



P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE**

Thursday October 28th, 9 am

***** North Tahoe Events Center – Kings Beach *****

***** SEE NEW DATE AND LOCATION *****

NLTRA Mission

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

NLTRA Tourism Division 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.”

Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

Marketing Committee Members

NLTRA Board:

*Deb Darby-Dudley,
Chair
Ron Parson
Deanna Gescheider*

Committee

Members:

*Steven Holt
Christine Horvath
Julie Maurer
John Monson
Becky Moore
Les Pedersen
Brett Williams*

Placer County Rep:

Jennifer Merchant

Quorum

2 Board Members
1 Lay Member

- 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. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – October 26, 2010 (3 min)
- E. Presentation on Ski Lake Tahoe/Sierra Ski Marketing Council Efforts – Carl Ribauda, Executive Director, SLT/SSMC (15 min)
- F. Discussion and Committee Direction on NLTRA Special Event Policy – Deb Dudley/Alex Mourelatos (20 min)
- G. Discussion and Possible Action on North Lake Tahoe Sponsorship Proposal for 2010 Snowfest – Andy Chapman/Judy Laverty (15 min)
- H. Update on AMGEN Tour of California – Andy Chapman (10 min)
- I. Autumn Food & Wine Preliminary Review of Program Results – Judy Laverty (15 min)
- J. Departmental Reports
 - o Advertising
 - o Conference Sales

- Leisure Sales
- Special Projects
- Website Content
- Social Marketing
- Public Relations

K. Committee Member Comments (*5 minutes*)

L. Standing Reports (posted on www.nltra.org)

- September MTRiP Report
- August Reno Tahoe Airport Report
- September Search Engine Optimization Report
- September Web/GeoTracking Report
- September Lodging Referral Report
- FY 2010/11 July Financial Report
- FY 2010/11 August Financial Report

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES
September 28, 2010 – 1 pm

TAHOE CITY PUBLIC UTILITIES DISTRICT CONFERENCE ROOM

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Deb Dudley, Les Pederson, Bret Williams, Becky (?), Ron Parson, Christine Horvath, John Monson, Julie Maurer, and Alex Mourelatos

RESORT ASSOCIATION STAFF: Andy Chapman, Jeremy Jacobson, Jason Neary Judy Laverty, and Emily Sullivan

OTHERS IN ATTENDANCE: Shelley Fallon, Pettit Gilwee, Ruth Schnabel, Jan Colyer, Justin Broglio, Mike Williams, Bev Bedard, Wendy Hummer, Lisa Smith and Cathy Davis (**Andy Anyone Else you Remember?**)

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 1:03 pm by Chair Deb Dudley and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Pettit gave a quick report on the outcomes of Restaurant Week. She said that there was a 23% increase in the number of guests and revenue compared to the same time last year and 24% of the guests ordered the Restaurant Week Menu. There were 29 participating restaurants and her goal for next year is 50. The PR value generated from Restaurant Week was \$93,200. Pettit spoke to all the Restaurants and they asked her to move the date to a slower time of year. She has tentatively scheduled Restaurant Week for the week of October 2-9, 2011.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Andy said two items were left out of the packet but they have been passed out to the Committee.
- 3.2 **M/S/C (Parson/Pederson) (7/0) to approve the Marketing Committee agenda as amended with the addition of the items distributed to the Committee**

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON July 27, 2010

- 4.1 **M/S/C (Parson/Pederson) (7/0) to approve the Marketing Committee minutes from July 27, 2010 minutes as presented**

