Alpenglow Mountain Racing LLC is the organizer, owner and operator of "2018 Broken Arrow Skyrace" which will take place on June 15 – 17, 2018 at Squaw Valley, Placer County, California (the "Event"). Sponsor desires to obtain, and Alpenglow Mountain Racing LLC desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Obligations of Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Sponsor shall be granted the ability to create unique onsite activations.
- b) Sponsor's name and logo shall be included on digital, print and grassroots media where applicable.
- c) Sponsor's name and logo shall be included on the 2018 Broken Arrow Skyrace website home page and sponsor page, listed as a partner, with a link to www.GoTahoeNorth.com.
- d) Sponsor's name and logo shall be included on appropriate general event signage used to promote the Event.
- e) Sponsor shall be included in daily PA announcements during the Event.
- f) Sponsor is granted ability to use the official Broken Arrow Skyrace trademarks and logos in promotions, marketing material, website and the like.
- g) Sponsor shall receive three (3) complementary race entries (valid for the 26k or VK races) which can be used for giveaways and/or staff.
- h) Sponsor shall receive 10X10 booth space that Sponsor will staff at the Event base area.
- i) Event will include North Lake Tahoe specific questions in a post-event survey. Questions will be agreed upon prior to survey being sent.
- j) Sponsor information will be included in a minimum of two (2) Event E-blasts/newsletters.

3. Obligations of Sponsor to Event:

- a) Sponsor shall provide a \$15,000 cash sponsorship to the Event.
- b) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.
- c) List 2018 Broken Arrow Skyrace on the event calendar on the NLTRA website (www.GoTahoeNorth.com).
- d) Alpenglow Mountain Racing LLC will provide Sponsor an acceptable Certificate of Insurance naming Sponsor as an additional insured (\$1,000,000 per occurrence, \$2,000,000 general aggregate).

4. Use of Intellectual Property. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Alpenglow Mountain Racing LLC, including, without limitation, the Event Marks; the Event; and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorializations or other information concerning or in connection with the Event, belongs exclusively to

Alpenglow Mountain Racing LLC, (ii) Sponsor may use Alpenglow Mountain Racing LLC Properties only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such Alpenglow Mountain Racing LLC Properties shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Alpenglow Mountain Racing LLC Properties, (iv) all uses of Alpenglow Mountain Racing LLC Properties by Sponsor, and all goodwill therefrom, inure to the benefit of Alpenglow Mountain Racing LLC, (v) any permitted use of Alpenglow Mountain Racing LLC Properties may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as “An Official Sponsor”) as directed by Alpenglow Mountain Racing LLC, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

5. Relationship of the Parties. The relationship of Sponsor and Alpenglow Mountain Racing LLC hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership or any relationship other than that of independent contractors. Sponsor and Alpenglow Mountain Racing LLC acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

6. Attorney Fees. In any proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the non-prevailing party shall pay the reasonable expenses of the prevailing party, including reasonable attorney fees and costs, expert witness fees, fees of consultants and court costs incurred in connection therewith.

7. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION

ALPENGLLOW MOUNTAIN RACING LLC

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____