



## north lake tahoe

Chamber | CVB | Resort Association

### **Tourism Development Meeting Draft - Meeting Minutes – Tuesday Aug 30, 2022**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference: Chair: Carlynn Fajkos, Vice Chair: Becky Moore, Brit Creeze, Caroline Craffey, Christine Horvath, Connor McCarthy, Kressa Olguin, Vinton Hawkins,**

**NLTRA Board Member: Ray Villaman**

**Staff in attendance: Tony Karwowski, Kimberly Brown, Francois Cazalot, Andy Chapman**

**Others in attendance: Cathy Nanadiego, Lindsay Moore, Steph Straw, Taylor Eck, Yulianna Cisneros**

1. Meeting called to order at 2:02pm and a quorum was established.
2. **Public Forum – No public forum**
3. **Agenda Amendments and Approval**  
**Motion to approve the agenda as presented CREEZE/MOORE/UNANIMOUS**
4. **Approval of Tourism Development Meeting Minutes from May 24, 2022**  
**Motion to approve the meeting minutes from May 24, 2022 MCCARTHY/CRAFFEY/UNANIMOUS**

5. **NLTRA Updates**  
Karwowski gave a brief staffing update and welcomed new staff, Kimberly Brown and Francois Cazalot. Kirstin Guinn starts on Tuesday, September 6<sup>th</sup>. The Director of Business and Community Relations is a new position and Karwowski gave a brief description of what vertical that position covers. There is still an open position, Director of Destination of Destination Management. He shared they are now changing the title to Economic and Community Development Director to better fit the skillset they are looking for.

Karwowski also gave an update on the Grant Cycle timeline. An ad-hoc committee has worked with a consultant to develop biennial call for projects with a focus on grant submission, review, award and tracking. He reviewed the timeline chart with the committee members and next steps.

There was a recent Bylaw notification sent out to all members to vote on an increase in the TOT committee seats from 5-7 to 11-13 people. NLTRA will share the outcome of the ballots soon, but it is looking very favorable of passing.

Comments:

- Horvath questioned if there is any collaboration between existing groups like the TMA and housing groups given historical familiarity with regional challenges. Karwowski shared in our Bylaws it outlines that those organizations have seats and representation on the TOT committee. (Mountain Housing Council and TMA)
6. **Review and Discussion of Fall, MCC and Content Campaign – Augustine Agency/Cathy Nanadiego, Yulianna Cisneros and Claire Marcus**  
Nanadiego gave an overview of the Fall Campaign and MCC Campaign. Campaign strategies for the Fall Campaign is still similar to last year with a focus on increasing length of stay and mid-week visitation. Strategies going forward will continue to include consideration for the Omnicron/Covid and being flexible along with utilizing data from Fusion7 and Arrivalist to guide decisions. Target markets recommendations specific to fall includes Los Angeles, Phoenix, Seattle and Portland. The media tactics will continue with video, OTA's and email, Weekend Sherpa and Sustainability through social. Nanadiego shared the consumer flow-chart that starts on September 1, going through mid-November. Nanadiego shared the fall creative and what the displays ads looks like.

Nanadiego also shared the Meetings and Conventions Strategy and Tactics. Objectives are to balance media platform opportunities. Continue year-round presence among audiences and refreshing the amenities campaign creative as needed, utilizing lead-generators through Meetings Today, maintain presence through social media, utilize video in retargeting and LinkedIn efforts and continue with CVENT. Nanadiego shared the flow-chart and creative ad examples were also shown.

Cisneros with the Augustine Agency shared the Content Campaigns with the committee members. The objective is to encourage people to engage with North Lake Tahoe social channels by sharing their favorite experience and bringing more attention to the Traveler Responsibility Pledge. Cisneros shared that the participants are entered to win a 2-night stay, including dinner and a \$250 North Lake Tahoe gift card. Cisneros shared one of the reels had 44k views.

Marcus with the Augustine Agency shared the North Lake Tahoe Challenge with the committee members. The objective is to promote activities across the region during August – October 2022. (Outdoor activities, sustainable practices and town-related activities.) Participants receive a digital badge for the particular challenge they participate in and are entered to win a 2-night stay. Each month has a theme featuring a particular challenge, but participants can complete whichever challenge suits their needs.

Comments:

- Horvath made a comment that it may be worth looking at the need period for our lodging properties for fall being our shoulder season. Nanadiego stated they looked at longer lengths of stay and it's difficult for families as kids are back in school. Horvath asked if the lodging properties would chime in. Moore agreed the drive market is important for the fall season and recommended looking into it. She said families with younger children still come here but they see more demand from the empty nesters who are incredible flexible, and they can also stay mid-week. Hawkins with The Boatwork's Inn also stated the drive market is important to their property for the fall season and echoed Moore and Horvath's earlier comments.
- Fajkos questioned if the TART connect ads run locally. Nanadiego shared all the sustainable ads run in-market.
- Fajkos gave compliments to the Augustine Team on their video and animation, and innovation with the content campaigns.

**Action to Augustine Agency: Explore advertising in drive market (Bay area and Sacramento)**

7. Update on 22.23 Event Partnership Funding Cycle – NLTRA/Kimberly Brown

Brown shared the NLTRA Event Strategy and highlighted the following:

- Forum to tell our TBID story
- Engage community about NLTRA's destination stewardship promotion
- Promote economic vitality
- Drive visitation during strike zones
- Increase length of visitor's stay
- Capitalize on events with marketing reach to target audiences

She also shared event metrics and what goes into the ROI. She asked if anyone has any feedback regarding this to please reach out to her directly via email or phone.

The Partnership Event Grant Cycle usually takes place in the fall, and this will be taken place soon. This is focused on Human Powered Sports, Culture, Culinary and Health and Wellness. Brown shared that she has received some feedback on how to streamline the process going forward.

Brown also shared the upcoming events for our region.

Comments:

- McCarthy questioned how the ROI is determined. Brown shared it comes from a couple of different sources and one being the ROI data sheet Amber Burke created, along with the Tourism Master Plan. She is open to including more metrics.

8. Departmental Reports these reports can be viewed on our [website](#).

9. Standing Reports- these reports can be viewed on our [website](#).

10. Committee Member Comments – Fajkos reminded the committee members of the Drone show on Labor Day weekend.
11. Adjournment – The meeting adjourned at 3:05pm

Minutes submitted by,  
Anna Atwood  
NLTRA





## north lake tahoe

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### **Tourism Development Meeting Draft - Meeting Minutes – Tuesday Sept 27, 2022**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference: Caroline Craffey, Kristy Olk, Vinton Hawkins, Wendy Hummer, Kressa Olguin**

**NLTRA Board Member: None**

**Staff in attendance: Kirstin Guinn, Kim Brown, Anna Atwood**

**Others in attendance: Katie Biggers, Patrick Lacey, The Augustine Agency team**

1. Meeting called to order at 1:31pm and a quorum was not established.
2. **Public Forum – No public forum**
3. **Agenda Amendments and Approval**  
A quorum was not established but agenda accepted through acclamation.
4. **Approval of Tourism Development Meeting Minutes from Aug 30, 2024**  
The approval of minutes will be tabled until the October meeting.
5. **Winter Media Recommendations & Direction – Augustine Agency**  
Nanadiego with the Augustine Agency shared the Winter Campaign strategies
  - Increase length of stay & increase mid-week visitation
  - Focus on lakeside activities to disperse travel throughout the region.
  - Increase awareness of seasonal activities, events and experiences.
  - Continue to grow destination awareness, brand loyalty and conversation.
  - Increase in-market spending and support local businesses.
  - Engage with locals and visitors, promoting positive sentiment and community support.
  - Support Traveler Responsibility Pledge and sustainability efforts.
  - Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.

#### Media Strategies:

- Use lower budgets to target main California fly market (Los Angeles)
- Target national high-value audiences, fly market/3-year visitor and 4+ day stay, midweek, higher household income and higher spending.
- Maintain sustainability messaging.