5.0 PRESENTATION , DISCUSSION AND POSSIBLE DIRECTION ON NORTH LAKE TAHOE SNOWFEST SUPPORT

- 5.1 Ruth Schnabel is here to ask the Marketing Committee for funds to market SnowFest. She said recently she has requested funds for SnowFest through the Community Marketing Event Grant Program organized by the NLT Chamber of Commerce. Ruth stated that the event has been around for 30 years and if they don't increase funding, the event will go away. Andy asked Ruth how Snowfest was funded in the past. Ruth said that in the past SnowFest was funded through major sponsorships from all of the local ski areas through the SnowFest Gold Pass, there were also sponsorships from Ford Motor Company, Coors, AT&T, Jack Daniels, Nestle Alpine White, Visa and much more. More recently SnowFest has been funded by a sponsorship from DBI, Placer County gives them \$5,000, Tom Turner with Garwood's has a fundraising party and donates the proceeds to SnowFest (\$3,000) and they receive \$1,600 from another fundraising party. They also have a donation program and sell raffle tickets for the SnowFest Queen competition where they received around \$2,000. Ruth said that she is excited to say they are working with Ford for sponsorship dollars for 2011. Ruth is requesting funds from Marketing so she is able to Market SnowFest more. Brett asked if they are implementing any new programs this year. Ruth replied that they are thinking about the addition of a gala or comedy night. The TCDA is no longer in charge of the parade in Tahoe City so SnowFest will now be responsible for the event. Deb asked Ruth who designates the events allowed to participant in SnowFest. Ruth replied that they have a board of directors who decide which events are allowed to participate. Ruth reported that they currently have 50 to 60 events on the calendar which are produced by local businesses and non-profits. Brett asked if there is any way to schedule events to get more mid-week visitors and not just weekenders. Ruth said that SnowFest is an excuse for people to take a vacation; people plan trips around events. Deb said if SnowFest is important to the community then the Committee need to find a way to fund or support it. Les stated that focus should be on events and SnowFest is generic enough where events from all over North Lake Tahoe could be SnowFest's Umbrella. Ruth reviewed the economic impact that SnowFest has on North Lake Tahoe. Andy stated that there is a question concerning the roll of the NLTRA when it comes to events. He said there needs to be a discussion about building an event strategy for the NLTRA. Ruth asked if there was any way the Resort Association could help with putting together rooming packages when Snowfest is in town. Judy said that we do have cool deals in place for that purpose. Deb asked Alex if we need to put this on the Board Agenda. Alex replied that the Board is looking to the Marketing Committee for direction. Becky said maybe a new event could be created to assist funding Snowfest. Brett believes that event planners are more adapt at producing events than the NLTRA as long as they are in line with the general goal, which is broadening our strike-zone for visitors. Deb said that SnowFest should be treated like the Summerlong Music Series. Alex believes the Committee and Staff need to assist in the event to ensure its success. He said staff needs to be actively engaged with event producers for marketing, and PR. Alex stated when there are events occurring in our community it enhances visitor's experience. Ruth said SnowFest brings visitors back and creates loyal fans. Brett agreed that SnowFest brings people back but people need to know that SnowFest in ongoing. Andy asked if funds should be specifically earmarked towards SnowFest. Julie said that in the past Northstar has conducted surveys and tracking and they were unable to link visitors directly with SnowFest, but there are PR benefits from SnowFest. Alex asked what the role of the Resort Association is when it comes to events; is it funding or offering support. Brett sees this as an opportunity if Ruth is open to input from the NLTRA. He says if the NLTRA is going to designate funds for SnowFest then staff needs to have more say on what events are occurring and the Resort Association needs to tap

into resources to ensure that the event is more successful. Christine asked if Ruth gets money back from the 50 to 60 small events. Ruth replied that any event listed on the calendar pays. Justin Broglio stated that the TCDA needs SnowFest for their downtown businesses. He said that the reason the Chamber forwarded this request to the Marketing Committee is because Snowfest needs the expertise of the Resort Association. He believes that Ruth needs help reaching out to the community to find out what SnowFest can do for them and the NLTRA has the means to help her. Jan stated that she has been involved in SnowFest for 27 years and now her family is involved in SnowFest. She said that this event has been around for 30 years and they shouldn't have to come and ask for funds every year.

