



north lake tahoe

Chamber | CVB | Resort Association

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

TOURISM DEVELOPMENT COMMITTEE MEETING MINUTES

Tahoe City PUD

Tuesday, June 26, 2018– 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Christine Horvath, Todd Jackson, Becky Moore, Judith Kline, Nicole Reitter, Terra Calegari

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

OTHERS IN ATTENDANCE: Wendy Hummer, Kelly Houston

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The Marketing Committee meeting was called to order at 2:03 pm and a quorum was established.

2.0 PUBLIC FORUM

No public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

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

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MAY 22, 2018

M/S/C (Horvath/Jackson) (6/0) to approve the meeting minutes from May 22, 2018.

5.0 VISITINGLAKETAHOE.COM PRESENTATION – KELLY HOUSTON & WENDY HUMMER

Wendy stated the VisitingLakeTahoe.com started in 1996 and the VCBs agreed to call it the “Official Website of Lake Tahoe”. The Visiting Lake Tahoe website is a cooperative program between North Lake Tahoe and South Lake Tahoe to purchase the word “Lake Tahoe” on search engines together instead of competing with each other. This also helps improve efficiency of budget so visitor bureaus can retain the number one position over the online travel agencies like Expedia, Orbitz as well as car companies. This website was originally only a landing page for the paid search campaign. Wendy shared the different website design going back to 2001 through 2017. Kelly Houston stated the website went through a redesign in 2017 as Google decided a single page website wouldn’t rank anymore organically. At that point the VCBs decided on what content to add to the website.

In the 1990s they purchased search engines included: Lycos, Infoseek, Doubleclick, Excite, Yahoo. Today they purchase: Google and Yahoo/BING. Wendy also shared some of the keywords they used to purchase and she stated expanded text listings were added in 2017, and improved the overall Click through Rate by 27%. With an additional 17% in the budget for 2017-18 over 2016-17, the campaign generated 38% more clicks, the click rate increased 27% and the cost per click decreased 15%. Bing/Yahoo continues to have lower cost per click and a higher click thru rate than Google. While initially only a paid site, visiting Lake

Tahoe moved to number one organically on Google in 2006. It also rose to number one on Bing and Yahoo the same year.

SEO/Organic Review:

- Organic search has consistently produced between 60-70% percent of site traffic.
- Google's algorithm rewards content and blogging. Visiting Lake Tahoe was a single page site.
- The conclusion is that Google ranks a site higher with significant paid advertising.
- In December/January 2017, Visiting Lake Tahoe lost the top organic search spot and traffic began to drop.
- In late 2017, Visiting Lake Tahoe is back to number 1 in desktop, number two in mobile. (Google now separates desktop and mobile search results.

Visiting Lake Tahoe is GoTahoeNorth.com top referral source and in the last 12 months, Visiting was 54% of all of GTN's referral traffic. Wendy also shared that the website captures emails from individuals and so far the program has produced 52,000 email addresses.

Comments:

- What is the percentage going to Tahoe South versus Tahoe North? Kelly shared right now it's 51/49.
- What is the geographic breakdown of visitor? Wendy shared about 50% is from Reno, Sacramento and San Francisco.
- Are the airports included on the map? Kelly shared it's not on the main map but on an interior page. It was recommended as it gives context to location and in general people likes maps.
- Do we feel we give visitors enough information on whether North or South Lake Tahoe is a better fit for them? Kelly shared there may be an opportunity to push more events through this site and do RSS feed on featured events.
- It was recommended on the paid to focus more on the destinations that have non-stop service to Reno to make sure they are getting representation on top of the funnel. It was recommended to block more of California as these markets are already being reached by organic search.

6.0 DRAFT FY 18/19 MARKETING COOP BUDGET REVIEW AND DISCUSSION – DAPHNE

Daphne shared the Marketing Cooperative budget that was approved earlier this month. Some of items she shared included:

- Consumer marketing: Fusion7 software, a credit with Augustine was applied for this line item. Fusion 7 is a software that is used to for social media tracking.
- Leisure Sales: More creative production this year includes health and wellness, culinary, art and culture and some video content as well.
- Leisure Sales: Emphasis on UK and Australia international markets. This year the organization added PR in the Australian market. (The added PR was pulled away from the Abbi Agency budget line item)
- Leisure Sales: NLTRA added representation in Canada as it is one of our top markets. There is talk about a direct flight with Air Canada direct from Vancouver to Reno. California has been very heavy in that market the last year and by adding representation we are ahead of the curve.
- Conference Sales: Tradeshows that were added this year were Connect Southwest, Connect Tech & Medical and Connect Financial.

Daphne stated as things change and shift around and if they see things not working the budget will get adjusted.

7.0 UPDATE ON CONSUMER PROGRAM - DAPHNE

Daphne shared the media flow chart with the committee members. Some of the items she shared included:

- Summer messaging and media is up and running.
- Heavy on social media with Facebook, Snapchat and Instagram.
- The new creative from the photo/video productions will be rotated into the mix especially with some of the messaging for beach and just relaxing.
- Collaborating with South Lake Tahoe with some messaging regarding construction. (sharing visitors cameras and resources)
- Working on an outreach for a fall group FAM.
- Media vetting process and refining our media list.
- Local Luminaries – messaging around nominating a local luminary.

- “Room with a view” – highlighting local lodging partners.
- Hosting more social media influencers.

8.0 2018/19 MARKETING COOP MEDIA PLAN FLOW CHART REVIEW AND DISCUSSION - DAPHNE

Daphne shared the flow chart with the committee members. The shift into fall messaging happens mid-September. The summer is focused on our destination market and fall/spring is more focused on our drive market. Expedia is on there for an early fall push and also another push in April/May.

Comments:

- E-mail prospecting for our peak season fly market, to send one out in July. Is this too early for a winter message? Terra shared a lot of properties does a “book early” for winter and save.

9.0 SEPTEMBER TOURISM DEVELOPMENT MEETING DATE DISCUSSION - DAPHNE

Daphne shared there was discussion last month to move up the September meeting to September 11th for a strategy meeting discussion on the results from the Smari research. Daphne shared she is not certain they will present at the August meeting but if necessary they can present the first half at the September 11th meeting and then second half could be dedicated to strategy discussion.

Amber stated if the committee members would like to meet with Cherie Bortnick, Director of Business Development with Spartan, she is available to come to our meeting on September 25th. Amber shared Spartan will have a recap to her by October 16th. It was suggested that Cherie call in for a “wrap up” phone call after the event, and that the October meeting be moved up one week to October 23rd so that it gives the committee another week to decide on renewal of the contract.

Action: Move September 25th meeting to September 11th. This meeting will be dedicated to Smari Research (if they are not able to attend the August 28th meeting) and strategy discussion.

Action: Move October 30th meeting to October 23rd. This gives the committee member another week to discuss Spartan Race sponsorship.

10.0 ACTION ITEM

1. REVIEW AND APPROVAL OF THE ABBI AGENCY 2018.19 SPECIAL EVENT SPECIFIC CONTRACT – AMBER

Amber stated in the fiscal 17.18 year NLTRA hired The Abbi Agency to do additional public relations services for five major special events. The collaboration was extremely helpful and NLTRA were able to better serve the events and leverage them being in the region. For this fiscal 18.19, staff's intention is to hire the agency for five events. The following contract includes three – 2018 Spartan World Championships, 2018 Autumn Food & Wine Festival and 2019 Wanderlust. 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. For each event there are different tactics and deliverables.

M/S/C (Moore/Calegari) (6/0) to approve the Abbi Agency 2018.19 special event specific contract.

12.0 DISCUSSION OF 2019 SPARTAN WORLD CHAMPIONSHIPS – AMBER

Amber stated this is just initial discussion of 2019 Spartan World Championships so no motion is requested at this time. In the 2018 Spartan World Championships 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.

Amber and Daphne met with the Squaw staff last week. Amber shared there may be an opportunity that they request some of the sponsorship funding to be used for a concert for Sunday night for an extended stay message.

Comments:

- What is the participation tracking numbers? Have those numbers ready for August committee meeting.
- Amber also shared that Cherie will share new versus returning participants numbers for this year.

- It was suggested that Spartan donates to a local charity, maybe some of the proceeds of sales from the Sunday concert? Get the message out to locals too.

13.0 REVIEW OF BACC SUMMER CAMPAIGNS – SUMMERLONG MUSIC AND PEAK YOUR ADVENTURE – AMBER

Amber stated that she would like to keep the committee members in the loop of some of the BACC campaigns being implemented this summer, North Lake Tahoe Summerlong Music and Peak Your Adventure.

NLT Summerlong Music highlights the wide variety of musical offering in the region with the goals 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 intension 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.

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

- **Conference Sales Leisure Sales**
- **Leisure Sales**
- **Events & Communications**
- **Website Content**
- **Public Relations**
- **Advertising**

15.0 STANDING REPORTS

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

16.0 COMMITTEE MEMBER COMMENTS

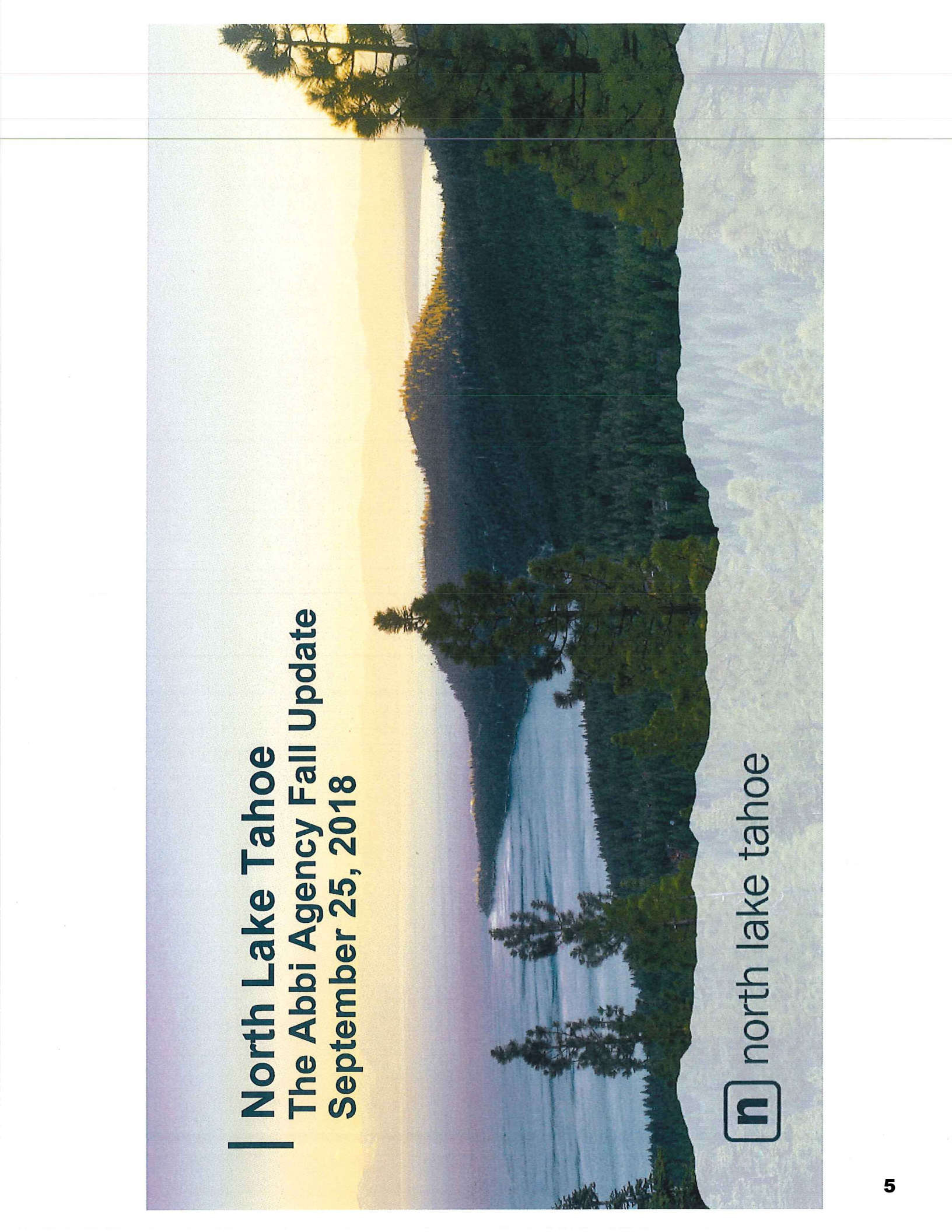
No comments.

17.0 ADJOURNMENT

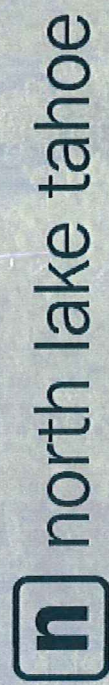
Meeting adjourned at 4.20 pm.

Submitted By:

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



**| North Lake Tahoe
The Abbi Agency Fall Update
September 25, 2018**



17.18 Performance Highlights

Shift from regional to national coverage

15% increase in national placements; growth from 4.3% to 14% Southern CA coverage

59% increase in ad equivalency, 49% increase in impressions

35% increase in dollar impact of earned media

Increased to \$6.78M in 17/18 from \$5.02M in 16/17

40.8% increase in social media post views and

8.3% increase in engagements

North Lake Tahoe achieved a total of 37.3M impressions

920.7k impressions on Local Luminaries campaign

PR - Summer and Fall Efforts

Fall Features

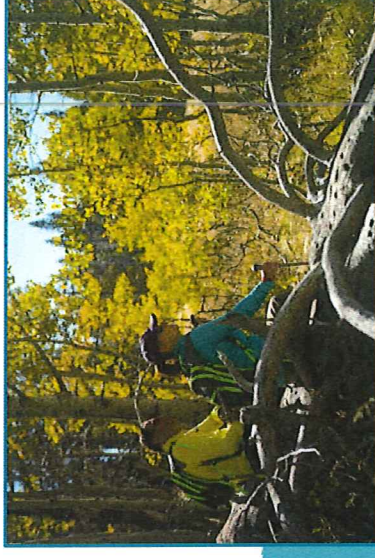
- Food - Jonathan Wright / USA Today
- Secret Season - Iconic fall and family getaways

Autumn Food and Wine

- Hosted 4 Journalists
- Local and Drive Market placements

Looking Ahead

- Final fall FAMs
- Preparation for winter; transition to 2019
- Media Missions



The Abbi Agency | Fall Overview

Public Relations - Fall Coverage Highlights

TRAVEL
10 Fall Foliage Destinations That Aren't on Your Radar, But Should Be



North Lake Tahoe: Nevada
Fall is the "secret season" of North Lake Tahoe, and Reno has done so much to reinvent itself as a Northwestern destination. Hike the Flume Trail for majestic views of towering aspen trees tinged with gold set against the glowing blue of Lake Tahoe.

via


Read Tips | Food & Drink | Destinations | Outdoors | Blog | All.com **GO!**

DESTINATIONS | NATIONAL PARKS | VIDEOS | SUBSCRIPTIONS | Search

Fall Trip to Lake Tahoe
The West's most gorgeous lake is at its brilliant best in autumn.