The following tactics are being utilized: Programmatic display, Native Direct, Search Marketing and Facebook/Instagram, Trip Advisor and Email. This winter media plan starts on November 15<sup>th</sup> but is flexible if the snow comes earlier or later. Nanadiego shared an example of the creative that ran last year. This year they are looking to bring in more beautiful imagery to inspire to be more fluid. The Augustine Agency has specific ad sets to target the different personas.

#### Comments:

- Hummer questioned what lakeside activities they target beside dining? Nanadiego shared the images from last year and highlighted snowshoeing along the beach, firepits and stargazing. This is only on the paid



side but on the organic side there is a whole lot more being promoted through the newsletter and social media posts.

- Hummer also questioned what personas they target beside family as they can only come for the holidays. McRoberts shared they target the high value audience that has been coming to our destination the last three years. (GPS data is being used to make sure they are staying for 4+ days.)

The Augustine Team also shared Public Relations and social media plan for 22/23 and highlighted social media & public relations objectives, platform overview and highlighted what they are focusing on looking ahead.

Comments:

- Olguin questioned if we get full rights to the pictures, the influencers posts? Nanadiego shared that the contract process and that we get full right to their pictures. Olguin shared she has experienced a lot of pushbacks from content creators regarding full rights to pictures.

6. Tourism Development Application Process and Timeline – Kirstin Guinn

Guinn walked the committee members through the application process. There are 4 seats in pool c expiring end of 2022 and these seats are 3-year terms. There is one additional seat that is a 2-year term. The call for applicants will go out on November 2<sup>nd</sup> and applications are due December 2<sup>nd</sup>. She encouraged the committee members who have seats that are expiring to contact her directly. The new committee members will be seated at the January 2023 meeting. Guinn also encouraged the committee members to give her recommendations for committee members that we may reach out to.

Brown did bring up she would like feedback on the sponsored event. She shared a calendar outline with due dates and reminded the committee, this is the larger “bucket” of funds. (\$565K). Brown questioned how many event producers the committee members in the past saw in one meeting. Hummer shared the larger event producers need more time; also new event producers need more time as well. She recommended 2 presentations if it’s large events for one meeting but smaller events you can have more events presents. She also questioned if NLTRA should use an application for larger events? (1. New events? 2. Applications for all events? 3. No applications, proposal and presentation?) Hummer stated she would like new events to fill out an application as they don’t necessarily know what we are looking for. Biggers shared the larger events already have an audience and can show ROI so the intent before was not to have them fill out an application.

7. Departmental Reports these reports can be viewed on our [website](#).
8. Standing Reports- these reports can be viewed on our [website](#).
9. Committee Member Comments – no comments.
10. Adjournment – The meeting adjourned at 3:05pm

Minutes submitted by,  
Anna Atwood  
NLTRA



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### **Tourism Development Meeting Draft - Meeting Minutes – Tuesday Oct 25, 2022**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference: Caroline Craffey, Becky Moore, Carlynn Fajkos, Kristy Olk, Wendy Hummer, Kressa Olguin, Brit Creeze, Christine Horvath, Melissa Burin, Vinton Hawkins**

**NLTRA Board Member: None**

**Staff in attendance: Kim Brown, Kirstin Guinn**

**Others in attendance: Juri Barac, Cathy Nanadiego**

1. The meeting was called to order at 2:09pm and a quorum was not established.
2. **Public Forum – No public forum**
3. **Agenda Amendments and Approval**  
A quorum was not established but agenda accepted through acclamation.
4. **Approval of Tourism Development Meeting Minutes**
  - a) Aug 29, 2022
  - b) Sept 27, 2022

**This will be tabled at the next meeting.**

5. Discussion and Possible Approval of Event Sponsorship (Action)
  - a) Discussion and Possible Approval of 2023 Highlander Adventure Sponsorship – Juri Barac  
Juri Barac presented information on the Highlander event. Highlander, is a long-distance hiking series, founded in Croatia in 2017. The first event was held in Velebit, the largest mountain range in Croatia, along the Adriatic coast. From there, Highlander went global quickly. They are now operating on 4 continents and in 17 countries and just finished their first US event at Big Bear. This event is not a race and is open to everyone. There are no professional athletes, no rankings, no leaderboard. It can be described as hike, adventure experience. The events take place in some of the most spectacular locations on Earth and participants can choose from three different event formats: a 60-mile hike, a 30-mile hike and a 15-mile hike. He shared information on demographics and stated Highlander events are zero waste and green with very low infrastructure. Juri Barac also shared international and domestic media information. Global Channels:
    - Social channels (Facebook, Instagram, YouTube, TikTok) 100+ followers
    - Newsletter base: 50K+ contacts
    - Website and blog: 500K views
    - Digital advertising: 200 days prior to the event
    - Paid media campaigns

This event will be produced with Big Blue Adventure and Todd Jackson. The request for funding for this event is \$25,000. Most of the funding will be spent on promoting the event.

Comments and questions to Barac:

- Hummer questioned when and where the event will be? How many participants and how did the Big Bear event do? He stated the route had not been determined but will be on the California side

and he is hoping for do the event in the month of October. The Big Bear event had 265 participants and 1000 spectators coming from 32 states and Canada.

- Crezee questioned where else in the states are there Highlander events and what is the cost to enter? Barac shared the different location he is planning on Highlander events in the US: Big Bear, Montana, East Coast and North Lake Tahoe. He shared estimated cost for 60 miles is \$800, \$550 for 30-mile and \$350 for 15-mile.
- Hawkins questioned the route and how it is planned. Barac explained the longer distance has planned stops at small villages, or small towns, campgrounds or at lakes. At each checkpoint there are yoga sessions, mindful workshops, music etc. They get pins for finishing and altogether it's a great atmosphere.
- Hummer questioned the campground aspect as some are closed in October. Barac shared sometimes they work with private landowners, and he gave examples of places in Olympic Valley that could work.

Juri Barac stated that it's working with the local community and with the destination and creating synergy that is important to Highlander to develop a successful event.

b) Discussion and Possible Approval of 2023 World Cup – Palisades Event Sponsorship

Kristen Costa presented on the Palisades Tahoe Cup, February 24-26, 2023. She thanked NLTRA for the support for the Women's World Cup event that happened in 2017. The Men's World Cup does garner more impressions in the media and there is more attention on the Men's World Cup. Additionally, there are more media partners for this event including NBC, Peacock streaming, Outside Plus and an International Broadcast team. The racing event takes place on a Saturday and Sunday, so more spectators are expected. Costa is working with local lodging properties to secure lodging. 350 athletes, coaches and staff representing 28 countries, along with 25,000+ anticipated spectators. This is a free event but there will be tickets sold for grandstand seating, VIP and CLUB tickets. Costa shared for the 2017 event, 60% of guests stayed in a TOT generating property in North Lake Tahoe and 88% of guests surveyed stayed for 2 or more nights. She shared that there is a lot of national excitement around this event, not just local or regional.

Digital Metrics:

- 205K followers on Facebook
- 172L followers on Instagram
- 50.2K Followers on Twitter
- 7.5mm+ website visits/winter season
- 1.6m users in Database

Costa shared the proposed NLTRA inclusion on pre-event communications, Ticket sales and lead up and during the event week. Palisades Tahoe plans to utilize the following methods to help eliminate event traffic and maximize event parking: TART & TART Connect, Mountaineer, Palisades Tahoe & third-party shuttles.

The ask is for \$45,000 sponsorship and Costa shared some branding visuals. The budget is \$455K.

Comments/Questions to Costa

- Hummer questioned how they break out if they are there to ski or if they are there for the event? Costa said they did see some foot traffic with only guests that attended but they can't tell if they came to ski or came to watch the event.
- The committee members thanked Costa for her presentation and all the great information she shared.

Hummer recommended collecting more information on the Highlander event before deciding. Brown will e-mail the applications that were filled out to the committee members for review. Horvath commented that it's agreeing to the concept preliminary funding pending final course and permit approvals. This is an event that is still in its early stages. Hummer recommended supporting in-kind with promotional support and database.