- 5.2 M/S/C (Mourelatos/Parson) (9/0) Deb would like to create a Snowfest Subcommittee consisting of a property owner (Alex Mourelatos), a Ski Resort representative (Christine Horvath), a Business Community Member (Justin Broglio) and an NLTRA Staff member who will discuss this issue and assemble a recommendation to present to the NLTRA Board.**

6.0 REVIEW AND DISCUSSION ON FINAL FY 2010/11 MARKETING STRATEGY

- 6.1 Andy explained that staff constructed the final FY 2010/11 Annual Marketing Strategy by department. He reported that they have added more detail and diagrams to the marketing strategy. Andy stated that a couple of changes have been made to the inputs and outputs requested by the Committee at the last meeting.

- 6.2 M/S/C (Parson/Dudley) (10/0) to approve Final FY 2010/11 Marketing Strategy**

7.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FY 2009/10 FUND BALANCE CARRYOVER

- 7.1 Andy reported that through the negotiations with Placer County there is a carryover funds in the amount of \$199,755. He said staff recommends the following breakdown of the funds from the carryover; \$60,000 for the Amgen Tour of California, \$30,000 for the Small Lodging Campaign, \$100,000 to the Marketing Co-op and \$10,000 towards miscellaneous promotional opportunities. Ron asked if any carryover funds will be designated towards adding additional staff to the Conference Sales Department. Jason reported that they are down an average of 5% from last year. Les believes that funding additional staff for the Conference Sales Department needs to be a priority and doesn't agree with setting aside \$30,000 for a Small Lodging campaign. Andy replied that the direction from the last Marketing meeting was to come up with a campaign for the small lodging properties and that is where the dollar amount of \$30,000 originated and this amount is not finalized. Ron said he would prefer 'Small Lodging' be explained as 'Lodging.' Deb said she would like to see the breakdown of funds that are designated towards the Marketing Co-op and the Small Lodging campaign.

- 7.2 M/S/C (Mourelatos/Parson) (10/0) to approve the allocation of \$60,000 of carryover funds for the Amgen Tour and up to 45% of the \$199,755 allocated towards the Marketing Co-op and would like to table the allocation of the rest of the carryover funds to the next meeting.**

8.0 DISCUSSION AND DIRECTION ON FY 2010/11 NORTH LAKE TAHOE MARKETING COOP BUDGET

8.0 DISCUSSION AND DIRECTION ON FY 2010/11 NORTH LAKE TAHOE MARKETING COOP BUDGET

- 8.1 Andy said the Marketing Cooperative Budget Draft was approved by the Marketing Committee at the last meeting. Andy reviewed the Final Marketing Cooperative Budget and asked the Committee if they had any feedback before it is presented at the Marketing Cooperative meeting. The Committee agreed that they would like more detail on the line items after the Marketing Cooperative meeting. Ron would like to use the CTCC website as a model to create the budget.
- 8.2 **M/S/C (Parson/Dudley) (10/0) to give direction to the NLTRA Board to accept the FY 2010/11 North Lake Tahoe Marketing Co-op Budget with the addition of a greater emphasis on conference sales.**

9.0 DISCUSSION AND POSSIBLE ACTION ON WINTER MEDIA PLAN

- 9.1 Jennifer, Wendy and Mike described the Winter Media plan included in the packet. Alex asked if the magazines that we advertise in include any online marketing such as e-blasts and e-newsletters. Jennifer replied yes some of them do include an added value of online marketing. Wendy then gave an update concerning the outdoor billboard located in the Bay Area. She said that every time she finds a good billboard location the city decides to take the board down. The new board location is a 20 x 50 foot board (which is large). The buy goes through March and it is \$9,250 per month. She will have to find a new location after March. Brett would like a report concerning the value of having boards in other locations like LA and San Diego. Deb asked about advertising with magazine online subscriptions. Wendy replied that at this time the advertising it is only for international subscriptions.