VACATIONS IN VANCOUVER

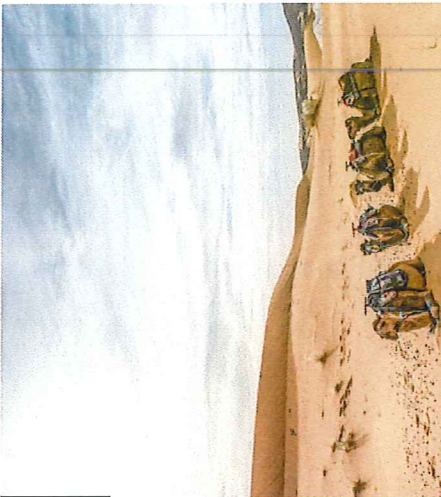
Related Stories



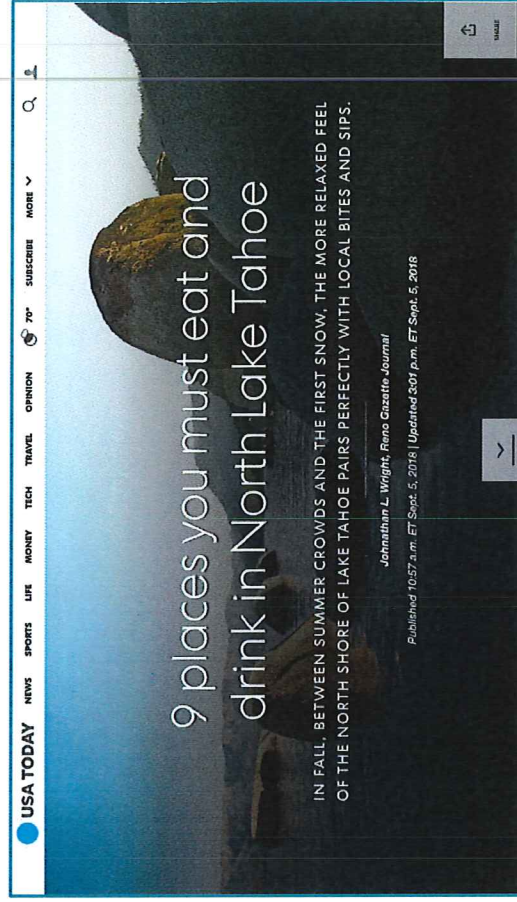
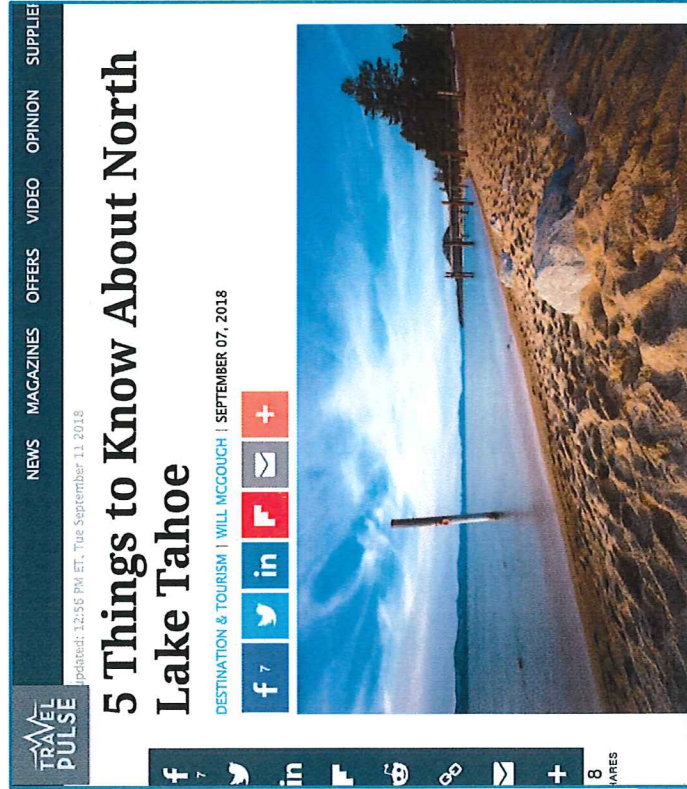
BRIDES | GALLERIES | NEWSLETTER | GET THE LATEST

7 Pulse-Pounding Adventure Honey moons
Not for the faint of heart

By Todd Frazzetta | Published on August 18, 2018



Public Relations - Fall Coverage Highlights



Social - Summer and Fall Efforts

Real-time Content

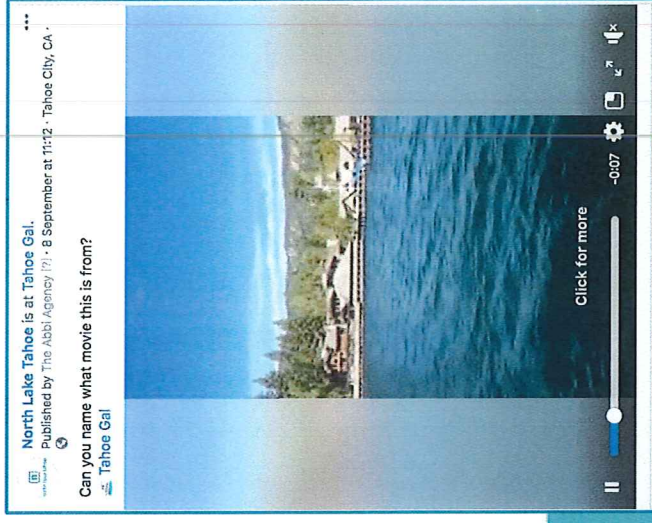
- Weekly Instagram Stories
- Facebook Lives: Hiking, Clear-bottom Kayaks

Room With a View

- Highlights of lodging partners via FB, IG
- Over 8,000 engagements to date

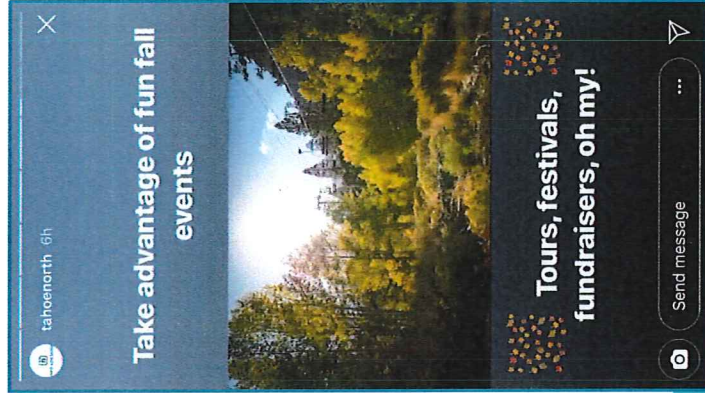
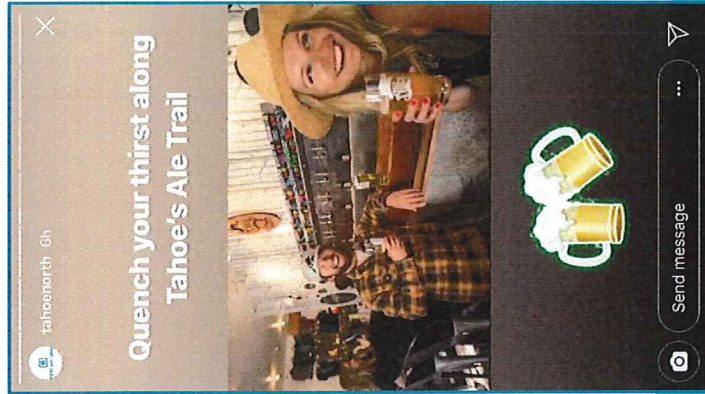
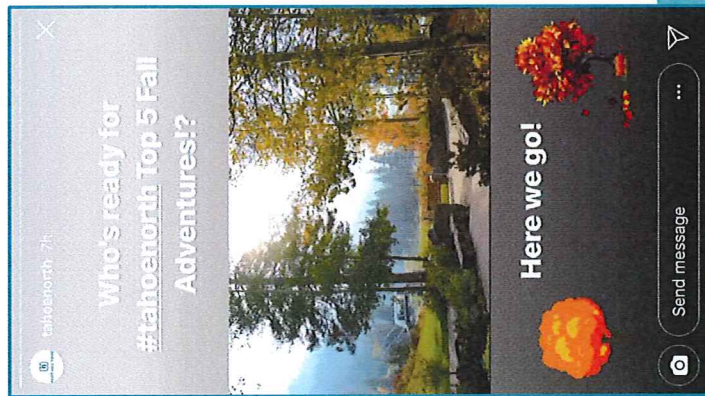
Engagement Tactics

- Peak Your Adventure Influencers Activated
- Preparation for fall group influencer FAM and content campaign

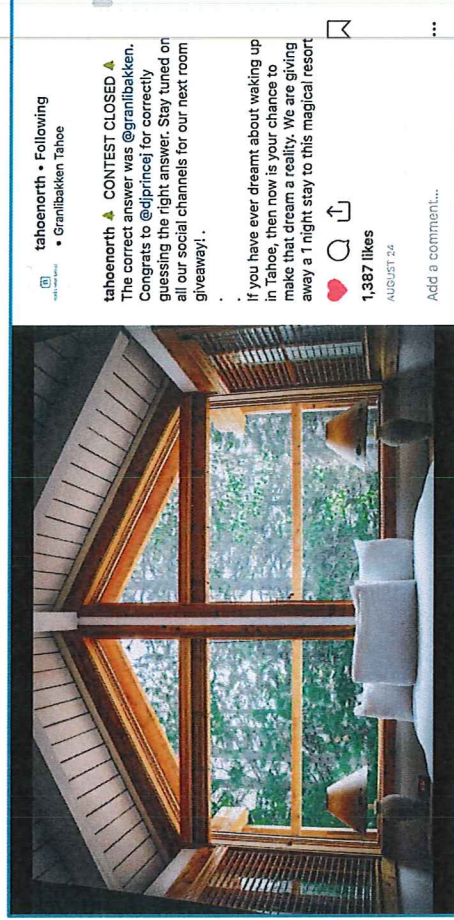


The Abbi Agency | Fall Overview

Social Media - Instagram Stories

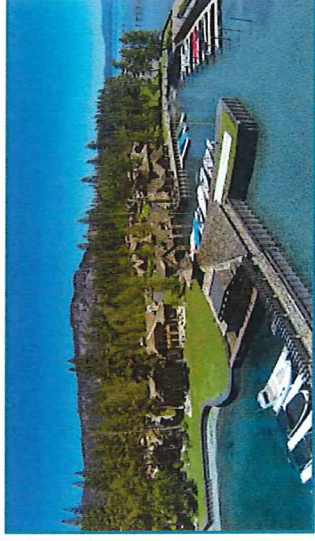


Social Media - Room With a View



Content - Treasures of Tahoe Campaign

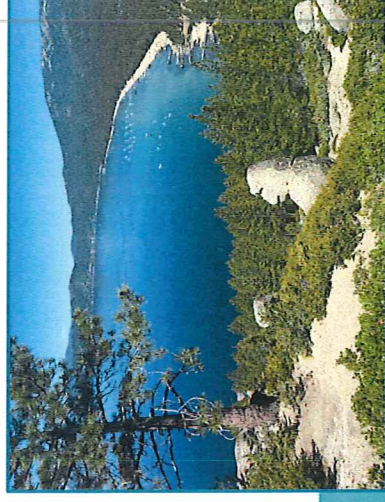
Series highlighting lesser-known secret season experiences around North Lake Tahoe.



Campaign Elements

- Social “did you know” video
- Website guide
- Treasure “map” graphic and branded guides
- Influencer activations

Launch: Mid-October



The Abbi Agency | Summer Overview



Thank you!



north lake tahoe

Chamber | CVB | Resort Association

Out of Bounds IMAX Film

Date: 9/20/18

TO: NLTRA Tourism Development Committee

FROM: Daphne Lange, Tourism Director

RE: Out of Bounds IMAX Film -NLT Partnership

Action Requested:

Staff is requesting the committee to provide discussion on interest in the opportunity to move this forward. Jeff Cutler with Havoc TV will be available to present the information via phone and answer any questions.

Background:

Out of Bounds is a global, cross-platform IMAX film project about Mountains and their overall importance to world health, using snowboarding and skiing as the giant screen appeal.

The film follows Olympic Gold Medalist Australian snowboarder Torah Bright as she leaves competition to explore the wild backcountry and joins up with Jeremy Jones to learn how crucial it is to protect the mountains and keep them as they are. North Lake Tahoe and Squaw/Alpine will be the only US location and where Jeremy meets up with Torah to discuss the next leg of her trip.

North Lake Tahoe was approached to participate in the film along with Squaw Valley/Alpine Meadows and Visit California. The film will be distributed in 200+ IMAX venues worldwide, with a 6mth lease guaranteeing over 500 showings.

Other distribution channels include:

Blu-ray (4K/UHD & HD):

9-12 months after film launch, Blu-rays will be available to purchase at retail – online (EST), and in-store

Television (2D HD, 3D, and 4K “Ultra HD”): Film is licensed to television (broadcast, pay) channels globally (over 50 countries)

Online: Hulu, Netflix and others make the film available to be streamed or downloaded on demand (VOD)

Hotels, Cruise ships + Airlines: Video on Demand, both Free and Transactional

Out of Home: Through thousands of retail screens worldwide, viewers will be able to watch short clips from Out of Bounds

What we get:

- 8 minutes of the film will feature North Lake Tahoe and Squaw Alpine
- Seamless messaging about Squaw Alpine's 100% renewable energy initiative – will ask about including messaging around general efforts of environmental efforts surrounding the lake
- Shots of North Lake Tahoe with lake in background featured on screen
- Mention of North Lake Tahoe in film & credits
- 2 Squaw Alpine/Lake Tahoe-based vignettes discussing renewable energy plan and Jeremy Jones' home spot (shared with SQAM)
- Co-hosted launch event at Esquire IMAX Theater in Sacramento
- Royalty-free use of the film for NLTRA own events
- Film footage available to NLTRA for use in content-related initiatives
- Recognition of sustainability efforts at premieres and launch events

Attachments:

Out of Bounds Proposal/Information and Value Sheet

Fiscal Impact:

\$40,000 - \$20k 18/19 and \$20k 19/20

Visit California and Squaw are also contributing cash investment

PROJECT ESTIMATED VALUE - OUT OF BOUNDS

Media Description	Estimated Impressions	Details and Assumptions	CPM	Component Value	Tahoe Coop = 20% of value	Total Cost Tahoe Coop
Film:						
Film Trailer	50,000,000	Valued at a \$60 CPM	50.00	\$2,500,000	\$500,000	
Giant Screen Theatrical	5,000,000	Valued at \$6 per person	NA	\$30,000,000	\$6,000,000	
Specialty Theaters	500,000	Valued at \$6 per person	NA	\$3,000,000	\$600,000	
Out Of Home	30,000,000	Valued at a \$25 CPM	25.00	\$750,000	\$150,000	
Television	250,000,000	Valued at a \$100 CPM	100.00	\$25,000,000	\$5,000,000	
Film Totals	335,500,000			\$61,250,000	\$12,250,000	
Derivative Content:						
Vignette views on Havoc + Derivative Content Network + Editorial	10,000,000	Content views across all platforms / 455k per clip at 11 clips	25.00	\$250,000	\$50,000	
Derivative Content Totals	10,000,000			\$250,000	\$50,000	
Marketing:						
Endemic Advertising	5,000,000	3 months digital + TV campaign	16.00	\$80,000	\$16,000	
Local Theater Marketing	350,000,000	Theaters = \$1.50 spent per viewer @\$15cpm	15.00	\$5,250,000	\$1,050,000	
Roxy + Quiksilver Marketing	80,463,987	Minimum of \$6MM in-kind marketing - avg cpm 74+	74.14	\$5,963,600	\$1,193,120	
Havoc Tune In Media + Launch Marketing	750,000	Blended CPM of \$20 - VOD, online, linear comb				
OOB Website	1,000,000	250k imp for 3 months	20.00	\$15,000	\$3,000	
Social Media Outreach + Talent (organic and paid)	25,000,000	COB Property	10.00	\$10,000	\$2,000	
Public Relations / Talent Appearances	150,000,000	Combined Social Impressions	15.00	\$375,000	\$75,000	
		PR Agency - TV, Radio, Print, Online + Social	10.00	\$1,500,000	\$300,000	
Marketing Totals	612,213,987			\$13,195,600	\$2,639,120	
Grand Total	957,713,987			\$74,695,600	\$14,939,120	\$325,000
Total Film Impressions / Net Effective CPM				Impressions	Net Sponsor CPM	Total Cost Tahoe Coop
				957,713,987	\$ 0.34	\$325,000

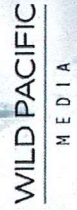
* Note - Tahoe Coop refers to the entire group coop, consisting of Visit CA, Squaw Alpine, North Lake Tahoe Rental Association and potentially Alterra

* Note - Tahoe Coop is receiving roughly 20% of the on screen film time and 20% of the film media (shared with 4 other potential sponsors)

A GIANT SCREEN 3D EXPERIENCE

OUT OF BOUNDS

THEY CAME FOR ADVENTURE.....
BUT DISCOVERED SOMETHING MORE.....
THE TRANSFORMATIVE POWER OF MOUNTAINS.