The committee members recommended doing an e-mail vote for the World Cup as it would be too late to be included as a sponsor in a month.

Brown shared the event budget spreadsheet and went through all the events that received funding last year and the events that got cancelled. Hummer questioned what happened with the remaining \$125K. Does it go back to Placer County? Brown will find out and get back to the committee.



**Action to Kim: Email the applications for the two events and share them with the committee members.**

**Action to Kim: Follow up on what happens to the \$125K leftover amount in the event budget from last year.**

**Action to Kim: Follow up with committee members on an email vote for World Cup.**

6. Tourism Development Committee – Update on call for applicants – pool C – Kirstin Guinn  
Kirstin gave an update on the committee members' seats and a call for applicants. She has confirmation that Melissa Burin would like to continue, Adam, Vinton and Kressa are not staying on and she is awaiting confirmation from Connor. A call for applicants will go out on November 1, 2022, and she will update the committee at the next meeting.
7. Update on NLTRA's Renaming Efforts – Kirstin Guinn  
Guinn gave an update that the NLTRA Board of Directors approved the new name at the October meeting. The new name is the North Tahoe Community Alliance. There will be a new brand and logo in early February 2023. The consumer brand GoTahoeNorth is not changing. There will be more information she will share at the November meeting.
8. What do you need from the NLTRA?  
Guinn stated if there are resources the committee members need or talking points, she is more than happy to develop it. She encouraged the members to reach out with any questions or needs marketing or pr related.

Hummer recommended doing in-person meetings when the event producers are presenting.

**Action to staff: Look at bringing Tourism Development meetings back quarterly.**

9. Departmental Reports these reports can be viewed on our [website](#).
10. Standing Reports- these reports can be viewed on our [website](#).
11. Committee Member Comments – no comments.
12. Adjournment – The meeting adjourned at 3:15pm

Minutes submitted by,  
Anna Atwood  
NLTRA

Dear Mrs. Carlynne Fajkos,

I am very interested and excited to put my name in the running for an opportunity as a seat on the NLTRA Tourism Development Committee. As the Chief Operating Officer of MJD Capital Partners, owners of the Tahoe City Inn (now The Inn at Boatworks) and the Boatworks Mall and future redevelopment project, I feel it is important that I reach out to the community and give back to the current and future generations of North Lake Tahoe. Being on this committee will provide me with the opportunity to call upon my experience in workforce/multifamily housing and hospitality, which are both critical for the tourism and success of the region. I'm confident I can add value based on my past experiences and our existing operations in hospitality/workforce housing. Additionally, working alongside my peer (Vinton Hawkins – current committee member) on the future redevelopment plans which my team is bringing forward with Placer County and TRPA.

Growing up in Vermont, I put a major emphasis on the outdoors first and then quickly realized, after completing my undergraduate in Hotel/Resort Management, there needs to be harmony between the community, business, and nature to ensure sustainability in any destination. After sharpening my skills at one of Vermont's top resorts, Topnotch Resort and Spa in Stowe, VT, my focus shifted to urban core hospitality in Boston, MA. At The Liberty Hotel I held multiple leadership positions and assisted in the opening and operating the luxury collection hotel, formerly the Suffolk County Jail...providing luxury service with sustainable building and operations practices in an urban setting.

Northern California was always in my heart and had been a place my family and I had traveled to for summer/winter vacations. Moving to California in early 2013, I was focused on multifamily/workforce housing and commercial real estate. This experience allowed me to see the regions volatility in the housing/hospitality markets and need for immediate housing. Spending the past nine years with two of the major players in real estate, Equity Residential and Brookfield Properties, I furthered my knowledge and skillsets in the areas of finance, real estate economics, construction and development, affordable housing laws and community engagement. In early 2022, I shifted my attention away from these large corporations and joined smaller, vertically integrated company MJD Capital Partners, to lead our hospitality and workforce housing operations divisions on the west coast.

I genuinely hope the TDC Committee and NLTRA Board will consider me for a seat on the Committee.

Sincerely,

Wade Machon  
c. 857.207.1852





**WHERE THE MOUNTAINS MEET THE SKY**



north lake tahoe

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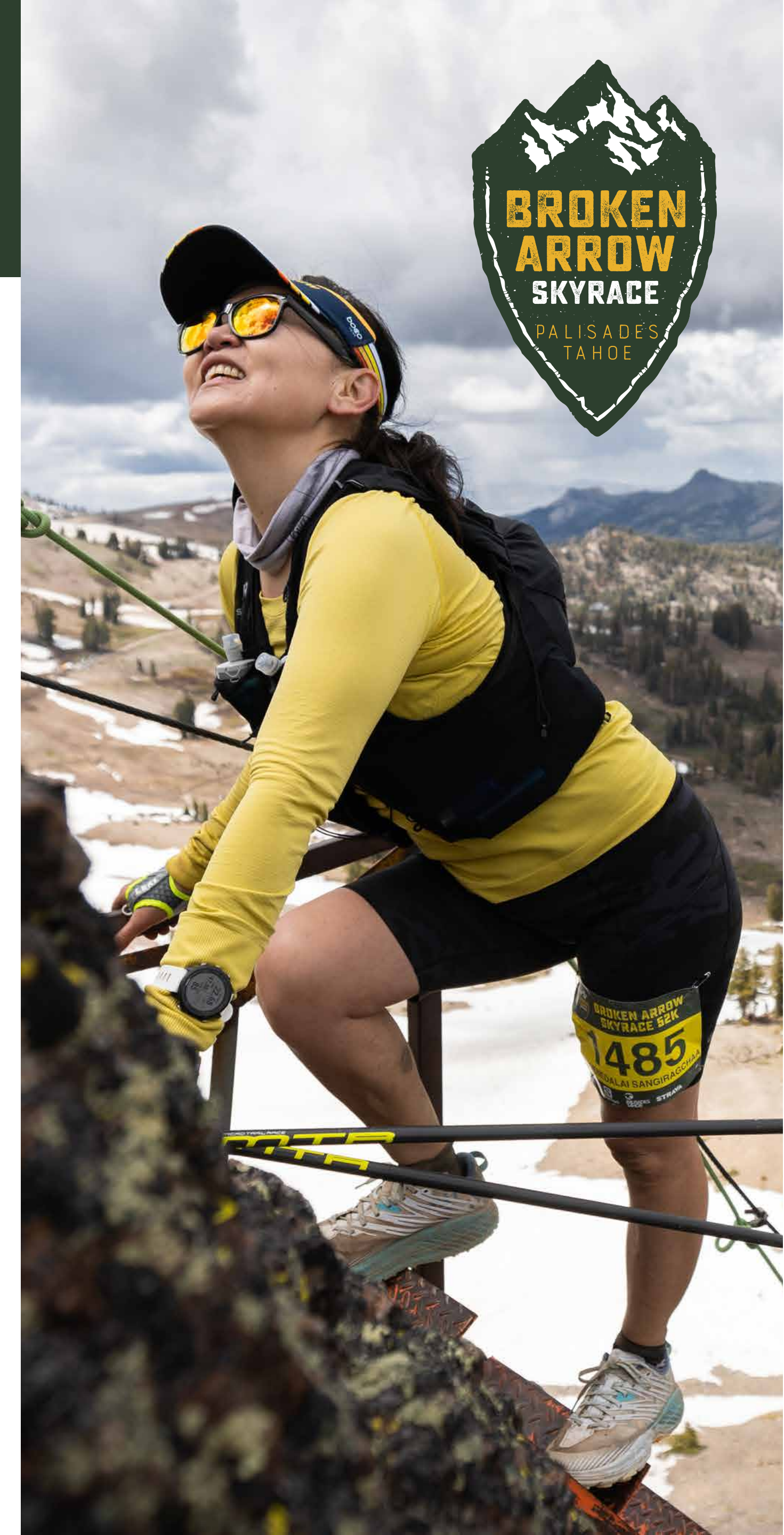
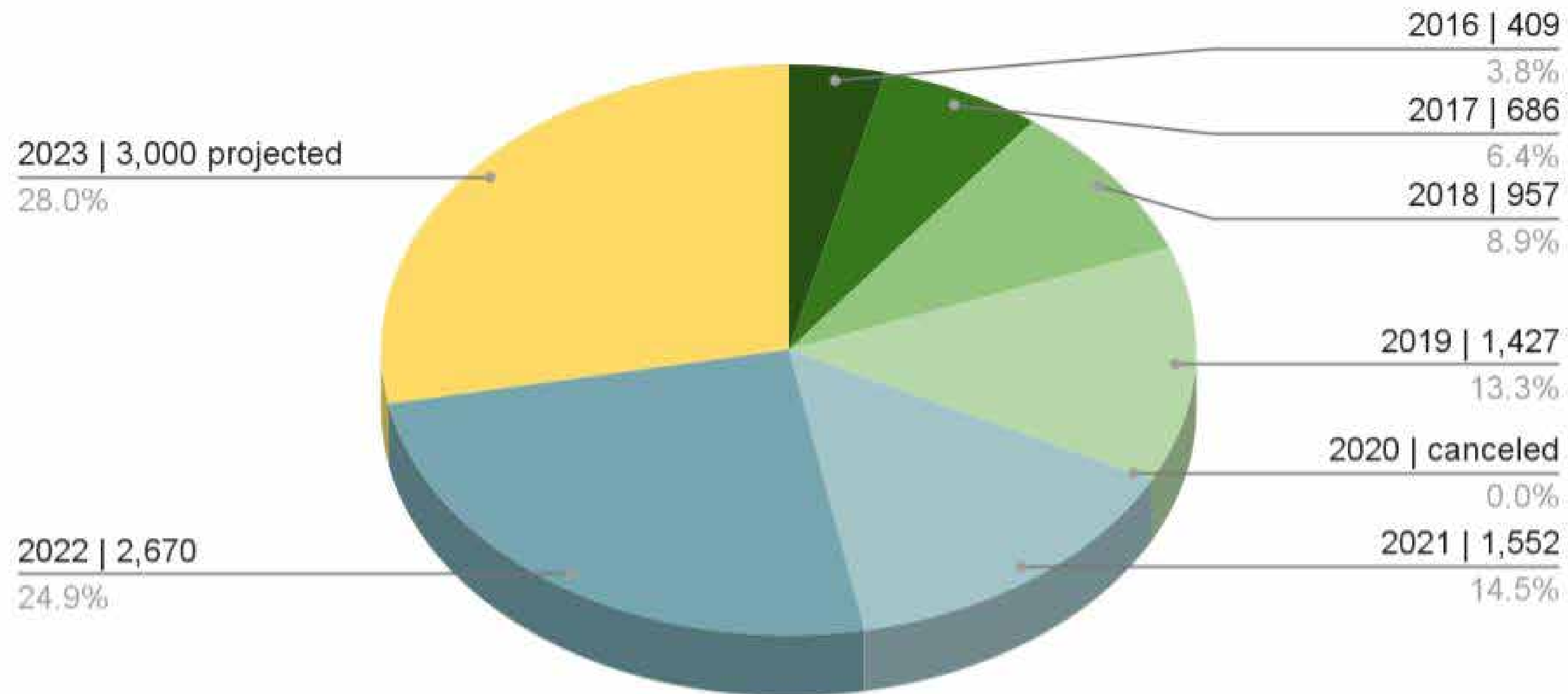