10.0 REVIEW AND DISCUSSION ON SMALL LODGING MARKETING EFFORT AND COMMITTEE STRUCTURE

- 10.1 Andy reviewed the 'Small Lodging' marketing efforts. He asked if the Committee if they had any feedback. Andy then discussed the history of the Lodging Committee. He said that the creation of a new Lodging Committee would be a Sub-committee of the Marketing Committee. Ron wants to reiterate that it is the creation of a Lodging Sub-committee, not a 'Small Lodging' Sub-committee. Becky recommended the addition of another large lodging representative. Wendy gave a presentation to the Committee on the advertising efforts towards the 'Small Lodging' properties. Alex stated that these efforts are due to small lodges in our community who felt the current media buys were not benefitting them. He stated that this is an attempt to put together a Lodging Sub-committee and a media plan. Becky said that she is concerned about setting aside such a large sum of money to create a whole new program for small lodging. Brett believes it is important that the small lodging community is recognized. After discussion the Committee agreed to create the Lodging Committee and then go over the advertising needs. Alex said the lodging properties need to be heard and staff needs to take time to educate them on opportunities available through the Resort Association. Andy said that we need to get the Lodging Committee in place and utilize the Small Lodging advertising campaign as a draft.
- 10.2 **M/S/C (Parson/Williams) (10/0) with the knowledge that it is a 'Lodging Sub-Committee' and the recommendation of the addition of another large lodging representative**

11.0 PRESENTATION AND DISCUSSION ON WWW.GOTAHOENORTH.COM WEBSITE REVISION

11.1 Mike Williams gave a presentation on the www.gotahoenorth.com website. He reviewed the goals of the sites' revamp. The committee professed some concern about the snowflake and sunshine pictures that represent summer and winter. They also felt that the sun+snow representing the weather/snow-report and road conditions is confusing. The committee thought that 'connect' would be better than 'social' for the social media link. Brett stated that he would like lodging to be a part of the quick link. Les asked about the quick links bar and professed concern that it covers most of the imagery. Ron asked how the site will work on an I-phone. Mike replied that it should work fine on an I-phone. Andy stated that when we switch over to the winter portion of the site the new site will be launched. After the site is launched feedback will be well received.

12.0 DEPARTMENTAL REPORTS- The following reports were posted on www.nltra.org a

13.0 COMMITTEE MEMBER COMMENTS

13.1 None at this time

14.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

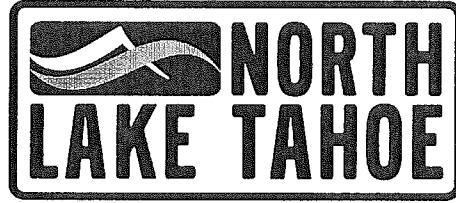
- AUGUST MTRiP REPORT
- JULY RENO TAHOE AIRPORT REPORT
- AUGUST SEARCH ENGINE OPTIMIZATION REPORT
- AUGUST WEB/GEO TRACKING REPORT
- AUGUST LODGING REFERRAL REPORT
- FY 2009/10 YEAR END CLICK THRU REPORT

15.0 ADJOURNMENT

15.1 The Marketing Committee meeting adjourned at 4:05 pm.

Submitted By:

Emily Sullivan, Program Assistant
North Lake Tahoe Resort Association



North Lake Tahoe Resort Association
October 28, 2010

BACKGROUND

The North Lake Tahoe Marketing Cooperative is a member and funding partner of the Sierra Ski Marketing Council (SSMC). This organization is made of public and private organization, in partnership with Ski Lake Tahoe, with the goal of increasing winter awareness and visitation to the Lake Tahoe region.