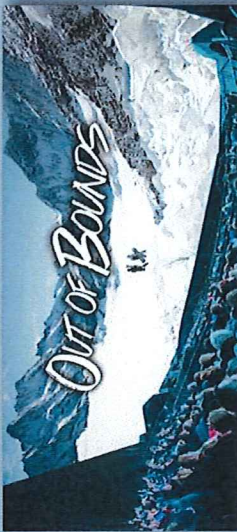
OUT OF BOUNDS



THE PROJECT

UNPRECEDENTED REACH

NOT JUST AN IMAX FILM



IMAX FEATURE



GLOBAL TV/ONLINE STREAMING



DERIVATIVE CONTENT



PROMOTIONAL TIE-INS



DIGITAL MARKETING



PREMIERES & SPECIAL EVENTS

NEARLY ONE BILLION IMPRESSIONS WORLDWIDE

FILM SYNOPSIS

- Out Of Bounds is a global, cross-platform IMAX film project about Mountains and their overall importance to world health, using snowboarding and skiing as the giant screen appeal.
- The film follows Olympic Gold Medalist Snowboarder Torah Bright as she leaves competition to explore the wild backcountry of the American Cordillera.
- Torah's journey from Antarctica to Alaska connects her with skiing's backcountry superstar Sammy Carlson and big mountain snowboarder and environmentalist Jeremy Jones, where Torah and the audience experience the awesome thrill of big mountain snowboarding. Together, with other athletes and scientists they meet on their journey, they learn how crucial it is to protect the mountains and keep them as they are.
- The film's partnership with Jeremy Jones' rider-driven environmental organization Protect Our Winters "POW" gives the viewer a crash course in how we can help fight climate change and push to get our winters stronger and longer.

THE STARS



TORAH BRIGHT

- Australian Pro Snowboarder
- Most famous rider of our time
- Olympic Gold & Silver Medalist



JEREMY JONES

- Most legendary Big Mountain rider
- Founder of "Protect Our Winters"
- Climate change environmentalist
- Squaw Alpine local

THE CAUSE



Out of Bounds has a unique partnership with Jeremy's Protect Our Winters. POW will be overseeing the science in the film, making sure that all of the mountain-based environmental facts are delivered appropriately and authentically. They will also work in tandem to market the film to the core snow and environmental communities.

In addition, K2 will donate a % of theater ticket sales to Protect Our Winters!

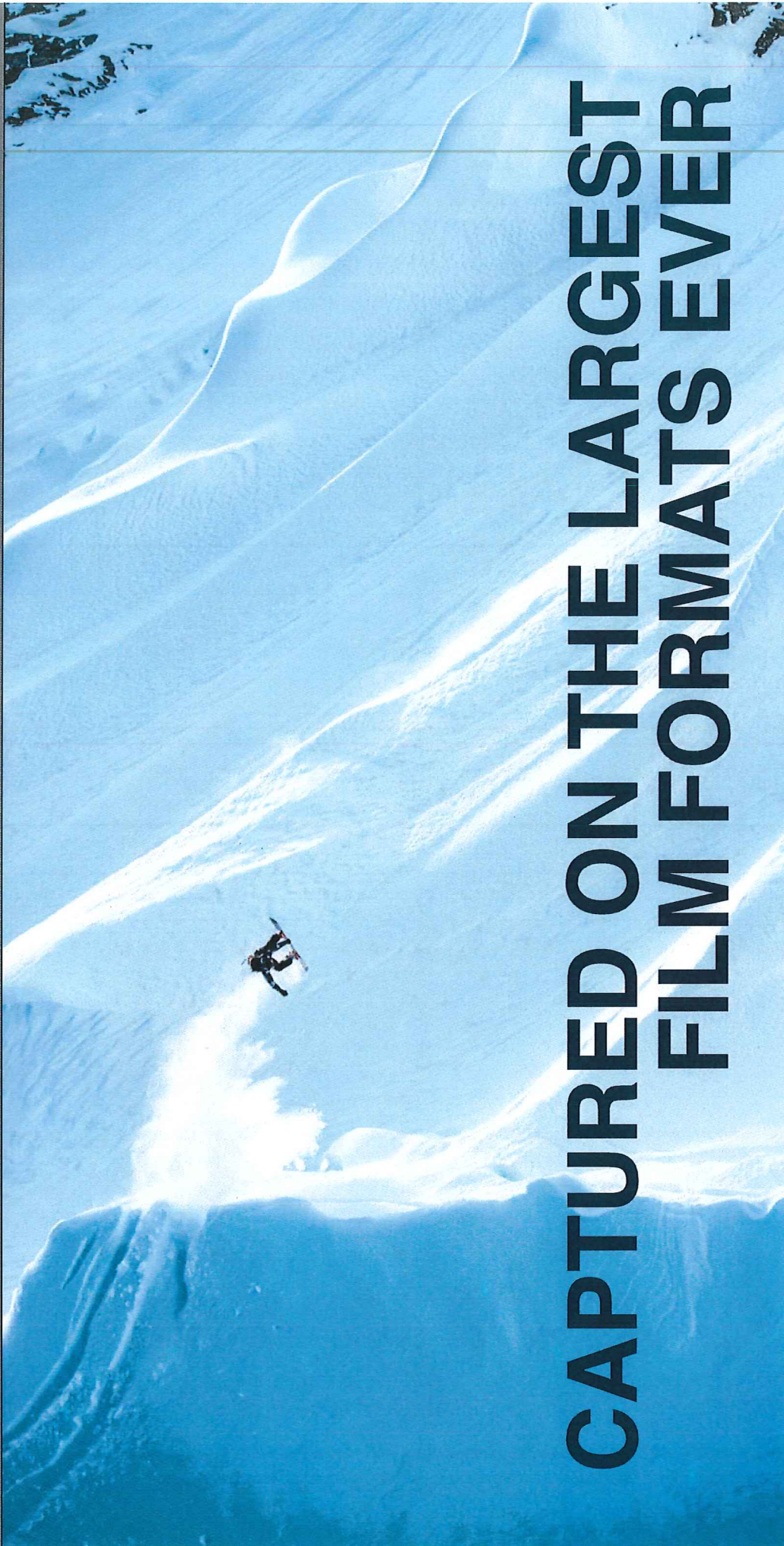
OUT OF BOUNDS



UNPARALLELLED BEAUTY & ACTION



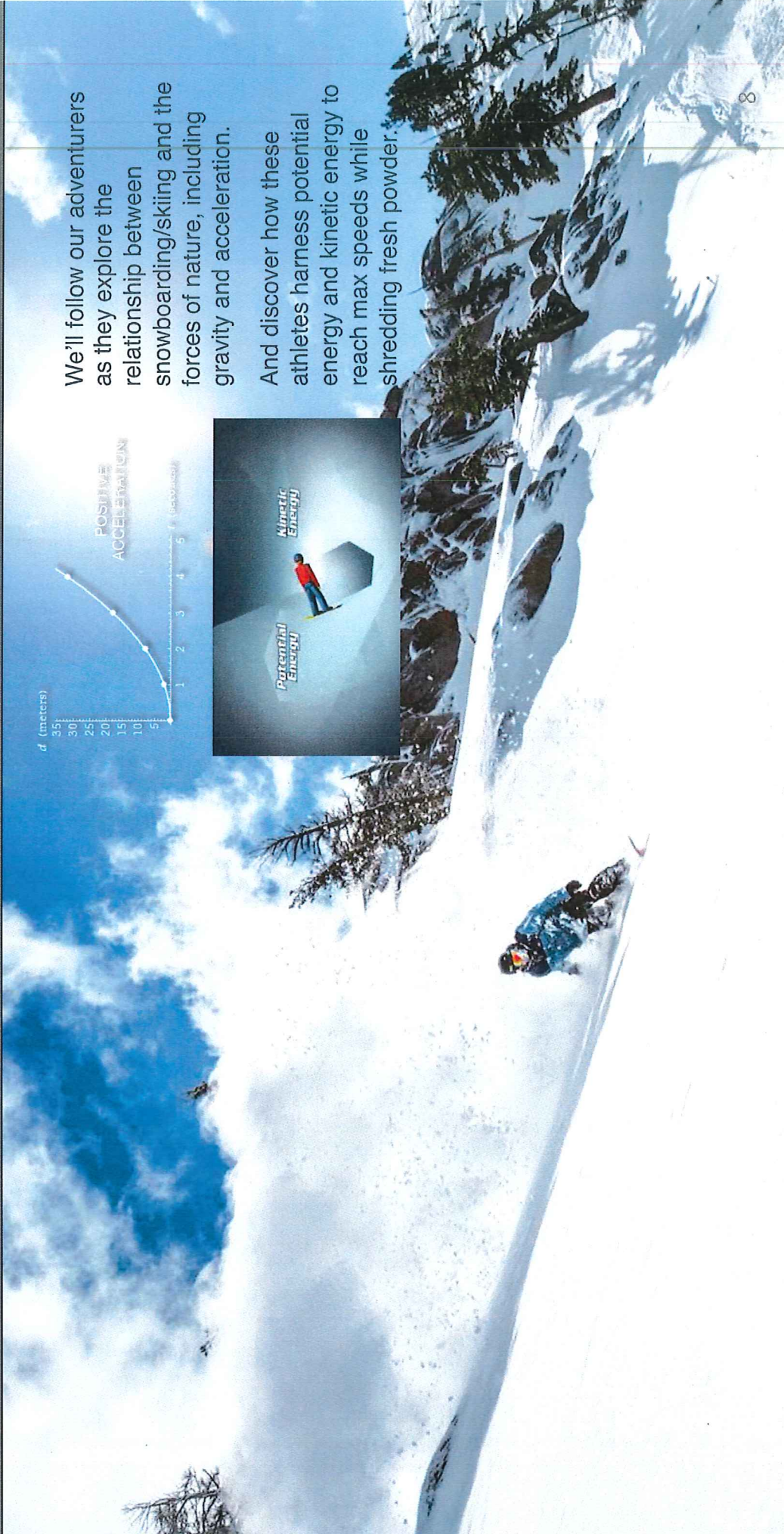
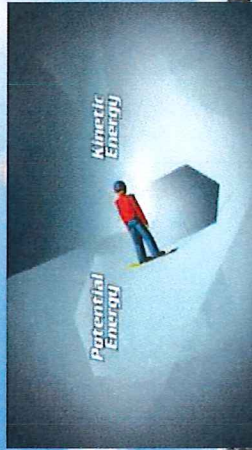
OUT OF BOUNDS



CAPTURED ON THE LARGEST FILM FORMATS EVER

We'll follow our adventurers as they explore the relationship between snowboarding/skiing and the forces of nature, including gravity and acceleration.

And discover how these athletes harness potential energy and kinetic energy to reach max speeds while shredding fresh powder.



OUT OF BOUNDS

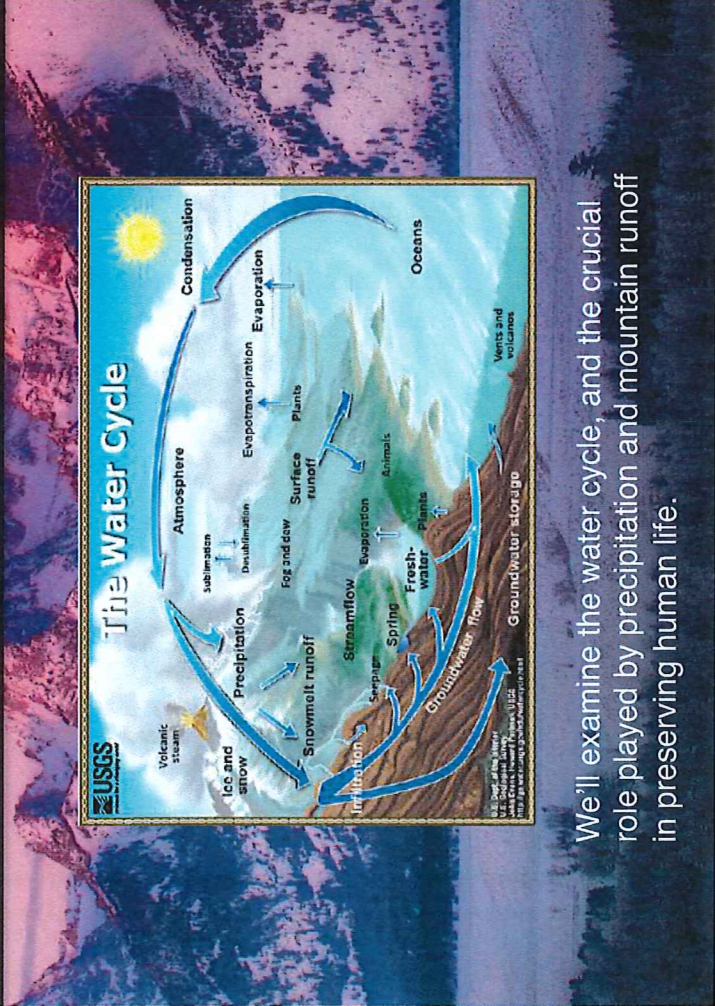


Though beautiful, our mountains pose very real natural dangers. In their journey, our adventurers uncover the science behind avalanches and landslides, and how to predict them.



The health of the world's mountains is not set in stone. As the climate changes, mountains are changing, and their contributions to the health of the planet — and to human well-being — could shift in ways we cannot predict.

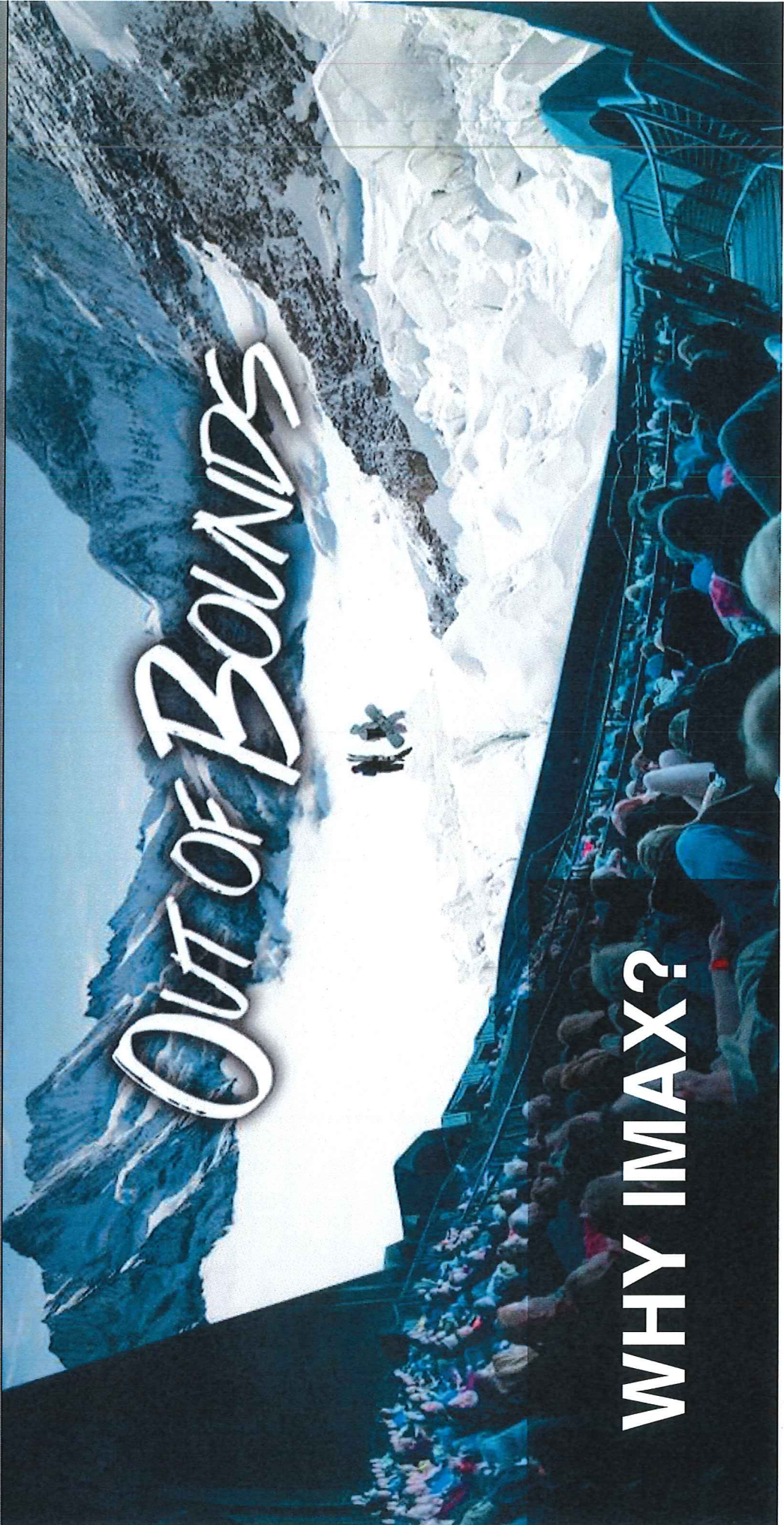
Follow our adventurers as they explore the effects of climate change as it relates to extreme snow sports and the future of humankind.