The Broken Arrow Skyrace, presented by Salomon, is a 3-day, 8-distance event that showcases the beauty of North Lake Tahoe.

The Broken Arrow Skyrace seeks to reinvent the multiple day/distance North American trail running experience.

In 7 years, it has become one of the largest trail running events in the country.

## ANNUAL REGISTRATIONS



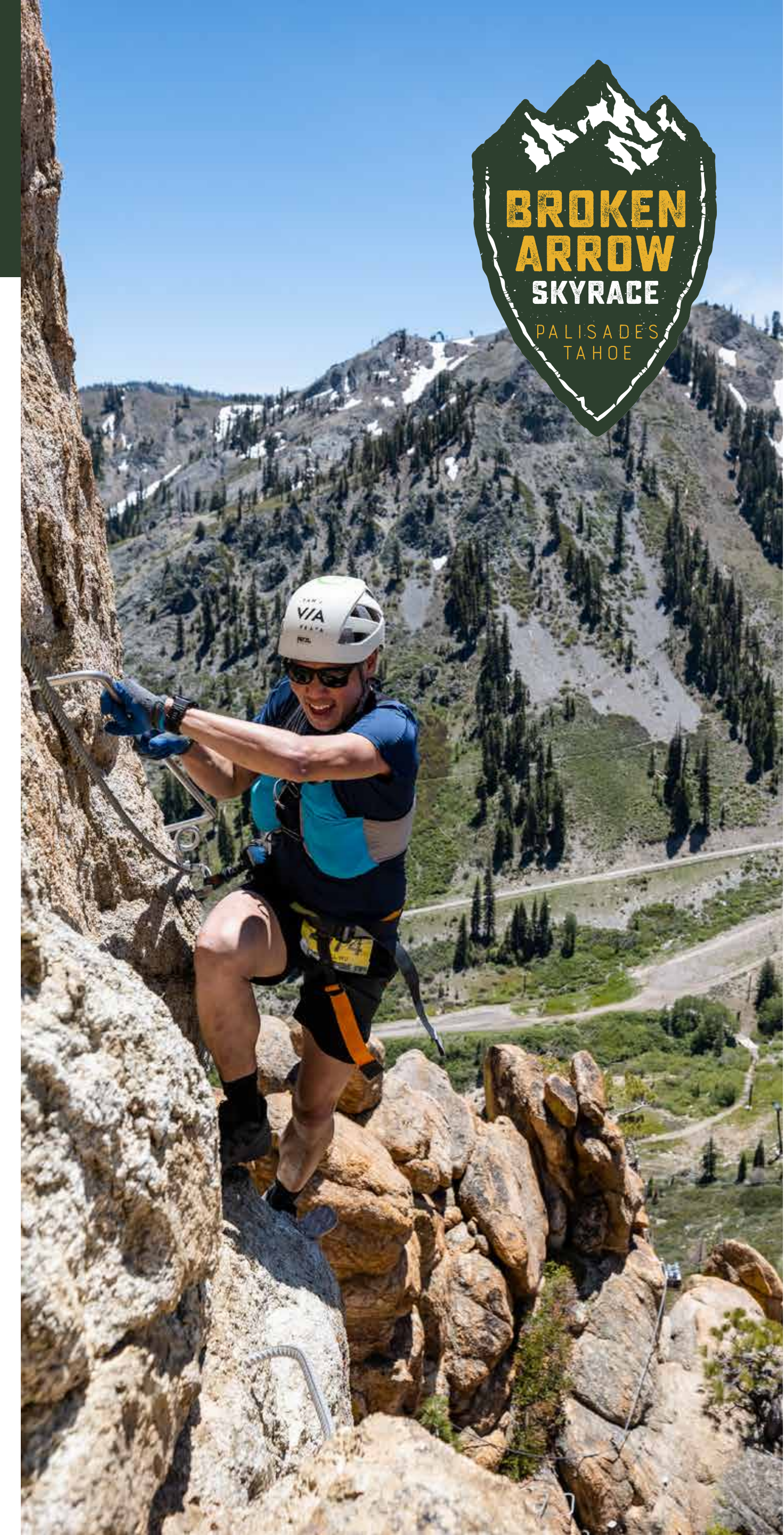


# The exponential growth of The Broken Arrow Skyrace can be attributed to the following factors:

- The authentic experience a LOCAL & INDEPENDENTLY-OWNED race organization provides.
- Partnerships: North Lake Tahoe Resort Association, Palisades Tahoe, the World Mountain Running Association, Golden Trail Series, Salomon