ACTION REQUESTED

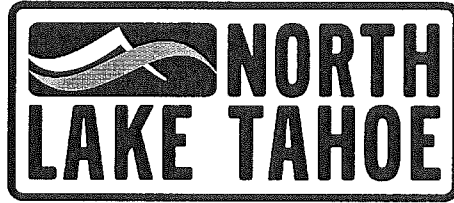
Carl Ribaldo, Executive Director of SLT/SSMC will review the Sierra Ski Marketing Council and Ski Lake Tahoe FY 2010/11 media plans, as well as an overview of the newly launched Ski Lake Tahoe website and online activities.

**Joint SLT/SSMC Media Plan
2010/2011**

Publication	May		Jun		Jul		Aug		Sep		Oct		Nov		Dec		Jan		Feb			
	29	31	3	5	7	9	11	13	15	17	19	21	23	25	27	29	31	3	5	7	9	
Ski Circulation: 450,000 4C Spread 4C Page 4C FP Airport ad 4C VCB ads (3x full page)																						
Skiing Circulation: 100,000 4C Page 4C FP Airport ad 4C VCB ads* (3x full page)																						
Warren Miller SnowWorld Circulation: 235,000 4C Spread																						
Mountain Sports + Living (Travelocity Partner Coop) Circulation: 125,000 4C spread																						
One to One Interactive Search/Display TBD																						
SLT.com Site Redesign																						

*VCB ads: each to receive 1 4C full page in Ski and Skiing. Exact placements to be determined

** One to One search buy split between SSMC & SLT, each absorbing \$60K



North Lake Tahoe Resort Association
October 28, 2010

BACKGROUND

At its last meeting, the Marketing Committee directed staff to work with a task force to determine the ongoing and future roles of the NLTRA in the special events development and promotion. This taskforce included Deb Dudley and Alex Mourelatos from the NLTRA Board, Christine Horvath from the Marketing Committee, Justin Broglio and Cheri Springer from the Business Community groups. This group has conducted an initial meeting to discuss possible scenarios for the Marketing Committee to consider as a recommendation to the NLTRA Board of Directors.

SITUATION

Board members Dudley and Mourelatos have developed a draft recommendation for review and possible action by the Marketing Committee. Upon review and any action by the Marketing Committee, this policy recommendation will be presented for discussion and possible action at the future NLTRA Board of Directors Meeting.

ACTION REQUESTED

Staff will review the draft policy recommendation with the committee for review, discussion and possible action.

NLTRA Event Policy Discussion

Introduction:

There has been regular discussion at the Marketing Committee, Chamber Committee and the NLTRA Board level regarding the importance of Events to achieving our marketing goals. The lack of clarity regarding the role the NLTRA should play, the types of events the organization should support and the amount and type of support that should be provided have been debated without a clear understanding being reached. There has been broad acceptance that attracting and retaining events to our area can significantly impact the organizations ability to put heads in beds and the need for a policy to support the organization's efforts in this area. The NLTRA Marketing and Chamber roles should be clarified and made applicable to all events that receive investment. This discussion document provides a framework for further discussion and a draft policy for consideration by the Marketing Committee and NLTRA Board of Directors.

Significant successes have been made in the area of Events, in fact spurring the on-going debate. There is a well developed Community Marketing Program in place to determine the allocation of NLTRA Marketing resources. This year will be a record year for applications to this program putting more pressure to effectively utilize a limited set of resources. Autumn Food and Wine has been a successfully produced NLTRA Event for a number of years helping build the reputation of quality events in the area but consuming NLTRA marketing resources for the production of an event. Business development for regional/basin-wide events recently succeeded in winning the Start host for the California AMGEN Tour. Collectively, the organization has proven the value of supporting events. What is needed is a strategy to address future needs how we will move forward. The organization policy will define the NLTRA role in executing that strategy.

Event Strategy:

The following diagram presents a framework that may help clarify roles and assist the organization to better manage the investment of scarce marketing resources across event types. It intends to define funding allocation, resource type and the allocation that resource across event types. The organization will actively manage the event relationship to achieve the desired outcomes achieve heads in beds (either new incremental, extended stay, or return) and capture the lessons learned by tracking results.