We'll examine the water cycle, and the crucial role played by precipitation and mountain runoff in preserving human life.

Uncover how mountains act as the world's water towers — and strongholds of biodiversity.

OUT OF BOUNDS



OUT OF BOUNDS

WHY IMAX?

WHY IMAX?

Most advanced film technology

- Only format spectacular enough to capture the vast landscape of Chugach Mountains
- IMAX 15/70mm – 10x the film size, 10x the quality of 35mm
- Or 6 to 8K digital with special lenses and rigs

Global distribution

- Some 400 venues worldwide play “giant screen” documentaries; 125 in the U.S.
- Film run averages 6-12 months in each theater over multi-year rollout (5 years-plus)
- A global stage for Squaw Alpine message

IMAX viewers – an educated, affluent audience

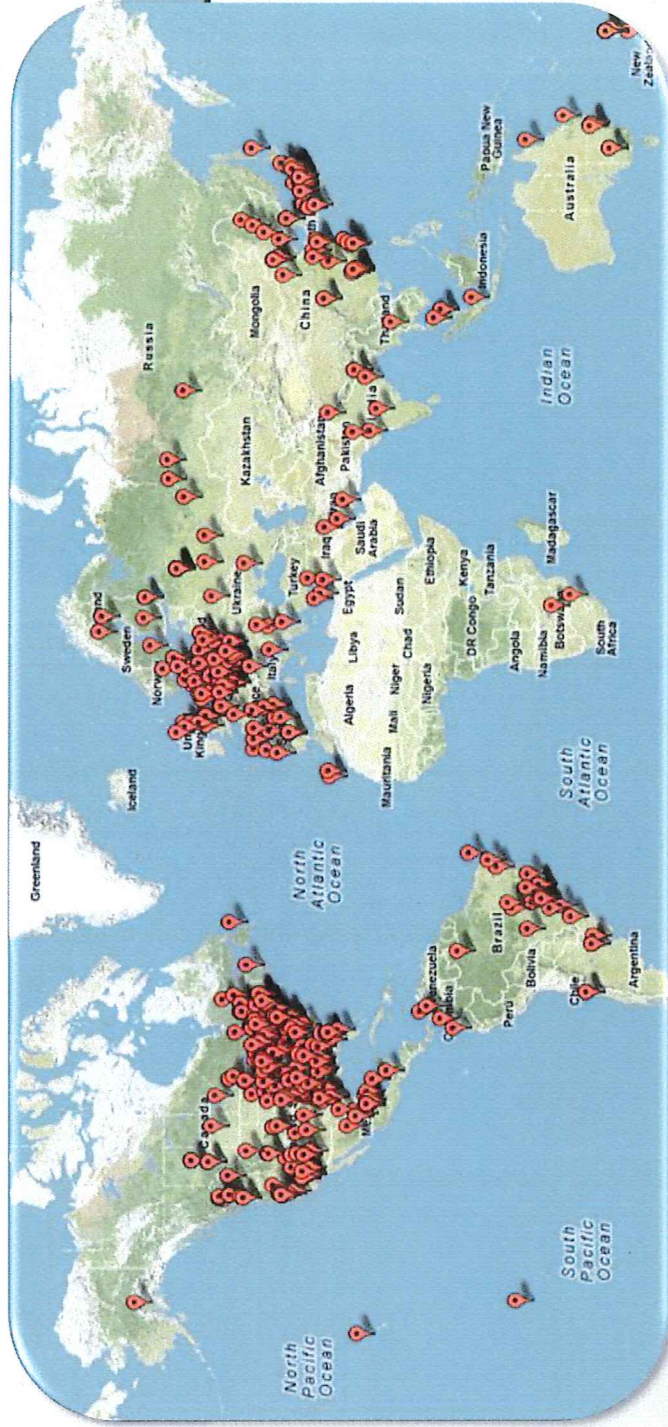
Museum venues lend themselves well to VIP & industry events, vehicle displays, etc.

OUT OF BOUNDS

FILM DISTRIBUTION

GLOBAL FILM DISTRIBUTION





THEATERS WORLDWIDE

- Worldwide distribution covering nearly every major market
- 200+ IMAX venues worldwide, plus hundreds more “addressable” theaters including commercial theaters at snow resorts
- Average film lease is 6 months, with 500+ guaranteed showings
- Average “shelf life” for an IMAX documentary is 5 years

OTHER DISTRIBUTION

- **Blu-ray (4K/UHD & HD):**
 - 9-12 months after film launch, Blu-rays will be available to purchase at retail – online (EST), and in-store
- **Television (2D HD, 3D, and 4K “Ultra HD”):**
 - Film is licensed to television (broadcast, pay) channels globally (over 50 countries)
- **Online:**
 - Hulu, Netflix and others make the film available to be streamed or downloaded on demand (VOD)
- **Hotels, Cruise ships + Airlines:**
 - Video On Demand, both Free and Transactional
- **Out Of Home:**
 - Through thousands of retail screens worldwide, viewers will be able to watch short clips from *Out of Bounds*

FILM VIEWERSHIP - WORLDWIDE



FILM TRAILER

15,000,000 VIEWERS

GIANT SCREEN THEATERS

2,000,000 VIEWERS

SPECIALTY THEATERS

500,000 VIEWERS

OUT OF HOME

30,000,000 VIEWERS

TV/ANCILLARY

(TV, streaming, VOD, EST, bluray, hotels, airlines, etc.)

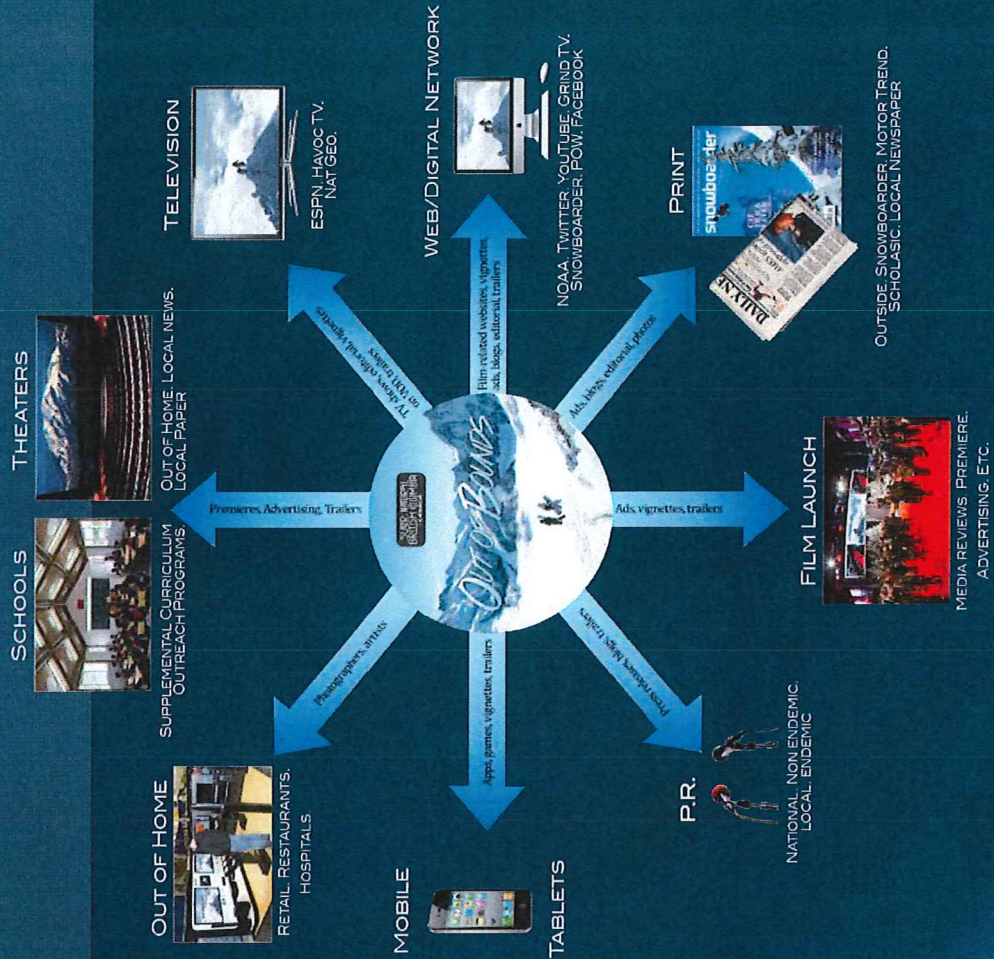
25,000,000 VIEWERS

OVER 72,500,000 TOTAL VIEWERS
IN THE UNITED STATES ONLY, IN A 5-YEAR WINDOW

OUT OF BOUNDS

MARKETING

600 MILLION
TOTAL IMPRESSIONS*



*ESTIMATE BASED ON PAST PROJECTS

VIEWERSHIP + MARKETING

GLOBAL PROJECT REACH

(5 Year Window)

Platform	Global
Total Film Viewership	255,700,000+
Total Project Media Impressions	600,000,000+
Total Film and Media Impressions	855,700,000+

***Total estimated project value is almost \$71mm globally**

*Note: All project impressions and values based off of The Ultimate Wave Tahiti metrics vetted by Starcom Mediavest and Siltanen and Partners – All detailed metrics available upon request

PROJECT TIMELINE

May 2018 -	MOU
Nov. 2018 - April 2019 -	Principal filming (Squaw included)
March 2019 - December 2019 -	Pre-launch Marketing
April 2019 - August 2019 -	Secondary Filming and Post-Production
October 2019 -	Film Launch and Roll-Out

EXCLUSIVE US LOCATION

- Lake Tahoe becomes the one continental US location where Jeremy meets up with Torah Bright for the first time to discuss her future backcountry adventure
- 8 minutes of the film will feature North Lake Tahoe and Squaw Alpine
- Seamless messaging about Squaw Alpine's 100% renewable energy initiative
- Shots of North Lake Tahoe with lake in background featured on screen
- Mention of North Lake Tahoe in film & credits
- 2 Squaw Alpine/Lake Tahoe-based vignettes discussing renewable energy plan and Jeremy Jones' home spot (shared with SQAM)
- Co-hosted launch event at Esquire IMAX Theater in Sacramento
- Royalty-free use of the film for NLTRA own events
- Film footage available to NLTRA for use in content-related initiatives
- Recognition of sustainability efforts at premieres and launch events

A GIANT SCREEN 3D EXPERIENCE
COMING FEBRUARY 2019

OUT OF BOUNDS

THEY CAME
FOR ADVENTURE...
BUT DISCOVERED
SO MUCH MORE...





COMMITMENT

- A cash commitment of \$285,000
- All on-site expenses covered: airfares, transportation, lodging, guides & on-mountain-support, etc.
- Shoot to take place Winter / Spring 2019
- Payment terms can be amortized over 2 years:
 - \$142,500 – November 2018
 - \$142,500 – November 2019

A GIANT SCREEN 3D EXPERIENCE

OUT OF BOUNDS

THEY CAME FOR ADVENTURE.....
BUT DISCOVERED SOMETHING MORE.....
THE TRANSFORMATIVE POWER OF MOUNTAINS.



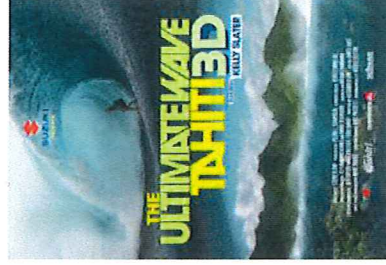
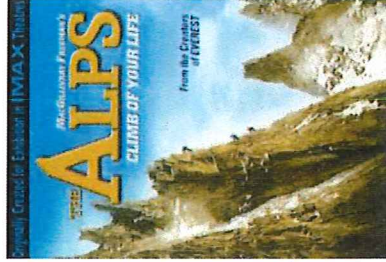
FILM TEAM

K2 COMMUNICATIONS STUDIO/PRODUCER

- Leading independent IMAX Studio; provides film financing, production, global distribution and marketing of Giant Screen Films. www.k2communications.com
- K2 has already raised \$3.5 million for the Out of Bounds film
- Deep experience seamlessly integrating Tourism into it projects including **Adventures in Wild California** and **The Ultimate Wave Tahiti** (case histories available upon request).

MARK KRENZIEN, LARGE FORMAT PRODUCER/DIRECTOR

- Award-winning IMAX Producer and Director
- 16 IMAX films to his credit, including *The Alps*, *Journey To The South Pacific*, *Humpback Whales* and *Arabia*
- Mark is also an avid Squaw Alpine Backcountry skier (every winter etc)



Dozens of Giant Screen Projects



MEMORANDUM

Date: September 25, 2018

TO: NLTRA Tourism Development Committee

FROM: Amber Burke, Events & Marketing Manager

RE: Restructure of the Business Association & Chamber Collaborative (BACC) Committee

Action Requested:

NLTRA Staff and BACC Committee members ask the Tourism Development committee to review and possibly approve a restructure of the BACC to make the committee more efficient and to allow for more time to collaborate with the North Lake Tahoe Chamber of Commerce.

Background:

The BACC has shifted over the past few years to where their current focus is overseeing \$80,000 dedicated to in-market visitor marketing therefore leaving little time to focus on collaboration with the Chamber of Commerce outside of marketing.

NLTRA Staff and the BACC Committee are recommending a restructure to the following:

5 Meetings a Year – Tourism Development In-Marketing Collaborative

- Combination of the Tourism Development Committee and the BACC to discuss and oversee the \$80,000 dedicated to in-market visitor marketing.

5 Meetings a Year – Business Association & Chamber Collaborative

- Meet with the NLT Chamber of Commerce to discuss collaborative efforts between the Chamber of Commerce and the Business Associations.

Fiscal Impact:

There is no additional fiscal impact. The \$80,000 in-market visitor marketing line item is currently in the budget and will continue to be earmarked for that purpose.

Business Association & Chamber Collaborative Committee

Mission

The Business Association and Chamber Collaborative (BACC) Committee is a partnership between regional Business Associations and the NLTRA/Chamber of Commerce. The committee advises on marketing campaigns targeted to in-market visitors and works in conjunction with the Chamber of Commerce to align efforts in supporting local business and enhancing a vibrant business community.