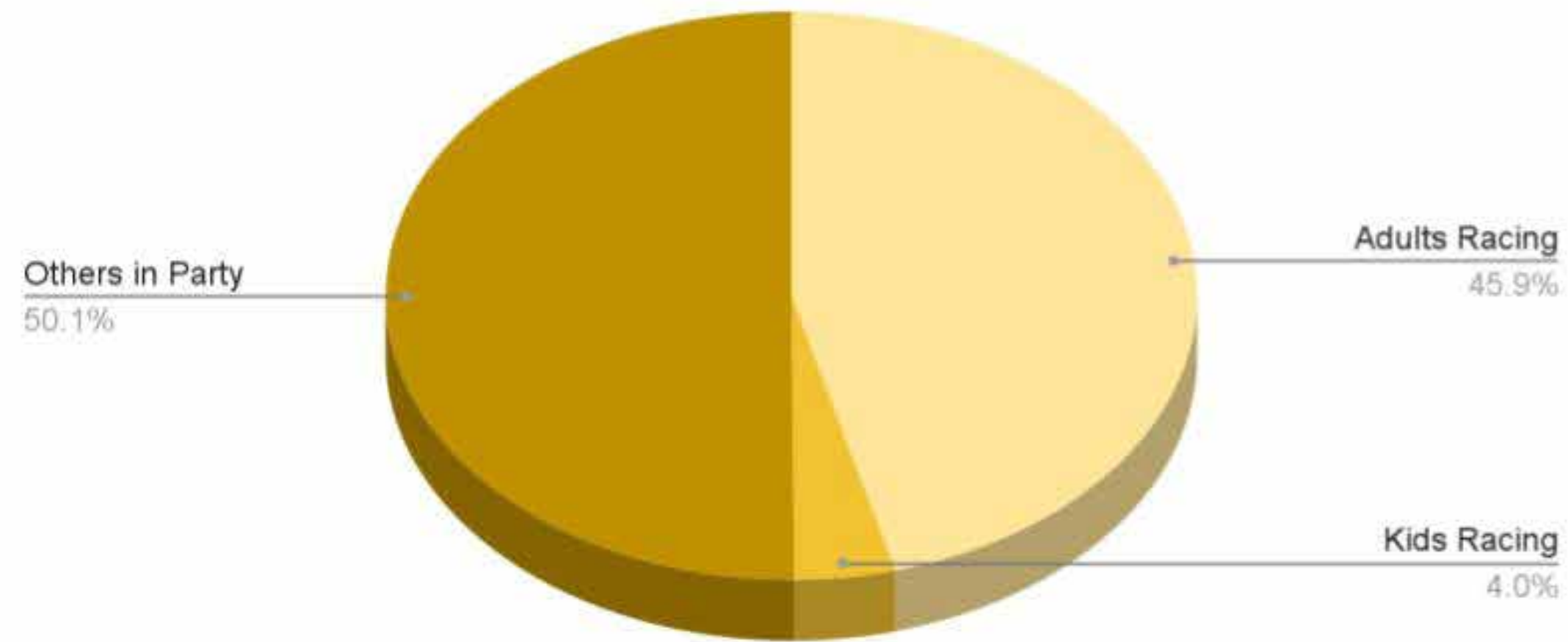
- Aggressive, authentic & organic social media campaigns.
- BEST-IN-CLASS livestream broadcast over the course of the 3-day event.