Proposed Framework:

NLTRA EVENT STRATEGY FRAMEWORK

NLTRA EVENT MARKETING RESOURCES (SPECIFIC EVENT BUDGET)	Annual Planning					
	Performance Measurement	Marquee Support	Marquee BD	Sponsorship	Marketing Funds	In-Kind Services
Marquee or Premier Events 75% of Budget	Assessment Feeds Annual Planning	Specific Budget	Committed Investment to Next AMGEN	When Exposure Beneficial	As needed to support BD	As needed to support BD
Community Fabric Events 25% of Budget	Assessment Feeds Annual Planning	N/A	N/A	N/A	Determined by CMGP	Determined by CMGP

Possible Policy Regarding Events currently being proposed:

It will be the policy of the NLTRA to expend its marketing resources as event promoters and supporters, not producers. Marketing resources will be provided by Event Type as described below.

Event Type – Premier or Marquee Events - these are regional or basin-wide events. Those that fall into this category include - Snowfest - Autumn Food and Wine - Big Blue - Amgen –These are events that should be included in the marketing budget as either a Sponsor or receiving Marquee Support.

These events provide a significant amount of visitors stays during off peak periods and/or a 100-1 ROI or greater with regard to media coverage.

NLTRA Role - to include these events in our media plans by doing the following:

- 1- Developing advertising, marketing and PR plans and using our resources to implement these plans in coordination with organizers.
- 2- Developing room packages and promoting these packages using a coordinated marketing plan.

3- Payment of site fees or coordination of site needs and expenses related to site needs as in the case of Amgen.

4- Provide funding as a "Sponsor" in order to gain brand exposure and promote demand fulfillment.

Event Type – Community Fabric or Start up - these are events that are reviewed and funded by the Chamber Advisory committee via the Community Marketing Grant program and have the ability to grow into stand alone or self supporting events in the future.

Grant Program Selection criteria are solid and should remain the same, with all events being enhanced with the assistance of our staff expertise and small grants of funds for marketing or regional promotion.

NLTRA Role – provide marketing funds and in-kind services to event organizers we believe will achieve the marketing goal of heads on beds. To receive funds or in-kind services, applicant will

- 1- Work with NLTRA Event Manager to agree on performance measures, track and assess results. NLTRA Event staff should play an active role in measurement and analysis of results.
- 2- Provide event pricing for lodging packages
- 3- Agree to NLTRA Logo placement

Funding for any particular Community Fabric event will be limited of 5 years unless an exception is agreed to by the Board of Directors.



North Lake Tahoe Resort Association
October 28, 2010

BACKGROUND

At its last meeting, SnowFest presented a draft proposal to the Marketing Committee for financial support for the 2011 event. After much discussion (please refer to the September 28th Committee Meeting Minutes) it was requested that a taskforce be establish to determine the role of the NLTRA in the production of and promotion of special events throughout the North Lake Tahoe community.

SITUATION

Staff worked with the event producers to develop a comprehensive sponsorship package that would identify North Lake Tahoe Resort Association as the presenting sponsor of the 2011 event.

ACTION REQUESTED

Staff will present the sponsorship package with related costs and benefits for committee discussion and possible action.



North Lake Tahoe Resort Association Sponsorship Proposal
SnowFest! 2011
March 4-13: The 30th Celebration of SnowFest!