Members

Tourism Development Committee

1. Brett Williams, Agate Bay Realty
2. Becky Moore, Squaw Valley Lodge
3. Christine Horvath, Squaw Valley/Alpine Meadows
4. Daniel Dorr, Northstar California Resort
5. Eric Brandt, Destination Media
6. Judith Kline, Tahoe Luxury Properties
7. Melissa Panico, Oliver Real Estate
8. Nicole Reitter, Tahoe Mountain Lodging
9. Terra Calegari, Resort at Squaw Creek
10. Todd Jackson, Big Blue Adventure
11. Erin Casey, Placer County Representative (non-voting)

BACC Committee

1. Tahoe City Downtown Association
2. Tahoe City Downtown Association
3. North Tahoe Business Association
4. North Tahoe Business Association
5. Squaw Valley Business Association
6. Squaw Valley Business Association
7. Northstar Village Retailers Association
8. Northstar Village Retailers Association
9. West Shore Association
10. West Shore Association
11. Donner Summit Business Group
12. Donner Summit Business Group
13. Incline Community Business Association
14. Incline Community Business Association
15. Placer County Representative (non-voting)

Structure

- The BACC will be invited to attend, as voting members, the second half of five (5) Tourism Development meetings to discuss and advise on in-market visitor initiatives and campaigns – the Tourism Development In-Marketing Committee.
- On alternating months, the BACC will convene as a Chamber committee to collaborate on joint programs.
- The current \$80,000 budget will be earmarked specifically for in-market regional projects, campaigns, and special initiatives determined valuable by both the Tourism Development Committee and members of the BACC.
- Projects will align with current NLTRA marketing initiatives and the 2-year Tourism Development Strategic Plan but will be targeted to in-market visitors.
- The ongoing NLT Marketing Cooperative consumer campaign will incorporate regional music and shopping messaging into the out-of-market, consumer annual plan and will not require any of the \$80,000 funding. Any additional promotional initiatives would run through the newly formed committee.
- A diverse panel, incorporating members of the Tourism Development Committee, BACC, and other stakeholders, will recommend Partnership Funding allocations at the October meeting for all voting members to approve before being presented to the Board of Directors.

BACC Meeting Schedule

- October 11, 2018
- January 10, 2019
- March 14, 2019
- May 9, 2019
- August 8, 2019

Tourism Development In-Market Committee Schedule

- November 27, 2018 (Partnership Funding)
- February 26, 2019
- April 29, 2019 (Community Marketing Grants)
- June 25, 2019
- September 24, 2019



MEMORANDUM

Date: September 25, 2018

TO: NLTRA Tourism Development Committee

FROM: Amber Burke, Marketing & Events Manager

RE: 2019 No Barriers Summer Sponsorship Contract & The Abbi Agency Event Scope of Work

Action Requested:

Review and approval of an agreement with No Barriers USA to sponsor the 2019 No Barriers Summit taking place at The Resort at Squaw Creek, June 13 – 16, 2019. NLTRA would sponsor the event with an \$8,000 cash sponsorship, \$10,000 of in-kind support through digital, PR channels and regional advertising channels.

In addition, NLTRA would add an amendment to the 18.19 Event Scope of Work Agreement with The Abbi Agency, to contract services to cover the 2019 No Barriers Summit. The cost would be \$4,000.

Background:

The No Barriers Summit is a 4-day event meant to inspire and connect with world renowned speakers, entertainers, performers and a showcase of cutting-edge innovations. In addition, participants can choose from more than 40 adaptive activities that help them break through barriers and connect with their community. The event is open to all ability levels and they partner with several local non-profits on the elective activities.

The NLTRA sponsored the 2017 No Barriers Summit which took place June 1 – 4, 2017 at The Resort at Squaw Creek. The group exceeded their original room block of 930 ending with 997 rooms through the Resort at Squaw Creek and Squaw Valley Lodge. The participants represented 38 states and 6 countries with the highest concentration coming from CA, CO, NY, IL, TX and FL.

The event's intention is to rotate the event annually between North Lake Tahoe and New York City.

The 2019 event currently has 992 rooms blocked from 6/12/19 – 6/17/19 at the Resort at Squaw Creek with a flat rate of \$226.37/night which will generate \$224,550 in lodging revenue.

Fiscal Impact:

\$12,000

- \$8,000 – Cash Sponsorship
- \$4,000 – The Abbi Agency, Event Scope of Work

These funds are currently allocated for this event in the 18.19 Special Event Budget (Attachment A-2).

2019 No Barriers Summit Contract Summary

Duration & Timing

- 1-Year Contract (2019)
- Event Dates: June 13 – 16, 2019
- Location: The Resort at Squaw Creek

Sponsorship

- \$8,000 cash sponsorship (50% due October, 50% due June)
- \$10,000 in-kind marketing and PR support

Key Sponsorship Terms

- NLTRA to receive
 - Name/logo included on select digital, print and grassroots media
 - Name/logo included on No Barriers Summit website home page and sponsor page listed as a host partner.
 - Name/logo included on appropriate general event signage used to promote the Event.
 - Sponsor created content included in a minimum of one (1) dedicated email blasts to the No Barriers USA database.
 - Sponsor mentioned and tagged in a minimum of two (2) social media posts.
 - Ten (10) full conference passes
 - Branding of the No Barriers Summit with NLT – on the website it shall read “Resort at Squaw Creek, North Lake Tahoe”.
- NLTRA to provide
 - \$8,000 cash sponsorship - 50% is due at the signing of agreement and 50% is due June 1, 2019.
 - \$10,000 of in-kind support through digital and PR channels including social messaging
 - Inclusion in two (2) consumer newsletters – March 2019 & May 2019
 - Inclusion in NLTRA blog highlighting the event and focusing on the full experience to introduce No Barriers to the NLT owned audiences
 - Dedicated E-blast to chamber members
 - Minimum of one (1) social post on NLT owned social media channels leading up to the event
 - One (1) pre-event Facebook Live or takeover on an NLT social media channel featuring a No Barriers speaker or other activation
 - One (1) influencer takeover of NLT social media channel with a highlighted speaker or event participant
 - Creation and distribution of press release
 - Pitch event to local and regional/drive market media
 - Publish event on 5-10 local/regional event listings
 - Assistance in arranging guest passes and accommodations for 3-4 interested media
 - Connect No Barriers with local non-profits and related organizations

2017 No Barriers Summit Event Recap

No Barriers Summit

June 1-4, 2017

Funded: \$8,000 Cash/\$10,000 In-Kind

Economic Impact Results

Attendance: 825 (registered attendees)
Out of Town Participants: 660 (estimate, based on 80% from out of town)
Average Night Stay: 3 (estimate, based on Summit dates)
Average Economic Impact: \$291,456
ROI: 36:1

Lodging Impact Results:

Rooms Booked: 997 (Resort at Squaw Creek & Squaw Valley Lodge)
Average Daily Rate: \$178.55
Lodging Revenue: \$178,014.35
ROI: 22:1

Additional Results:

No Barriers was a successful event during its first time in North Lake Tahoe. They were extremely appreciative of our efforts and assistance through our social and signage contributions. The group exceeded their original room block of 930 ending with 997 rooms through the Resort at Squaw Creek and Squaw Valley Lodge.

The participants represented 38 states and 6 countries with the highest concentration coming from CA, CO, NY, IL, TX and FL. International countries included UK, Canada, Ecuador, Italy, and Costa Rica.

- CA – 196p
- CO – 178p
- NY – 45p
- IL – 32p
- TX – 22p
- FL – 21p
- OR – 20p
- CT – 18p
- NC – 17p
- NV – 15p
- MI – 14p
- PA – 13p
- WA – 11p
- OH – 10p
- GA – 10p

They have already booked the event back at the Resort at Squaw Creek for June 13 – 16, 2019. Their intention is to rotate between North Lake Tahoe and New York City.

2019 No Barriers Summit EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this “Agreement”) is made and entered into between No Barriers USA, and the North Lake Tahoe Resort Association, a California nonprofit corporation (“Sponsor”) on October 4, 2018.

1. Event. No Barriers USA is the organizer, owner and operator of “2019 No Barriers Summit” which will take place on June 13 - June 16, 2019 at The Resort at Squaw Creek in Olympic Valley, Placer County, California at times determined by No Barriers USA during the term of this Agreement (the “Event”). Sponsor desires to obtain, and No Barriers USA desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Obligations of No Barriers USA to Sponsor:

Sponsor will be incorporated into the Event marketing and receive the following benefits:

- a) Sponsor’s name and logo shall be included on select digital, print and grassroots media.
- b) Sponsor’s name and logo shall be included on the No Barriers Summit website home page and sponsor page listed as a host partner.
- c) Sponsor’s name and logo shall be included on appropriate general event signage used to promote the Event.
- d) Sponsor created content will be included in a minimum of one (1) dedicated email blasts to the No Barriers USA database.
- e) Sponsor will be mentioned and tagged in a minimum of two (2) social media posts before and after the Event.
- f) Sponsor is granted ability to use the official No Barriers Summit trademarks and logos in promotions, marketing material, website and the like.
- g) Sponsor shall receive 10 free full conference passes (can be divided among staff and used for giveaways); this includes conference, most meals, exhibits, speakers, and transportation (does not include lodging and activities).
- h) Branding of the No Barriers Summit with NLT – on the website it shall read “Resort at Squaw Creek, North Lake Tahoe”.

3. Obligations of Sponsor to No Barriers USA:

- a) Sponsor shall provide an \$8,000 cash sponsorship to the Event. 50% is due at the signing of this agreement and 50% is due June 1, 2019.
- b) Sponsor shall provide to the Event, \$10,000 of in-kind support through digital and PR channels including social messaging on Facebook, Twitter and Instagram, and inclusion in at least two (2) digital newsletters to Sponsors database of 33,000+ consumers, where appropriate. Sponsors public relations agency will also assist in writing a master press release (if requested) with distribution to a targeted list of journalists and media outlets. A more specific scope of work is outlined in Exhibit A.
- c) For any and all joint marketing efforts to promote attendance and volunteers for the conference, both organizations will work together on marketing and promotional materials and have joint approvals.
- d) List No Barriers Summit on the event pages on all NLTRA associated webpages

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 No Barriers USA, 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 No Barriers USA, (ii) Sponsor may use No Barriers USA 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 No Barriers USA 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 No Barriers USA Properties, (iv) all uses of No Barriers USA Properties by Sponsor, and all goodwill therefrom, inure to the benefit of No Barriers USA, (v) any permitted use of No Barriers USA T 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 No Barriers USA, 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 No Barriers USA 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 No Barriers USA 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, LLC

NO BARRIERS USA

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

EXHIBIT A

In-Kind Sponsorship Scope of Work

- Inclusion in two (2) consumer newsletters – March 2019 & May 2019
 - *Includes design, digital coding, research and content development, approvals, editing and management*
 - *Estimated reach per newsletter: 33,000+*
- Inclusion in NLTRA blog highlighting the event and focusing on the full experience to introduce No Barriers to the NLT owned audiences
 - *Includes research, content development, editing, posting, management and sharing*
 - *Estimated views per post: 575*
- Dedicated E-blast to chamber members
 - *Includes design and content development*
 - *Estimated reach: 2,500+*
- Minimum of one (1) social post on the following channels leading up to the event
 - Facebook post with \$15 boosting budget
 - *Estimated reach: 8,000 to 12,000*
 - Twitter post
 - *Estimated reach: 4,000 to 6,000*
 - Instagram post
 - *Estimated reach: 20,000*
- One (1) pre-event Facebook Live or takeover on a NLT social media channel featuring a No Barriers speaker or other activation
- One (1) influencer takeover of NLT social media channel with a highlighted speaker or event participant
- Creation and distribution of press release
- Pitch event to local and regional/drive market media
- Publish event on 5-10 local/regional event listings
- Assistance in arranging guest passes and accommodations for 3-4 interested media
- Connect No Barriers with local non-profits and related organizations

Printed Collateral Scope of Work

- Display banners in Tahoe City from 6/3/9 to 6/17/19
- Distribution of No Barriers rack cards in local and regional visitor centers (Tahoe City, Incline Village, Auburn)

Attachment B – Scope of Work
No Barriers Summit – June 2019

Note: The following attachment is a revised scope of work designating the specific scope for Event #4, No Barriers Summit.

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)
- No Barriers Summit (2019)
- Event #5: TBD

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

4: No Barriers Summit (2019)

Goal & Strategy: Provide regional promotional support to get the word out about the No Barriers Summit, returning to North Lake Tahoe for the second time; tie No Barriers messages into culture pillar, highlighting North Lake Tahoe's ethos of inclusivity.

Tactics & Deliverables

Public Relations

- Develop 1 event press release, in partnership with No Barriers Summit
- Pitch the event to local and regional/drive market media

- Pull out compelling stories of speakers, attendees and Tahoe locals for regional pitches
- Publish event on 5-10 local/regional event listings
- Assistance in arranging guest passes and accommodations for 3-4 interested media
- 1 staff member for 1 day of on-site event support (*Event or NLTRA to provide ticket to event)

Content

- Include speaker, attendee and Tahoe local stories in blog post, tying No Barriers mission to the spirit of Lake Tahoe
- Publish event highlight blog post, focusing on full experience to introduce No Barriers to NLT owned audiences
- Feature event in 2 newsletters

Social Media

- 1 pre-event Facebook Live or takeover featuring No Barriers speaker or other activation
- Coordination of one influencer takeover with a highlighted speaker or event participant
- 2 pre-event social media features per channel, promoting the event and tagging/linking for more information (*could include blog content promotion)

Total Budget: \$4,000

- This budget is an additional \$4,000 to the original \$12,000 highlighted in Attachment A. A total amount of \$16,000 is included within this contract.

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 will cover any hard costs requested by journalists



MEMORANDUM

Date: August 28, 2018

TO: NLTRA Tourism Development Committee

FROM: Amber Burke, Events & Marketing Manager

RE: TCDA & NTBA 2019 Fireworks Sponsorships – Review of Cancellation Clause

Action Requested:

Review and approve continued sponsorship of the Tahoe City Downtown Association (TCDA) and North Tahoe Business Association (NTBA) Independence Day fireworks shows in 2019.

Background:

NLTRA is currently in a 2-year contract with both TCDA and NTBA to fund their respective independence week fireworks displays. Both contracts include the following termination verbiage:

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.

Fiscal Impact:

\$20,000

- \$10,000 – North Tahoe Business Association: 3rd of July Fireworks
- \$10,000 – Tahoe City Downtown Association: 4th of July Fireworks

These funds are currently allocated for these events in the 18.19 Special Event Budget (Attachment A-2).

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.

Kings Beach Fireworks July 3, 2018 Recap

Submitted to NLTRA Tourism Development Committee
by North Tahoe Business Association (NTBA) September 17, 2018

Since 1979, the NTBA has planned and produced a fireworks display annually on the day after Independence Day in Kings Beach allowing North Lake Tahoe to provide back-to-back fireworks displays to the delight of visitors, and residents. The annual July 3rd fireworks provide a way to build awareness and drive visitation to Kings Beach, while providing an alternate fireworks display disseminating the number of people that attend the Tahoe City and other regional fireworks displays that take place on July 4.

In 2018, Independence Day fell on a Wednesday and July 3 fell on a Tuesday. When the holiday falls mid-week, typically overall North Lake Tahoe visitation is slightly less and more spread out between the weekend prior and after, and attendance to the events are a bit less than when Independence Day falls Friday through Monday. Through anecdotal feedback NTBA received by Kings Beach business owners, even though the holiday fell mid-week, they saw strong business volumes as compared to other years when the holiday fell mid-week. It should be noted that for many, the success of their overall summer season depends largely on the Kings Beach fireworks and the Independence Day holiday including the weekend prior and after.

Even though they sold out earlier in 2017, 350 Kings Beach Fireworks Beach Party tickets sold out a few days prior to the event. Beach Party attendees and visitors to Kings Beach enjoyed expanded live performances from the San Diego Marines Double Time Brass Band as well as their full concert band including the National Anthem right before the fireworks display. NTBA received rave reviews and saw lots of posts and comments about this on social media. Due to the transitions that Red, White and Tahoe Blue were undergoing, NTBA had to take a more active role in ensuring that the Marine Band performed in Kings Beach. NTBA is already working to secure them for 2019.