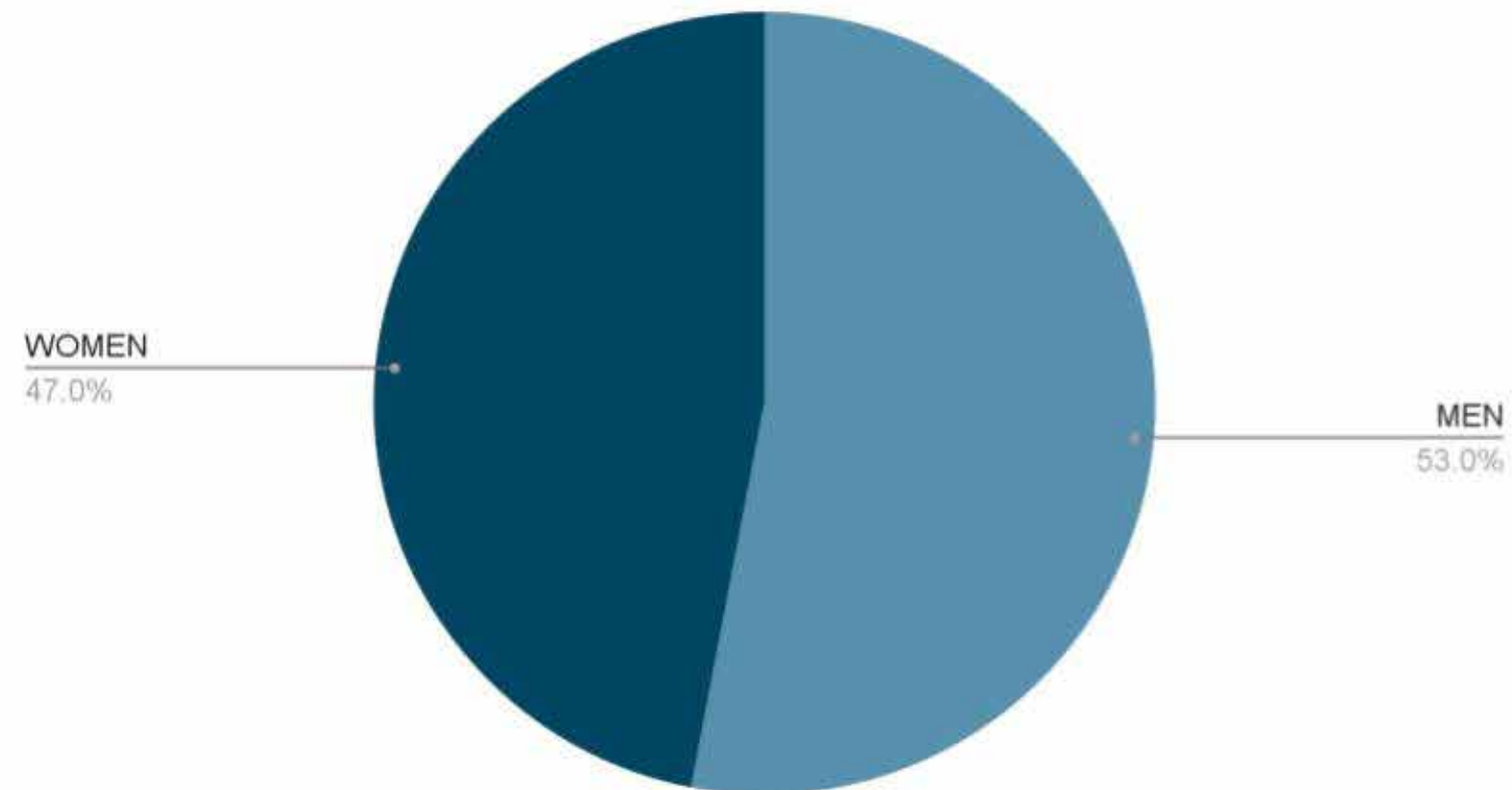


# REGISTRATION STATISTICS

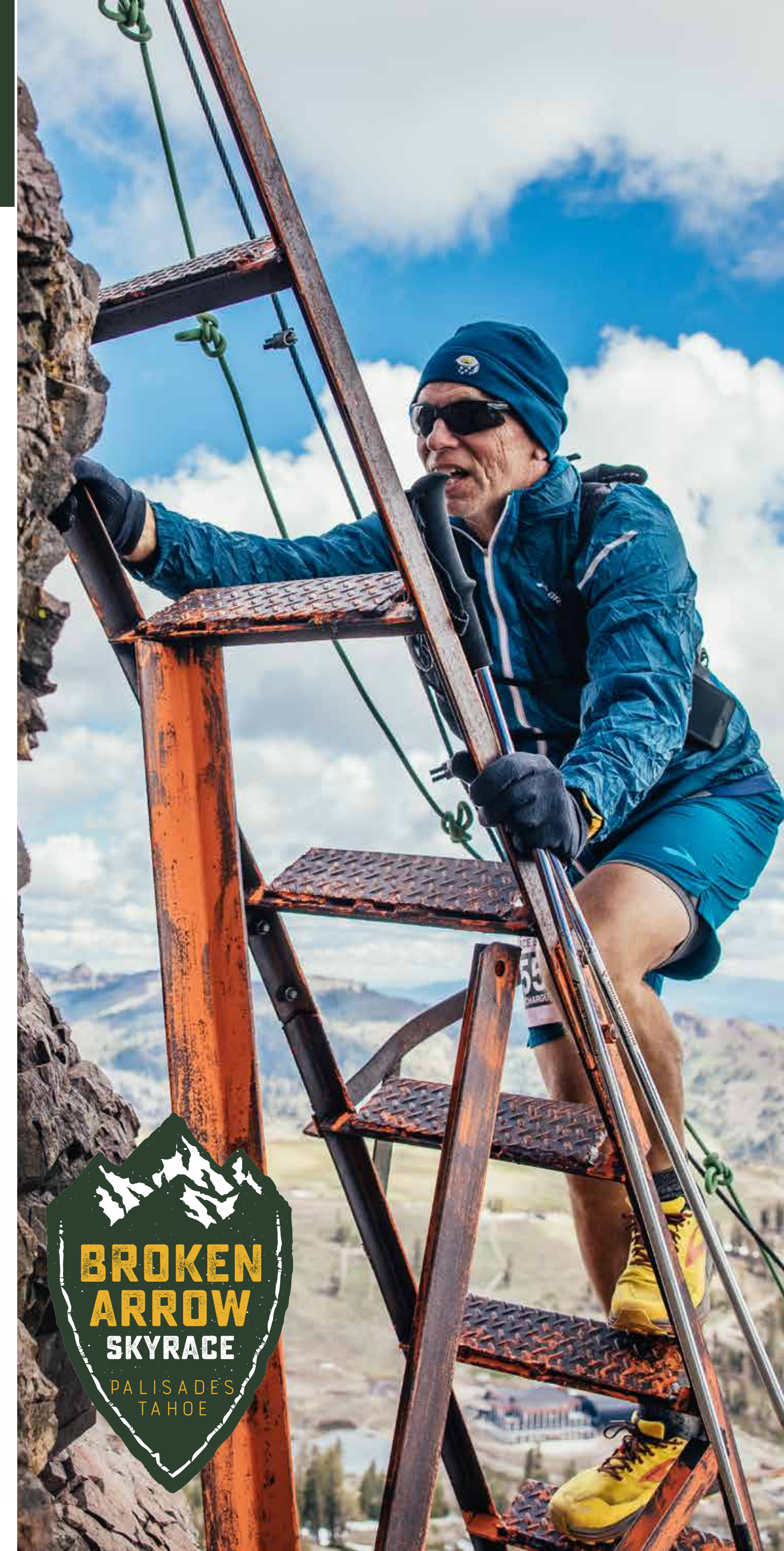
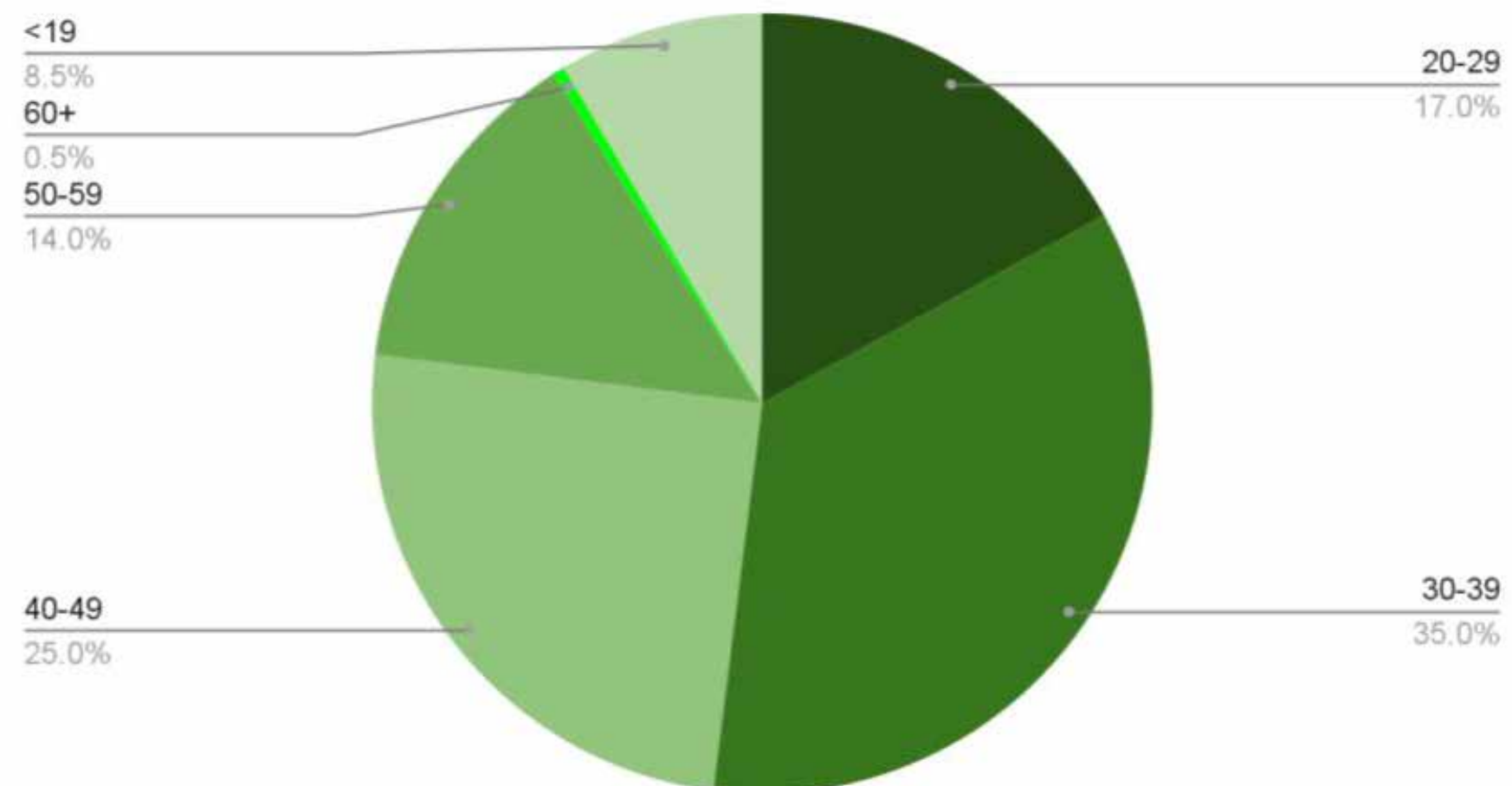
6k Total Attendees Projected for 2023