Benefits to North Lake Tahoe Resort Association

- Named as presenting sponsor of SnowFest
- Featured placement in the Tahoe City SnowFest Parade and Kings Beach Celebration Parade*
- Highlighted, as presenting sponsor, during Opening Ceremonies Laser Show with logo on the mountain and during announcements
- Introduction of NLTRA dignitaries at Opening Ceremonies
- Logo on 50,000+ rack cards/check presenters *
- Listing, as presenting sponsor, in all SnowFest press releases
- Logo and listing, as presenting sponsor, in all paid print advertising
- Logo and announcement of presenting sponsorship on all television commercials*
- Mention, as presenting sponsor, during all television interviews
- Mention of presenting sponsorship in all radio advertising and during all radio interviews
- Listed, as presenting sponsor, and logo placement in SnowFest Program produced by *Tahoe World**
- Listed as presenting sponsor in *Official* SnowFest Program produced by *The Weekly*.
Listed as presenting sponsor and logo on six ads in *The Weekly* leading up to and during SnowFest*
- Listed as presenting sponsor and logo on SnowFest posters (500 produced)
- Listed as presenting sponsor and logo on SnowFest Pocket Calendars (10,000+ produced)
- Listed as presenting sponsor and logo on SnowFest website
Rights to use "Presenting Sponsor of Tahoe SnowFest!" on corporate promotional materials
- Link to sponsor's website from Tahoe SnowFest! website www.tahoessnowfestival.com
- Invitation to Sponsors/VIP Party on Opening Night
- First right of refusal for equal or greater sponsorship for 2012 SnowFest!

Sponsorship Fee: \$25,000/Cash & In-kind



SnowFest Rack Cards

For SnowFest 2011, 50,000+ rack cards will be produced. The initial printing will be distributed at the SnowBomb Ski & Snowboard Festivals—November 6 & 7, 2010 at the Ft. Mason Center in San Francisco and November 13 & 14, 2010 at the Santa Clara Convention Center. 25,000 attendees are anticipated.

Approximately 7,500 rack cards are distributed beginning at Thanksgiving to all of the local Tahoe lodging properties and restaurants to encourage visitors to make the decision to return for SnowFest in March.

The remaining rack cards are distributed by Certified Folder Display to lodging properties throughout the Reno/Tahoe area, the corporate program in the Silicon Valley (HP, Intel, Apple, etc.) and the sporting goods stores throughout Northern California.

TV Commercials

Television spots are purchased on Charter Cable in the Reno/Tahoe/Carson City/Fallon markets and on Comcast in the Bay Area from Santa Rosa to Santa Barbara including the Monterey Peninsula and East Bay. The commercials run during the months of January and February. The .30 spots direct viewers to a 2-minute Video on Demand – an infomercial about SnowFest and Tahoe. Last year over 4,900 viewers watched the VOD for an average of 1.97 minutes. The VOD includes footage of the North Lake Tahoe area, ski areas and the beauty of Tahoe.

SnowFest Printed Programs

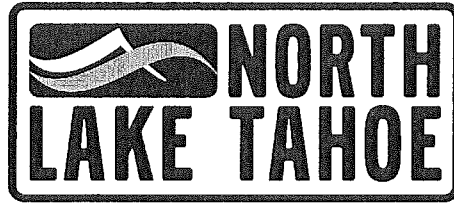
SnowFest now has two “official” programs—printed by the *Tahoe World* and *The Weekly*. Both publications will produce a 30th Anniversary Commemorative issue this year and print the full SnowFest program.

The *Sierra Sun* is currently running a SnowFest ad once a week asking readers to share SnowFest stories and photos. The NLTRA logo and mention of the presenting sponsorship can be added to the ads as soon as the sponsorship agreement is signed.

The Weekly runs six SnowFest ½ page to full page ads running up to SnowFest on which the NLTRA logo will be included. Readership for *The Weekly* is approximately 19,000 per issue in the winter months.

Banners

A new lead banner will be created to be used at both SnowFest parades in Tahoe City and Kings Beach--and the new potential torchlight parade in Incline Village. Verbiage on the banner will include announcement of SnowFest's 30th Anniversary and the presenting sponsorship of the North Lake Tahoe Resort Association



North Lake Tahoe Resort Association
October 28, 2010

BACKGROUND

The 25th Annual Lake Tahoe Autumn Food and Wine Festival was conducted over the September 10-13 weekend. Staff will present a preliminary report on the results of the event.