The 2018 fireworks display was 16.5 minutes. NTBA received many positive responses and feedback, including some that felt it was the best ever. Many liked the variety of the fireworks shells and loved the finale and many posted and comments on social media.

NTBA is responsible for funding of the annual Kings Beach fireworks display on July 3 through sponsorships, donations from homeowners, residents and visitors, grants from regional service clubs, and through proceeds of the Beach Party. NTBA's 2018 fundraising efforts were successful, proving that the business community, homeowners, residents and visitors value the Kings Beach July 3rd fireworks and want to see the event continue. This support, including NLTRA's sponsorship is vital because each year, the cost and resources required to produce the event increase significantly.



MEMORANDUM

Date: September 20, 2018
TO: Tourism Development Committee
FROM: Amber Burke
RE: 2019 Broken Arrow Skyrace Sponsorship Contract

Action Requested:

Review and possible approval of an agreement with Alpenglow Mountain Racing, LLC to sponsor the 2019 Broken Arrow Skyrace taking place at Squaw Valley, June 21 – 23, 2019.

Background:

The Broken Arrow Skyrace is owned and operated by local business owner Brendan Madigan, owner of Alpenglow Sports. The race will be in its fourth year in 2019 and the NLTRA has been a sponsor since its inception.

An increased sponsorship of \$30,000 has been requested due to some significant changes in 2019 which are targeted to draw a larger participant base, including international competitors and to gain more marketing and PR reach. The event is hoping to join the World Tour which has a \$9,000 licensing fee and additional operational costs associated.

Fiscal Impact:

\$20,000 - \$30,000

Currently, staff has \$20,000 allocated in the 18.19 Special Event Budget (Attachment A). The event is requesting a sponsorship of \$30,000. If the committee chooses, the additional \$10,000 could come out of opportunistic funds.

Staff recommends sponsoring the event at the \$30,000 level to ensure the race becomes part of the World Tour.



north lake tahoe

Chamber | CVB | Resort Association

2019 Broken Arrow Skyrace Contract Summary

Duration & Timing

- 1-Year Contract
- Event Date: June 21 – 23, 2019
- Location: Squaw Valley

Cash Sponsorship

- Currently Allocated: \$20,000 (Payment – 100% March 2019)
- Requested: \$30,000
 - Includes subsidizing the licensing fee from ISF and T&E for five (5) ISF officials

Sponsorship History

- 2018: \$15,000
- 2017: \$20,000
 - Originally a \$10,000 sponsorship and an additional \$10,000 was added to assist with a large video project and additional advertising.
- 2016: \$10,000

Growth Prospects

- Adding a 10k distance and a kid's race to appeal to a wider audience and make the event more approachable to diverse ability levels.
- Requesting funding to specifically help cover a license agreement with the Skyrunner World Tour through the International Skyrunning Federation (ISF). To be an official race in the 2019 World Tour, each stop has to pay a \$9,000 licensing fee. The World Tour is a points-driven series attracting athletes from across the world to travel to each stop for qualifications purposes.
 - The Rut, another US Skyrunner World Tour stop in Montana, saw their participation grow by 100% and included runners from 40 different countries after joining the tour.
- 2018 race saw a 43% increase over 2017 (772p to 1,106p)
- 2017 race saw a 110% increase over 2016 (368p to 772p)
- Goal for 2019 is 1,500 participants (35% growth)
- Continued relationship with Solomon who had their global social team covering the 2018 race.
- Skyrunning is a rapidly growing sport and according to ISF, below are current stats of the discipline:
 - 202 official races in 18 countries
 - 50,000+ athletes participate in the official races annually
 - 65 countries represented in competitions

Key Sponsorship Terms

- NLTRA to receive
 - Prominent logo inclusion on all branding and communications
 - Brand specific social post announcing NLTRA as a premier sponsor
 - Five (5) race entries (any distance)
 - 100+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) during 10 months leading to the event
 - FB: 3,108 Broken Arrow Skyrace followers/8,285 Alpenglow Sports followers

- Instagram: 3,636 Broken Arrow Skyrace followers/3,868 Alpenglow Sports followers
- Twitter: 257 Broken Arrow Skyrace followers/1,172 Alpenglow Sports followers
- 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony and after party
- Presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley
- Inclusion of NLTRA logo in the Broken Arrow annual video
- Dedicated email to non-Western US states and international registrants with NLTRA desired messaging
- Logo/link on event website in a prominent location

2018 Event Recap

June 15 – 17, 2018

Funded: \$15,000

Attendance:	1,106 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants:	940
Average Night Stay:	2.4
Average Economic Impact:	\$129,734
ROI:	9:1

Results:

The 2018 Broken Arrow Skyrace saw a 43% increase to participant number over 2017. New in 2018 was the 10k event and the kids race. Within the original distances (VK/26/52) they saw 32% growth in the VK category and 79% growth in the 26k category. The event had a 3-day vendor village, celebrity appearances and book signings, and the Trails in Motion Film Festival.

Stats:

- Over 1100 registered runners (1020 online, 100+ day-of)
- 64% male 36% female
- 104 10k runners
- 159 VK runners (32% growth)
- 450 26k runners (79% growth)
- 333 52k runners
- 60 youth runners
- 309 runners from 32 states (does not include CA, which was nearly 700)
- All 58 California counties represented
- 21 international runners from 12 countries
- Net promoter score of 88 (from post event survey)

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.



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2019 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, LLC, a California nonprofit corporation ("Sponsor") on September 20, 2018.

1. Event. Alpenglow Mountain Racing LLC is the organizer, owner and operator of "2019 Broken Arrow Skyrace" which will take place on June 21 – 23, 2019 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) Prominent logo inclusion on all branding and communications
- b) Brand specific social post announcing NLTRA as a premier sponsor
- c) Five (5) race entries (any distance)
- d) 100+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) during the 10 months leading up to the event
- e) 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony and after party
- f) Dedicated email to non-Western US states and international registrants with NLTRA desired messaging
- g) Logo inclusion in the Broken Arrow annual video
- h) Presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley
- i) Sponsor's name and logo shall be included on the 2019 Broken Arrow Skyrace website home page in a prominent location, listed as a partner, with a link to GTN.com
- j) Event will include North Lake Tahoe specific questions in a post-event survey. Questions will be agreed upon prior to survey being sent.
- k) List 2019 Broken Arrow Skyrace on the event calendar on the NLTRA website (www.GoTahoeNorth.com).
- l) Alpenglow Mountain Racing LLC will provide NLTRA an acceptable Certificate of Insurance naming Sponsor as an additional insured (\$1,000,000 per occurrence, \$2,000,000 general aggregate).

3. Obligations of Sponsor to Event:

- a) Sponsor shall provide a \$30,000 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.

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, LLC

ALPENGLLOW MOUNTAIN RACING, LLC

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



DRAFT 2019 Broken Arrow Skyrace // NLTRA Proposal

Dates:	June 21-23, 2019
Distances:	Vertical K/10k/26k/52k
Projected Participants:	1500
Additional Attendees:	2000+
Total Potential Participants:	3500+
Proposed NLTRA Grant Amount:	\$30,000

Broken Arrow Skyrace Mission:

In three short years, the Broken Arrow Skyrace has become the premier experiential trail running event in the United States. The three-day, five-distance (52k/26k/10k/Vertical K/Kid's Race) event, held at Squaw Valley Alpine Meadows, has become the premier tour stop in the [US Skyrunner Series](#).

The Broken Arrow Skyrace is actively attempting to raise the bar on the trail running experience in North America. It is our goal to do this by executing a highly branded event with major cash winnings for elites (\$20,000 total), while welcoming the middle to back-of-the-pack runner in a fashion not seen elsewhere in the industry. With Squaw Valley and Lake Tahoe as our canvas, the Broken Arrow continues to promote North Lake Tahoe as the go-to location for high altitude training and events.

2018 Event Recap:

The 2018 Broken Arrow Skyrace, part of the [US Skyrunning Series](#), took place at Squaw Valley on June 15-17, 2018. Through collaborative partnership with Salomon and other key partners, the event saw double-digit growth (over 1100 participants) in only its third year. Perhaps most exciting was presence of Salomon's global social team who covered the race.

The 2018 Broken Arrow Skyrace saw over 1100 registered runners from a diverse and international background. The majority of participants hailed from all 58 California counties, while over 300 other runners joined from 32 states. Perhaps most exciting was 21 international runners from 12 different countries.

2019 Skyman World Tour Inclusion:

New for 2019 (pending funds from the NLTRA), is inclusion in the [Skyrunner World Tour](#). This global series will elevate Broken Arrow to the same level as the iconic European Skyraces. Due to the fact that the World Tour is a points-driven series, athletes from across

the world travel to each tour stop. This will have the major added benefit of bringing a global audience to Squaw Valley and North Lake Tahoe in June of 2019.

After being recruited to participate in the World Tour, The Rut, another US Skyrunner tour stop in Montana, saw their participation grow by over 100% and include runners from over 40 different countries. The Broken Arrow organizers believe this growth can be mirrored in North Lake Tahoe in 2019.

It is our intention to subsidize the cost of World Tour inclusion by an increase in NLTRA funds. This will include the licensing fee from the international Skyman federation, as well travel and lodging for five Skyman officials. If we are able to come to an agreement we will actively track room stays to the best of our ability.

We are also actively seeking digital and other forms of out of area advertising in order to increase room stays in North Lake Tahoe.

Broken Arrow Commitment:

- Prominent logo inclusion on all branding and communications
- Brand specific social post announcing NLTRA as a premier sponsor
- 5x race entry (any distance)
- use of all social media outlets to highlight sponsorship (Facebook, Twitter, Instagram; 100+ mentions over 10 months leading into the event)
- public address recognition at start/finish line during pre-race meeting, during race announcements, at awards ceremony and after party (25+ mentions)
- complimentary presence at vendor village during the three day expo
- any additional activation NLTRA may desire.



MEMORANDUM

Date: September 18, 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, receive an update on Squaw Valley's status with the event and hear from Cherie Bortnick, Director of Business Development, Destinations.

The Tourism Development Committee will need to make a decision on moving forward with the 2019 sponsorship at the next meeting, October 2018.

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.

Fiscal Impact:

World Championship Sponsorship - \$250,000

2019 Spartan World Championships

2018 Registration Information (as of 7.30.18)

Domestic Adults

Saturday Beast:	5,556 (6,750 max) – 82% of capacity
Sunday Beast:	1,100 (3,000 max) – 37% of capacity
Sunday Ultra:	550 (1,100 max) – 50% of capacity

Notes

- Pacing similar/slightly higher than 2017
- Does not include kids, elite competitors or teams
 - Elite and teams are invite only so they don't go through the same registration process

International Adults

Total Participants:	196
Number of Countries Represented:	29
Top Countries:	

- Canada – 41
- Mexico – 33
- France – 26
- Italy – 18
- Australia – 15

Notes

- 2018 is the first year Spartan is not covering costs of international racers – the demand is now high enough
- In 2018, there are 156 international Spartan races which is an increase from prior years
- 3x more teams qualified for the World Championships in 2018 vs. 2017
 - Races in more international countries – more countries represented
 - Top 3 teams from each country qualify

New in 2018

Additional Activations/Guest Experiences

- Second stage for music throughout the event weekend
 - Asked if they could add a Sunday afternoon/evening component to help drive one more night of lodging
- Three (3) after party options on Saturday in The Village at Squaw Valley
 - Each will be geared towards a different demographic – family, millennials, boomers

Changes During 2018

- Spartan ended their television agreement with NBC and signed an agreement ESPN. The World Championships will be airing on December 16, 2018 from 2pm to 3pm EST.

Potential Changes in 2019

- Exploring possibility of having the Elite racers run on Sunday vs. Saturday
 - Would move amateur racers to Saturday to create private course for the elite athletes
 - Hope is this would encourage spectators to stay on Sunday to watch
- Considering a trail run component
 - Cap would be at 1,000 participants the first year

Notes

- Squaw Valley is in a multi-year agreement with Spartan through 2019
 - Contingent on the NLTRA sponsorship
- Spartan's major concern with the region is the unpredictable weather in the fall

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
- 82% of WC participants were new to the race, 18% were returning
- Event had 777 kids registered in the kids race.

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

**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

iii. that it will not engage in any activity designed to circumvent or otherwise frustrate the purpose of this Section.

2. Sponsorship Benefits.

a. Commencing at the beginning of the Term, and subject to the performance of NLTRA’s obligations under this Agreement, Spartan is to provide (or cause to be provided, as the case may be) the sponsorship and promotional benefits described in “Exhibit A” attached hereto for each Event (collectively, the “Sponsorship Benefits”).

b. Sponsor shall be solely responsible for all production costs, clearances, and licenses related to any commercial units provided hereunder. Furthermore, all activation costs and other expenses related to any exhibition of a Sponsor’s products and services at the Event shall be the sole responsibility of that Sponsor, including the cost of tents, signage, personnel to set up staff-designated activation areas, flyers, transportation costs and product costs (for samples or otherwise).

c. The form, content, and presentation of all Sponsorship Benefits (including, without limitation, advertising creative or any material to be designed, constructed, distributed, exhibited, or otherwise published or displayed) is subject to the prior written approval of Spartan, the standard terms and conditions of the platforms on which they are exhibited, the rules and regulations of any relevant governing body or regulatory agency having jurisdiction over the activities or sporting events referenced in this Agreement, Spartan’s brand standards and guidelines, and all laws and governmental rules and regulations of any nature as they presently exist or as they will exist in the future, including any modifications or amendments. Approval of the form, content, and presentation of the Sponsorship Benefits will be rendered by Spartan no later than ten (10) days after submission by a Sponsor. Failure by Spartan to communicate disapproval within that 10-day period shall constitute approval.

d. During the Term of this Agreement, Sponsor will provide (or cause to be provided, as the case may be) to Spartan the marketing and trade support labeled as “Co-Marketing & Trade Support” set forth in Exhibit A attached hereto for each Event.

3. **Sponsorship Fees.** The Sponsor shall pay to Spartan the following cash incentive fees (“Sponsorship Fees”), to be paid as set forth below. Sponsorship Fees will be paid to Spartan without deduction or setoff of any kind whatsoever, including, without limitation, deductions for advertising agency fees or commissions.

Total Sponsorship Fees	Payment Schedule
\$250,000	Total Sponsorship Fee to be paid within 30 days of invoice date, which shall be on or around July [*], 2018, from Spartan, or no later than August 15, 2018.

4. **Unavailable Benefits.** Due to events or circumstances beyond the control of a Party, or due to the rules, regulations, or laws of any city, state, country, or other relevant governing body or regulatory agency having jurisdiction over the activities, sporting events, or media platforms referenced in this Agreement, it may be or become impossible or impractical for Spartan to provide a Sponsor with

all of the rights and benefits contemplated herein ("Unavailable Benefit"). The occurrence of an Unavailable Benefit will not be deemed a breach of this Agreement and, as a Sponsor's sole remedy, the Parties will cooperate, in good faith, to ensure that their respective rights and obligations will be fulfilled by rescheduling, substitution, alternative performance or similar means of comparable value.