Participant Gender



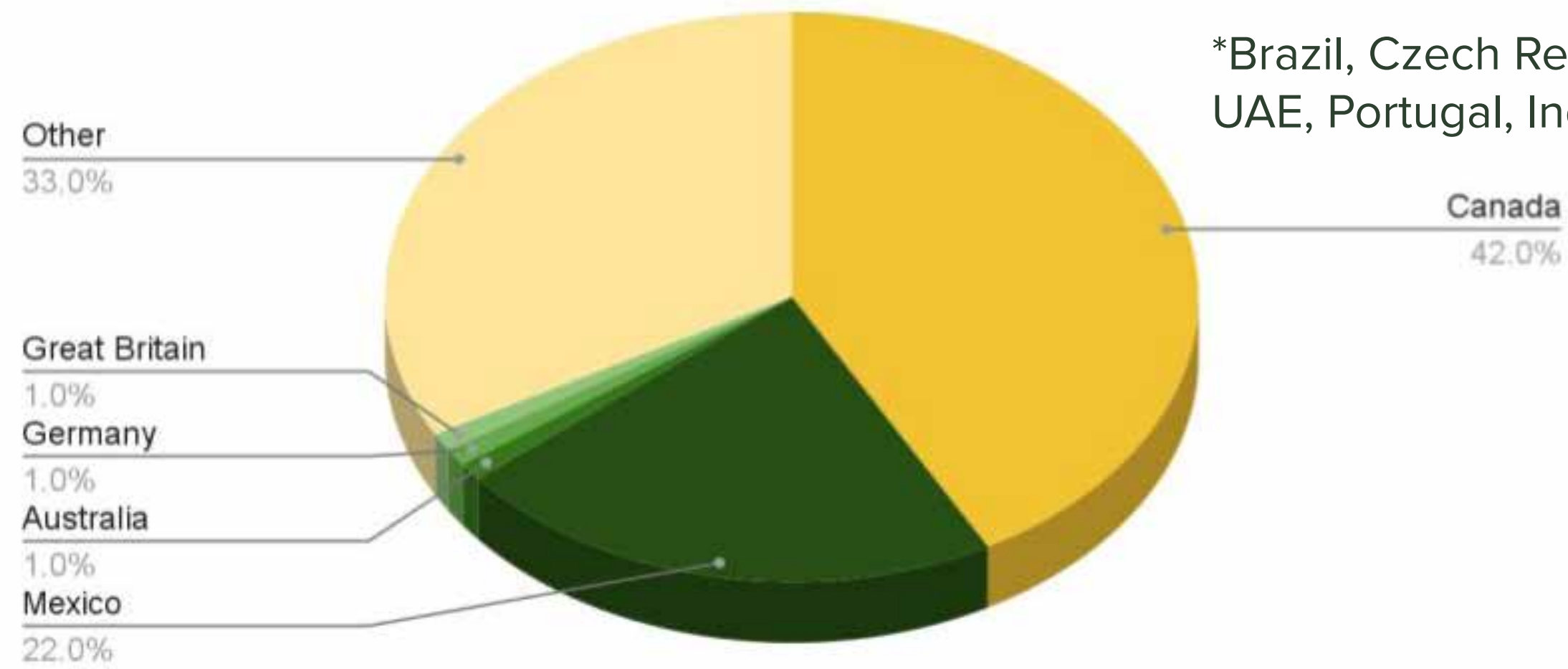
Participant Age Groups





# PARTICIPANT STATISTICS

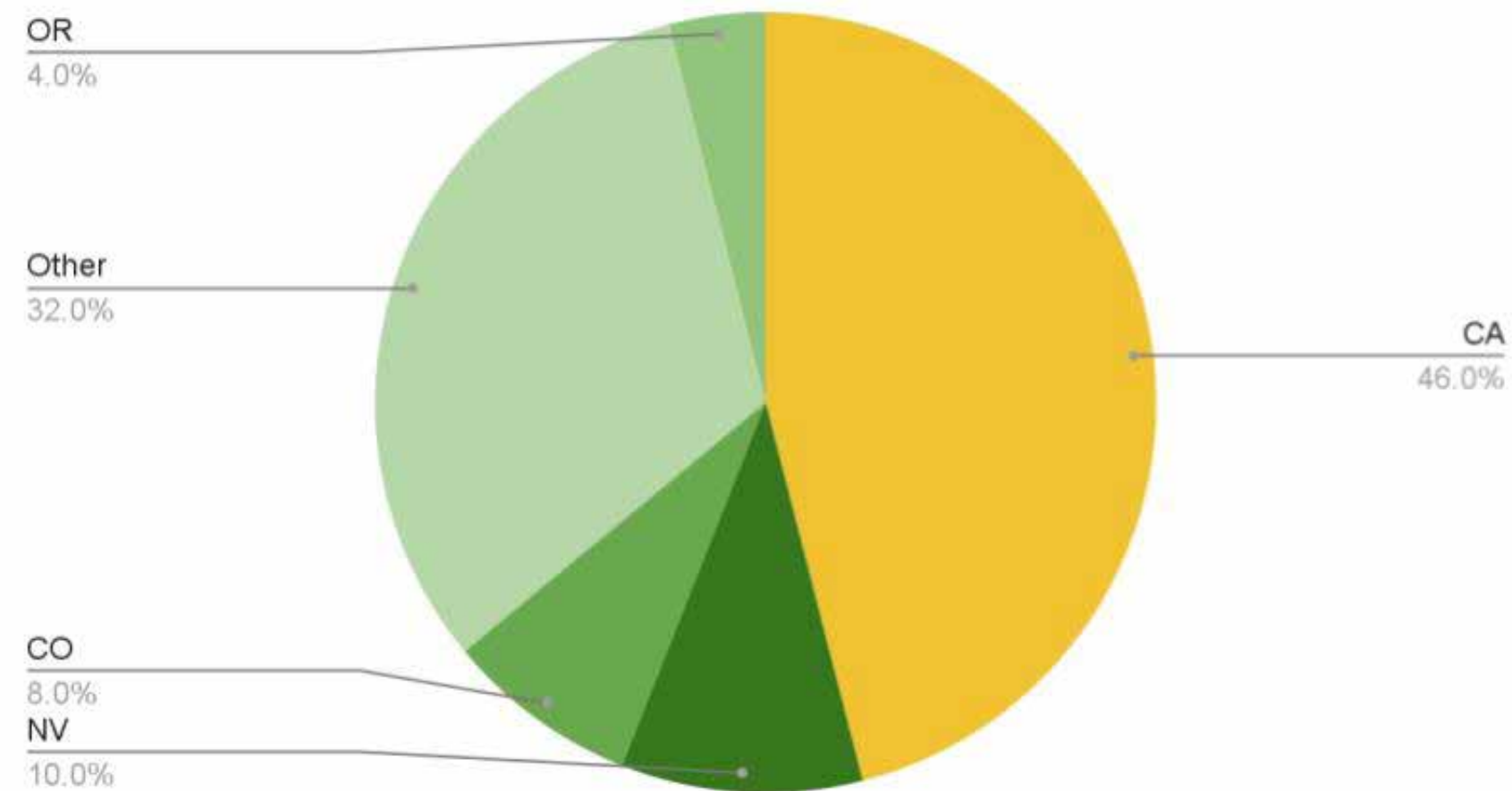
## Countries Represented



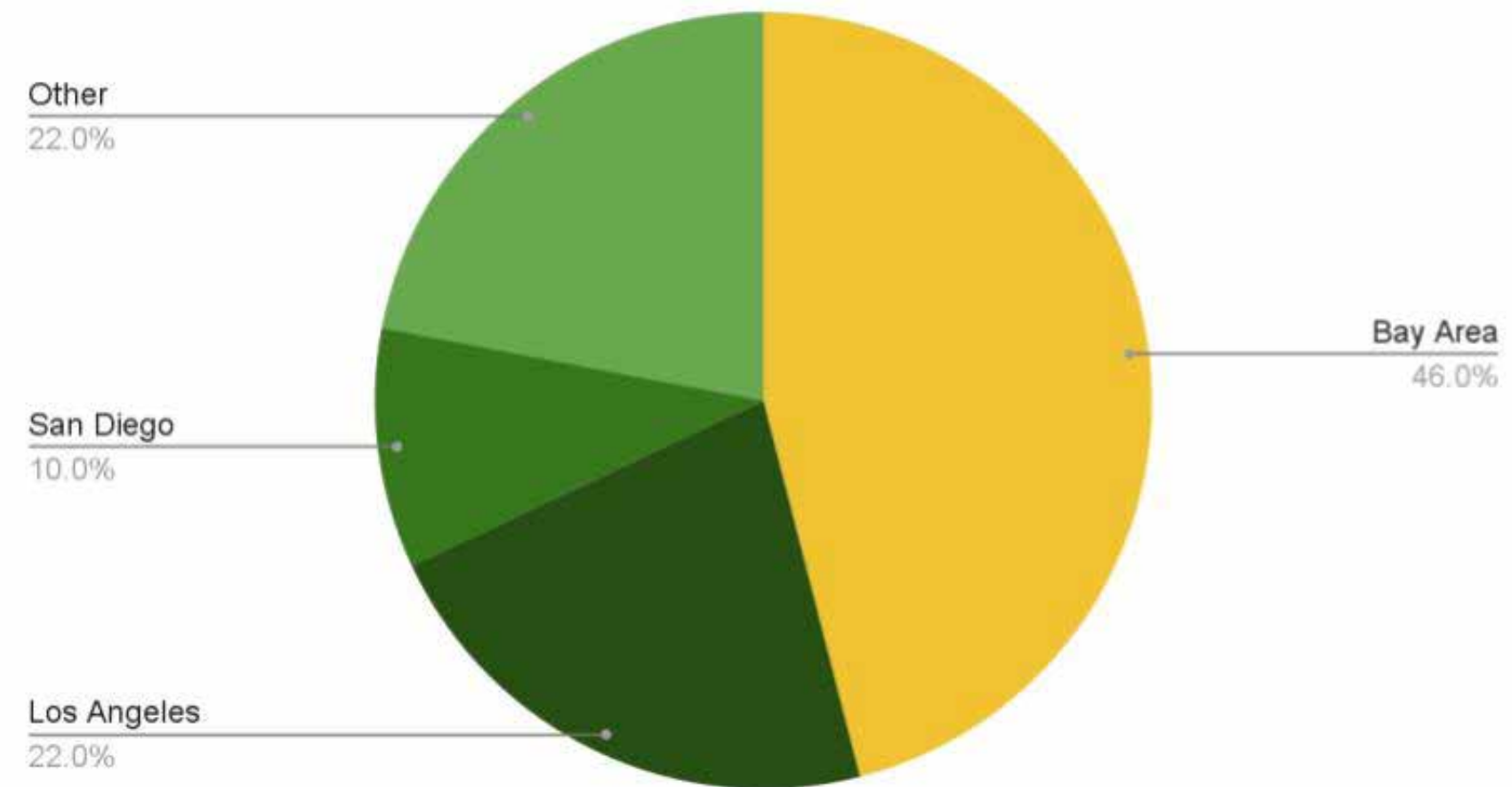
19\* Countries Total Represented by 88 Participants

\*Brazil, Czech Republic, France, Honduras, UAE, Portugal, Indonesia, Japan, Kenya

## US States Represented



## CA Regions Represented





# PARTICIPANT FEEDBACK SURVEY

88 Net Promoter Score

**99%** Rate the event “Excellent” (85%) or “Very Good” (14%)

**98%** Think we provide a world-class race experience that is extremely competitive & welcoming to recreational runners.  
“Extremely Well” (77%) “Very Well” (19%)

## Annual Household Income

34% \$200k+

20% \$100k+

18% \$150+

**46%**

Bachelor Degree

**46%**

Graduate Degree

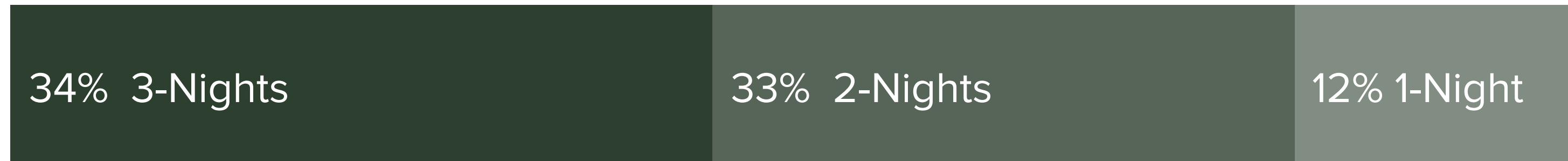




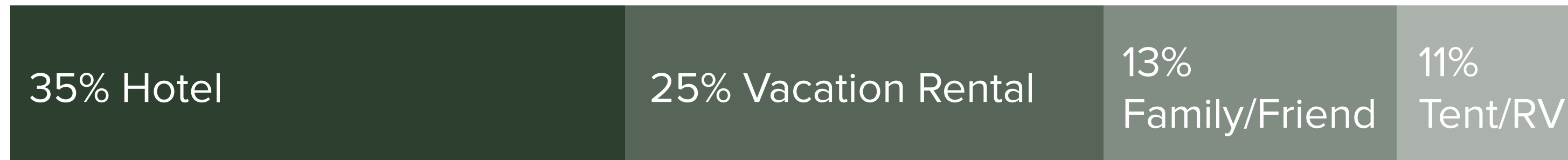
# NLTRA SPECIFIC SURVEY

82% of respondents stayed min. 1 night

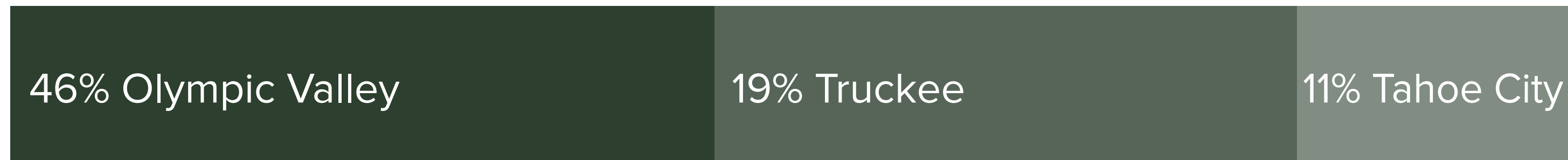
## Number of Nights Stayed



## Type of Lodging



## Location of Stay



## Number in Party



**87%** “Very Likely” or “Somewhat Likely” to return to North Lake Tahoe





# WEBSITE STATISTICS

**89K**

Site Sessions Annually  