5. Intellectual Property.

a. Sponsor hereby grants to Spartan a limited, non-exclusive, non-transferable, non-sub-licensable license to use any service marks, logos, trademarks, word marks, symbols, emblems, trademark designs, indicia provided by Sponsor ("Sponsor Marks") to Spartan solely for the purpose of exercising its rights or carrying out its obligations set forth herein or any other purpose expressly approved by Sponsor. Spartan shall not acquire any proprietary or other right, title, or interest in or to the Sponsor Marks, or any goodwill associated with the Sponsor Marks, except the right to use the Sponsor Marks as provided hereunder. The Sponsor Marks shall be used only in the form, size and type prescribed and approved by Sponsor without deviation from Sponsor's style guide. Spartan's use of any trade names, logos, trademarks, service marks and other marks of Sponsor are subject to Sponsor's prior written approval. Sponsor will communicate a decision to Spartan no later than ten (10) days after Spartan's request. Failure by the Sponsor to communicate disapproval within that 10-day period shall constitute approval. Any goodwill arising out of the use thereof shall inure to the benefit of the Sponsor.

b. Spartan, in its sole discretion, may re-exhibit or authorize the re-exhibition (via any and means and forms of media distribution (now known or hereafter devised) and via any and all devices (now known or hereafter devised)) of any Sponsorship Benefits in any replay, photograph, or video footage of any sporting event or other programming or content in which such Sponsorship Benefits appear. Sponsor acknowledges and agrees that nothing in this Agreement shall preclude the appearance of the Sponsor Marks in photographs, video footage, or programs of the Races, in perpetuity, when used for any reason in any and all forms of media whether now or hereafter developed so long as such use does not, denigrate, tarnish or reflect adversely on Sponsor, or its businesses, officers, directors, executives, employees, events, activities, suppliers and/or the North Lake Tahoe region.

c. As between Spartan on the one hand and Sponsor on the other hand, the copyrights, service marks, logos, trademarks, word marks, symbols, emblems, trademark designs, indicia, uniforms, identifications, and other intellectual property of Spartan, (collectively, the "Spartan Marks") (the Spartan Marks together with the Sponsor Marks, collectively referred to as "Marks") are the property of Spartan and nothing in this Agreement is intended to convey to Sponsor any ownership rights or, except for the limited license granted in this Section 5(c), other interest in or to the Spartan Marks, whether by implication, estoppel or otherwise, even if such Spartan Marks are included in or on items owned or produced by Sponsor. Subject to the terms and conditions set forth in this Agreement, Spartan hereby grants Sponsor a non-exclusive, non-transferable, non-sub-licensable license to use the Spartan Marks and related designations as provided to Sponsor by Spartan solely in connection with the pre-approved Sponsorship Benefits set forth in Exhibit A or as otherwise agreed amongst the parties. Sponsor shall not display or otherwise use such Spartan Marks or related designations under any circumstances without the prior written consent of Spartan in each instance. The Spartan Marks shall be used only in the exact form, size, style and type prescribed and approved by Spartan without deviation. Sponsor shall not, nor shall Sponsor permit others to, use the Spartan Marks in combination with any other

trademark, service mark, logo, prefix, suffix or other modifying words, designs, or symbols without the prior written approval of Spartan. Email notification (as it relates to Spartan, from an officer having an Executive Vice President title or higher) shall suffice for any written consents or approvals required under this subsection. Sponsor agrees that (i) any use of the Spartan Marks shall be in accordance with the approvals provided by Spartan without change, (ii) each use of the Spartan Marks will not disparage, denigrate, tarnish or reflect adversely on the Spartan, or its businesses, officers, directors, executives, employees, events, activities, suppliers and/or products, and (iii) Sponsor shall not use, nor shall Sponsor authorize others to use, the Spartan Marks or any marks confusingly similar thereto for any unauthorized use or in any unauthorized manner. Sponsor shall not transfer, assign or sublicense any of the rights granted under this Section without Spartan's express prior written consent. Sponsor agrees not to apply for any state, federal or foreign trademark or service mark registration pertaining to or including any Spartan Marks or any confusingly similar trademarks. Unless Sponsor receives Spartan's prior written approval, Sponsor shall not depict Spartan, and/or the Spartan Marks in any manner that would suggest and/or indicate endorsement of any product or services by Spartan or any of their affiliated or related entities. Sponsor warrants and represents that Sponsor will not infringe Spartan's right, title or interest in or to the Sponsor Marks or any other of their intellectual property.

d. Sponsor shall not be permitted to use Program footage or images unless Spartan provides its prior written consent which may be withheld in its sole discretion. If such consent is granted, Sponsor shall be solely responsible for obtaining any third-party licenses, consents, and/or releases that are required at any time in connection with Sponsor's use of such footage or images; provided, however Spartan shall provide reasonable assistance to obtain such third-party consents. Additionally, any permitted use of footage or images by Sponsor pursuant to this Agreement is subject to the standard usage and duration guidelines of NBC, and NBCSN as they currently exist or may be modified from time to time. Spartan, in its sole discretion, may require execution of a separate Footage Agreement between NBC and Sponsor, with the understanding that Sponsor will not have to pay any additional monetary consideration to NBC under such Footage Agreement. Notwithstanding the foregoing, Sponsor specifically acknowledges that (i) any use of the names, likenesses or other intellectual property of athletes, musicians, broadcast announcers or spectators which might be construed to constitute an endorsement of Sponsor's products (either express or implied) will require Sponsor to negotiate for such rights separately with each such party or their agent, and that payment for any such negotiated rights will be the sole responsibility of Sponsor, and (ii) any reuse of music incorporated into the television broadcasts of the Programs will require Sponsor to obtain clearance for the use of such music in the context and media contemplated by Sponsor and payment for such usage will be the sole responsibility of Sponsor.

6. Territory; Local and Re-Exhibition Commercial Inventory; Athletes; Non-Compete.

a. The Sponsorship Benefits shall be provided solely in the Territory. For purposes hereof, the "Territory" (x) as it relates to Media Benefits shall mean the United States, its possessions, and territories and (y) as it relates to any other Sponsorship Benefits shall mean the continental United States. The appearance of any signage, content, features, and other Sponsorship Benefits in any exhibition of the Programs shall be limited to the exhibition of such Programs in the Territory, and Sponsorship Benefits may be removed, obscured covered over or

replaced during distribution of the Programs outside the Territory, at the sole discretion of Spartan or its production partner, NBC.

b. Any exclusivity provided herein shall apply only within the Territory and shall not apply to (i) any contractually allotted advertising inventory allocated to distribution and/or broadcast affiliates (the "Local Commercial Inventory") of any network or other platform on which the sporting events or other activities referenced this Agreement may be exhibited or re-exhibited, or (ii) advertising inventory during any re-exhibition of or any Program following the initial exhibition ("Re-Exhibition Commercial Inventory"). Spartan shall have no liability to Sponsor as a result of the sale of Local or Re-Exhibition Commercial Inventory even if sold to advertisers that compete with Sponsor and such occurrence shall not be deemed an Unavailable Benefit.

c. Spartan is not granting Sponsor any right to use the names, signatures, photographs, footage, or likenesses of any athlete or other Race participants in connection with any Sponsorship Benefit, and any use by Sponsor must be approved by the individual athlete or Race participant in each instance. Sponsor expressly understands and agrees that any athlete or other Race participant has the right to use, accept, or endorse any product from anyone in competition with Sponsor.

d. During the Term, Sponsor shall not enter into any agreement with Tough Mudder or Warrior Dash (or any of their respective affiliate races) to partner with, sponsor, or promote 45 days prior or 45 days after the Spartan Race. Furthermore, Sponsor shall not enter into an agreement to receive onsite activation benefits with any obstacle course racing event that is 45 days prior or 45 days after the Event.

7. **Termination.** In addition to any other rights and remedies which may be available to the Parties, this Agreement may be terminated by Spartan or NLTRA if the other Party materially breaches this Agreement. If such a breach occurs, the non-breaching Party shall provide the breaching Party with written notice of the breach, including specific details regarding the nature of the breach. The non-breaching Party's obligations under this Agreement may be suspended when such notice is provided and will not be resumed until the breach is cured; provided, however, that all payments under this Agreement which were due before or on the date of receipt of the written notice of breach, shall be made. If the breaching Party does not cure the breach within 30 days of receipt of notice of the breach, then the non-breaching Party may provide the breaching Party with written notice of the immediate termination of this Agreement. In the event that Sponsor terminates this Agreement in accordance with this Section 8, the Parties agree to enter into good faith discussions to determine which obligations under this Agreement were fulfilled prior to the termination date and assess if any pro-rated portions of the Sponsorship Fees paid to Spartan under the Agreement should be returned to Sponsor accordingly.

8. **LIMITATION OF DAMAGES.** EACH PARTY AND THEIR AFFILIATED AND RELATED ENTITIES WILL NOT BE LIABLE UNDER ANY CIRCUMSTANCES FOR CONSEQUENTIAL (INCLUDING WITHOUT LIMITATION, ANY PAYMENT FOR LOST BUSINESS, FUTURE PROFITS, LOSS OF GOODWILL, REIMBURSEMENT FOR EXPENDITURES OR INVESTMENTS MADE OR COMMITMENTS ENTERED INTO, TERMINATION OF EMPLOYEES OR EMPLOYEE SALARIES, OR OVERHEAD OR COSTS INCURRED OR ANTICIPATED UNDER THIS AGREEMENT, WHETHER FORESEEABLE OR NOT), INCIDENTAL, SPECIAL OR PUNITIVE DAMAGES IN CONNECTION WITH THE PERFORMANCE OR FAILURE TO PERFORM THIS AGREEMENT REGARDLESS OF WHETHER SUCH LIABILITY ARISES FROM BREACH OF CONTRACT, TORT, OR ANY OTHER THEORY OF LIABILITY. THE AGGREGATE AMOUNT OF DAMAGES RECOVERABLE BY EITHER PARTY WITH RESPECT TO ANY AND ALL BREACHES, PERFORMANCE, NONPERFORMANCE, ACTS OR

OMISSIONS HEREUNDER WILL NOT EXCEED THE CASH AMOUNTS ACTUALLY PAID TO SPARTAN BY SPONSOR UNDER THIS AGREEMENT. THE PARTIES ACKNOWLEDGE THAT ANY MONETARY VALUE ASSIGNED TO PROMOTIONAL CONSIDERATIONS PROVIDED HEREIN IS NOT INTENDED TO BE USED AS A MEASURE OF DAMAGES IN CONNECTION WITH THIS AGREEMENT. NOTWITHSTANDING THE FOREGOING, NOTHING IN THE AGREEMENT SHALL LIMIT THE LIABILITY OF THE PARTIES FOR (I) THE INDEMNIFICATION OBLIGATIONS SET OUT UNDER SECTION 9, (II) BREACHES OF CONFIDENTIALITY, (III) DEATH OR PERSONAL INJURY RESULTING FROM NEGLIGENCE, (IV) GROSS AND WILLFUL MISCONDUCT OF DIRECTORS AND OFFICES, (V) FRAUD OR FRAUDULENT MISREPRESENTATION, AND (VI) ANY OTHER LIABILITY WHICH CANNOT BE EXCLUDED BY LAW.

9. **Indemnification.** Each Party (the "Indemnifying Party") will at all times indemnify and hold the other Parties and each of their respective affiliates, owners, members, directors, shareholders, officers, employees, servants, agents, sponsors, contractors and media partners (specifically with regard to Spartan, Reebok International, Ltd and NBC and its respective affiliates, and licensors (together with each of the foregoing's heirs, successors and assigns, the "Indemnified Parties") harmless from and against any and all third-party claims, controversies, damages, causes of action, judgments, liens, losses, costs, fines, penalties, and liabilities including, without limitation, attorneys' fees, consulting fees, and other dispute resolution expenses (collectively "Claims and Losses") arising out of or related to: (a) any breach or alleged breach by the Indemnifying Party of any warranty, representation, covenant, obligation or agreement made by the Indemnifying Party hereunder, (b) any acts, omissions, or intentional misconduct by the Indemnifying Party (or the Indemnifying Party's employees, representatives, agents, contractors, or volunteers), (c) any use of the Indemnified Party's service marks, logos, trademarks, word marks, symbols, emblems, trademark designs, content, or other materials supplied by or on behalf of the Indemnified Parties in a manner inconsistent with this Agreement, or (d) any claim by a third party that the Indemnifying Party's performance hereunder or the Indemnified Party's use of the Indemnifying Party's service marks, logos, trademarks, word marks, symbols, emblems, trademark designs, content or other materials infringes upon, misappropriates or otherwise violates the intellectual property rights or other proprietary rights of such third party. Notwithstanding anything herein to the contrary, Sponsor further specifically agrees to indemnify and hold Spartan and its Indemnified Parties, harmless from and against all Claims and Losses arising out of or related to (x) the exhibition or display of Sponsor Content, Sponsor's commercial units, or other material provided by or on behalf of Sponsor and (y) Sponsor's administration of any sweepstakes or contest held in connection with this Agreement and the awarding by Sponsor, or use by any prize winner, of any prize in connection therewith. Notwithstanding anything herein to the contrary, Spartan further specifically agrees to indemnify and hold Sponsor and its Indemnified Parties, harmless from and against all Claims and Losses arising out of the negligent or willful acts or omissions of Spartan or its directors, officers, employees, contractors or agents related to any Race or Event. Each Party's indemnification obligations shall survive the expiration or early termination of this Agreement.

10. **Insurance.**

a. **Insurance.** Each party shall provide and keep in force, during the term of the event, including set up and tear down periods, a comprehensive standard form general liability insurance policy, with good and solvent insurance companies authorized to do business in the host state of the Sponsored Race(s). Such policy shall cover all Event related activities and any improvements constructed by Race participants, and shall insure against bodily injury, death, and property damage in amounts reasonable and customary, but in no event less than One Million Dollars (\$1,000,000). The policy shall be written on an "occurrence" basis. Such insurance shall

insure the indemnifying party's ability to fulfill its indemnity obligations under this Agreement, shall name the other party (and the other entities and persons indemnified) as additional insureds. Sponsor shall provide at least thirty (30) days' notice to Spartan prior to any cancellation or modification of the policy or policies. Each party shall deliver to the other party satisfactory evidence of the aforementioned insurance coverage in form of a certificate of insurance and any policy endorsements as may be requested. Sponsor shall add as additional insured Spartan, and its affiliates, officers, directors, employees, representative and agents, and the heirs, successors and assign of each of the foregoing. Sponsor shall also add as additional insured such other third parties as reasonably identified by Spartan in writing prior to the Event. To the extent permitted by law, each required insurance policy shall provide a waiver of subrogation in favor of each of the other party and its additional insured parties. All required insurance will be placed with reputable carriers licensed to do business in the applicable state. Notice of cancellation will be given in accordance with policy provisions, and each party will promptly notify the other party of any change to its insurance program which results in noncompliance with this Agreement. Failure by a party to request a certificate shall not be construed as waiver of the obligations outlined above.

b. Upon the written request of a party, the other party shall provide the requesting party with the copies of the certificates of insurance and policy endorsements for all required insurance coverage, and shall not do anything to invalidate such insurance. Failure by a party to request a certificate shall not be construed as waiver of the obligations outlined above.

11. **Dispute Resolution.**

a. This Agreement shall be governed by and construed in accordance with the internal laws of the State of Delaware, without regard to the conflicts of law principles thereof. The Parties shall resolve any dispute, controversy or claim arising out of or relating to the Agreement, or the breach, termination or invalidity hereof (each, a "Dispute"), under the provisions of this section 11. The procedures in this section shall be the exclusive mechanism for resolving any Dispute that may arise from time to time.

b. The Parties shall first attempt in good faith to resolve any Dispute by negotiation and consultation between themselves. In the event that such dispute is not resolved on an informal basis within fourteen days after one party provides notice to the other party of such Dispute ("Dispute Notice"), either party may, by written notice to the other party ("Escalation to Executive Notice"), refer such dispute to the executives of each party. If the executives cannot resolve any Dispute during the time period ending fourteen days after the date of the Escalation to Executive Notice (the last day of such time period, the "Mediation Escalation Date"), either party may initiate mediation.

c. The Parties may, at any time after the Mediation Escalation Date, submit the Dispute to any mutually agreed to mediation service for mediation by providing the mediation service a joint, written request for mediation, setting forth the subject matter of the dispute and the relief requested. The Parties shall cooperate with the mediation service and with one another in selecting a neutral mediator and in scheduling the mediation proceedings. The Parties covenant that they will use commercially reasonable efforts in participating in the mediation. The Parties agree that the mediator's fees and expenses and the costs incidental to the mediation will be shared equally between the Parties.

d. The Parties further agree that all offers, promises, conduct and statements, whether oral or written, made in the course of the mediation by any of the Parties, their agents, employees, experts and attorneys, and by the mediator and any employees of the mediation service are confidential, privileged and inadmissible for any purpose, including impeachment, in any litigation, arbitration or other proceeding involving the Parties, provided that evidence that is otherwise admissible or discoverable shall not be rendered inadmissible or non-discoverable as a result of its use in the mediation.

e. If the Parties cannot resolve for any reason, including but not limited to, the failure of either party to agree to enter into mediation or agree to any settlement proposed by the mediator, any Dispute within thirty days after the Mediation Escalation Date, either party may commence arbitration.

f. The Parties hereby agree that any arbitration will be conducted in Sacramento, CA pursuant to the Commercial Arbitration Rules of the American Arbitration Association by an arbitrator agreed upon by the Parties or, in the absence of such agreement, selected in accordance with such rules. The Parties acknowledge that any monetary value assigned to promotional considerations provided herein is not intended to be used as a measure of damages in connection with this Agreement. Neither the Parties nor the arbitrator shall disclose, describe, or characterize any proceeding hereunder, including, without limitation, any demand, discovery, testimony, evidence, settlement, or award therein, to any other person or entity, except as may be required in any judicial proceeding brought to enforce this paragraph or any award rendered in a proceeding hereunder. The record of any proceeding shall be sealed.

12. Entire Agreement; Amendment; Conflict Assignment.

a. This Agreement constitutes the entire agreement between the Parties and supersedes all prior agreements, understandings and representations relating to the subject matter hereof, whether written or oral. All exhibits attached hereto are incorporated into this Agreement by reference. This Agreement may only be amended, modified or supplemented by a written agreement duly executed by the Parties. To the extent that any of the terms and conditions of Spartan's agreement(s) with, or related to, a Race, (the "Venue Contracts") conflict or are otherwise incompatible with the terms and conditions of this Agreement, Spartan shall uphold the terms and conditions of the applicable Venue Contracts, and such Venue Contracts' applicable terms and conditions shall supersede the conflicting terms and conditions of this Agreement without any liability owing to Sponsor.

b. This Agreement will be binding upon and inure to the benefit of the Parties and their respective successors and permitted assigns. A Party may not assign this Agreement or any part hereof or any benefit or interest therein without the prior written consent of the other Parties; provided, that (i) a Spartan may assign its rights and obligations under this Agreement to any successor to substantially all of the business of such Spartan, and (ii) a Spartan may assign its rights and obligations under this Agreement to any of its affiliates.

13. Relationship of the Parties. The relationship of the Parties under this Agreement is 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, joint venture, partnership or any other relationship other than that of independent contractors. The Parties acknowledge and agree that each is engaged in a separate and independent business and neither will state, represent or imply any

interest in or control over the business of the other.

14. **Force Majeure.** A Party will not be in breach of this Agreement if any performance required under this Agreement, or the presentation or exhibition of the any Race is prevented or preempted because of an act of God, natural disaster, inclement weather, catastrophe, accident, fire, labor dispute, lockout, strike, riot or civil commotion, act of public enemy, governmental act, regulation or rule, failure of technical facilities, a day of national mourning, emergency or other circumstance or event beyond the control of such Party. If any event of the type described in the preceding sentence constitutes an Unavailable Benefit, then the provisions of Section 4 hereof shall apply.

15. **Confidentiality.** The Parties agree that the terms of this Agreement shall be kept confidential (except as may be required by law, rule or regulation of any governmental authority) and will not be disclosed to any individual or entity, except that a Party may disclose such terms as are reasonably necessary to their respective affiliates, members, lenders, officers, directors, employees, accountants, counsel and agents with a reasonable need to know such information in their representative capacities, and all persons acting by, through, under or in concert with any of them. Spartan understands and agrees that Sponsor's board meetings and agendas are public and any discussion of this Agreement including the terms and conditions herein may be disclosed in a board meeting and/or agenda in which case such disclosure shall not be a breach of the confidentiality obligations set forth herein.

16. **Remedies.** All rights and remedies of the Parties under this Agreement are cumulative and none shall exclude any other right or remedy available at law or in equity and such rights or remedies may be exercised and enforced concurrently. The Parties may seek emergency relief (including injunctive relief) in a court of competent jurisdiction seated in Sacramento, CA, without first resorting to the appointment of an arbitrator; provided, however, that no monetary relief of any kind may be sought or awarded through such proceedings.

17. **Waiver.** The waiver of any breach of this Agreement shall not constitute a waiver of any other prior or subsequent breach of this Agreement. No waiver is effective unless made in writing and signed by the Parties. The failure of any Party hereto to insist upon strict compliance with this Agreement, or any of the terms and conditions hereof, shall not be deemed a waiver of any rights or remedies that such Party may have.

18. **Severability.** In the event that any provision of this Agreement shall be held invalid or unenforceable, such provision shall be severed and the remainder of the Agreement shall continue in full force and effect.

19. **Notices.** Unless otherwise expressly provided, any notice, request, demand, waiver or other communication required or permitted to be given under this Agreement shall be by (a) PDF with confirmation of transmission, (b) registered or certified mail, or (c) overnight courier to the receiving Party at the address set forth below:

To Spartan: Spartan Race, Inc.
234 Congress Street, 5th Floor
Boston, MA 02110
Attn: General Counsel
Email: deannas@spartan.com

To NLTRA: North Lake Tahoe Resort Association, Inc.

100 North Lake Blvd
Tahoe City, CA 96145
Attn: Cindy Gustafson
Email: cindy@gotahoenorth.com

Any Party may change the address to which notices are required to be sent by giving notice of such change in accordance with this Section to the other Parties.

20. **No Construction against Drafting Party.** The Parties and their respective counsel have had the opportunity to review this Agreement, and this Agreement will not be construed against any Party merely because any provisions of the Agreement were prepared by a particular Party.

21. **Agency Representation.** If this Agreement is executed by an agent on behalf of Sponsor ("Agency"), Agency represents and warrants that it is the duly authorized agent of Sponsor for the purposes of this Agreement and the matters contemplated hereby and that its arrangements with Sponsor specifically contemplate the placement of the Sponsorship Benefits herein. Agency and Spartan acknowledge that all Sponsorship Benefits provided hereunder are exercisable by Agency, acting as agent on behalf of its principal Sponsor. Sponsor and Agency shall be jointly and severally liable for all liabilities and obligations hereunder.

22. **Survival.** The terms of the Agreement and any exhibits and attachments that by reasonable implication contemplate continued performance, rights, or compliance beyond expiration or termination of the Agreement survive the Agreement and will continue to be enforceable.

23. **Representations and Warranties.**

a. Each Party represents and warrants to the others that it (i) is duly incorporated or organized and validly existing under the laws of its jurisdiction of incorporation or organization and it has the legal capacity to enter into this Agreement and to perform each of its obligations hereunder, (ii) has duly authorized, executed and delivered this Agreement and this Agreement constitutes a legally valid and binding obligation of it enforceable against it in accordance with its terms, and (iii) shall comply with all applicable federal, state and local laws, rules and regulations in connection with its performance hereunder.

b. Sponsor represents and warrants to Spartan that (i) the Sponsor Marks, Sponsor Content, Sponsor's commercial units, or other material provided by or on behalf of Sponsor (collectively, "Sponsor Materials"), shall not infringe upon, misappropriate or otherwise violate the intellectual property rights or other proprietary rights of Spartan or any third party, (ii) Sponsor has obtained all licenses, agreements, permits, waivers, releases, registrations, approvals, authorizations and clearances necessary in connection with the Sponsor Materials, and that such licenses, agreements, permits, waivers, releases, registrations, approvals and/or authorizations will be valid and sufficient for the performance of its obligations hereunder and (iii) there are no additional costs, royalties, residuals, license fees, or other third-party expenses associated with the use of the Sponsor Materials.

24. **Counterparts.** This Agreement may be executed in one or more counterparts, each of which will be deemed to be an original copy of this Agreement and all of which, when taken together, will be deemed to constitute one and the same agreement. Signatures of the Parties transmitted by PDF shall be deemed to be their original signatures for all purposes.

[signature page follows]

The Parties are signing this Agreement on the Effective Date stated in the introductory clause.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

By: Cindy Gustafson
Name: CINDY GUSTAFSON
Title: CEO

SPARTAN RACE, INC.

By: DocuSigned by:
Jeffrey Connor
1F8FA0E28C8A49B...
Name: Jeffrey Connor
Title: COO

EXHIBIT A

CO-MARKETING AND TRADE SUPPORT, SPONSORSHIP BENEFITS

1. **CO-MARKETING AND TRADE SUPPORT.** NLTRA agrees that it will provide to Spartan or will ensure that the applicable local Sponsor provides to Spartan, for each of the 2018 and 2019 events, at no additional cost to Spartan (unless otherwise specified below) co-marketing and trade support.
2. **SPONSORSHIP BENEFITS.** Spartan will provide for each Event, at no additional cost to NLTRA (unless otherwise specified below):
 - a. **Host Destination Media Rights.** Spartan shall designate NLTRA as the host of the "Spartan Race World Championship" in applicable media and mentions, including, but not limited to:
 - i. E-mail marketing of the Event to all email recipients in Spartan's marketing database;
 - ii. The Spartan Race World Championship Race page on www.spartan.com;
 - iii. Facebook posts promoting the Event; and
 - iv. Co-branded marketing collateral which promote the Event.
 - b. **Logo.** Display of destination name, as provided by Sponsor, in or around official Spartan Race World Championship logo lock-up.
 - i. Sponsor-approved logo/destination name to appear on Spartan website for the World Championship page, marketing and advertising materials and other collateral where other World Championship sponsors receive mentions.
 - c. **Online/Social Media Promotion.**
 - i. Spartan will mention, tag or incorporate Sponsor in applicable social media posts, email blasts, and blog posts relating to the Event.
 - ii. Spartan will collaborate with NLTRA to promote North Lake Tahoe, as well as activities located near the Event, including but not limited to:
 1. Inclusion in Event course map;
 2. Social media promotion; including at least:
 - a. 5 destination specific posts (NLTRA must provide content)
 - b. 10 likes;
 - c. 10 shares;
 - d. 10 re-tweets; and

- e. 10 reposts;
 - 3. Distribution of travel guide(s); and
 - 4. Distribution including vacation options/"things to do" in the identified regions during the week leading up to the Event and during Event weekend.
- d. **TV/Media Promotion.** Spartan will provide NLTRA with the following television benefits with the same or equal coverage to NBC Sports Network ("NBCSN"), highlighting North Lake Tahoe as the host of the Spartan Race World Championship Series and as a travel destination. The television/media benefits may include:
- i. One (1) 15-second television/media spot to be aired during the original broadcast of each of the Races in the Spartan Race U.S. Championship Series;
 - ii. Two (2) 15-second television spots/highlights during the Event broadcast;
 - iii. One (1) 30-second organic segment highlighting the destination during the Event broadcast;
 - iv. Pre-Show "brought to you by" designation if applicable; in the Race Live Stream
 - v. Race Clock logo/destination integration if applicable In the Race Live Stream
- If NBC or NBC Sports chooses to re-air episode(s), the television spot(s) aired in the original episode(s) will be included in the re-air. Segment creative shall be developed by Spartan and NBC production, with the goal of being naturally integrated into the respective episode theme.
- e. **Lodging Promotion:** Spartan will provide a direct link from the Spartan website to participating North Lake Tahoe lodging properties via a microsite. Links and discount codes must be provided to Spartan at least three (3) months prior to the Event.
 - f. **E-mail Promotion.** A least one (1) Event-related email blast to the e-mail recipients in Spartan's Event specific marketing database to promote North Lake Tahoe, with content to be mutually approved by the parties.
 - g. **Post-Event Survey.** Spartan will include demographic, geographic, spending patterns and lodging questions into the post-race survey in order to gain an accurate ROI analysis of the annual Event. Sponsor will develop survey questions in coordination with Spartan and tailor subsequent annual marketing plans accordingly. Spartan agrees to provide the response data to NLTRA to such questions, however NLTRA understands and agrees that such response data shall be aggregated and anonymized in compliance with all applicable consumer protection and data privacy laws before Spartan provides the data to Sponsor. Sponsor acknowledges and agrees that Spartan shall own such data provided to Sponsor and in no instance shall Sponsor license, sell, or otherwise make such data available to any third party unless approved by Spartan in writing.

- h. **Media Wall.** Spartan will incorporate Sponsor logo or destination identifier in StepnRepeat media wall and other locations to be mutually agreed upon by the parties at least sixty (60) days out from Event.
- i. **Exhibit Space.** Spartan will grant NLTRA one 20 foot x 20 foot exhibit space in a high traffic area at the festival associated with each Event for NLTRA's use (the "Tent"). NLTRA will keep exhibit open and staffed at all times during Event hours. NLTRA acknowledges that set-up hours are on Friday between 8:00 AM – 3:00 PM. Furthermore, set up before Friday is by appointment only and set up on Saturday is prohibited. Event hours will be Saturday from 7:00 AM – 7:00 PM and Sunday from 7:00 AM – 7:00 PM, or until last racer exits the Event. Depending on the number of participants at the Event, the Event may end as early as 4pm on Sunday. Event tear down begins on the last day of the Event as soon as the last participant exits the Event. Early tear down is not allowed.

 - 2. **Barrier Jackets.** NLTRA shall provide a minimum of four (4) and up to eight (8) 6x3 barrier jackets banners to be installed in the festival area at the Event and/or on the race course. Content and design to be reasonably approved by Spartan. Except as otherwise provided in this Agreement, NLTRA shall be responsible for the initial production of on-site barrier jackets and comparable signage. Any changes or alterations desired by NLTRA during the Term following initial production, including, without limitation, logo or slogan changes, shall be at the sole cost and expense of NLTRA.
- i. **Race Entries.** Spartan will provide NLTRA with up to thirty (30) complimentary Event race entries to use for promotional purposes. The start times for such race entries shall be determined in Spartan's sole discretion. The race entries shall be provided at Spartan's sole expense; provided, that any person registering for the race using such race entries shall be responsible for the cost and purchase of the individual supplemental race insurance offered through the race registration platform.

Special Event Partnership Funding 2019 Cycle Info

Timeline

- BOD Meeting for Approval: December 5, 2018
- Tourism Dev. Committee for Approval: November 27, 2018
- Partnership Funding Presentations: November 20, 2018
- Applications Due: November 2, 2018

Documents

All application documents can be found on www.nltra.org under the Marketing tab.

- Application
- General Program Information
- Application Explanations
- Applicant Check List & Deadline Worksheet

Committee Members - Potential

- BOD
- Marketing Committee
- BACC
- Lodging
- County

Communication Information

The North Lake Tahoe Resort Association facilitates a Special Event Partnership Funding program for annual special events in the North Lake Tahoe region. The total amount of funding available, among all recipients collectively, is \$50,000.

The NLTRA is funded by transient lodging taxes (TOT) from lodging in Placer County. Therefore, Special Event Partnership Funding is earmarked for events that occur in Placer County and have a history of, or the potential for, attracting overnight visitors to Placer County. This program is a marketing opportunity, providing a financial resource for events to broaden their advertising and promotional efforts (to potential out-of-market visitors) that would otherwise not be possible. Special Event Partnership Funding is not intended to supplement event production expenses or to augment net income.

Interested producers can find the application and additional information on www.NLTRA.org. Navigate to the Marketing tab where the following documents can be found.

Applications will be accepted for events in the 2019 calendar year and need to be submitted no later than Friday November 2, 2018. Following the application and evaluation process, a number of events will receive funds through the program.

Applications can be submitted to Amber Burke via email or hard copy. She can also answer questions along the way during the application process.

Amber Burke
Events & Marketing Manager
Email: amber@gotahoenorth.com
100 North Lake Blvd., Tahoe City, CA 96145
Phone: (530) 581-8702