(57.9k sourced from Google)

**57.9K**

Unique Visitors Annually

Visits from **42** Countries

United States

Canada

Thailand,  
Australia,  
U.K.

Germany,  
France,  
Brazil,  
New Zealand





# EMAIL STATISTICS

20+

Emails Prior to the Event

8K+

Person Database

58.7%

Average Open Rate



PRESENTED BY salomon

SATURDAY JUNE 18 | 12PM

## NUTRITION PANEL HOW TO FUEL ON RACE DAY

WITH SAGE CANADAY, RAFA NAZAREWICZ, SARAH KEYES, PETER MORTIMER, LUCY BARTHOLOMEW & PADDY O'LEARY



PRESENTED BY salomon

FRIDAY JUNE 17 | 4PM

## SHAKEOUT RUN/SALOMON SHOE DEMO & HAPPY HOUR

WITH MAX KING & DYLAN BOWMAN



GARMIN



tailwind





**FACEBOOK**

**5.6K**

FOLLOWERS

**29K**

Organic Reach (400% +)

**5K**

Organic Engagements (210% +)

**4.2K**

Page Visits (793% +)

**200**

New Likes (560% +)



NEW DISTANCE

**IRON FACE CHALLENGE**

ONE OF A KIND IN NORTH AMERICA

PRESENTED BY  
salomon



TAHOE  
**VIA**  
FERRATA

PRESENTED BY  
salomon



**2022 REGISTRATION  
OPENS IN ONE WEEK!**





# INSTAGRAM

**9.7K**

FOLLOWERS

**105.4K**

Account Reach (1,600% +)

**27.6K**

Organic Engagements (853% +)

**27.4K**

Profile Visits (834% +)

**2,230**

New Followers (615% +)

**271K**

Stories Reach (1,021% +)



PRESENTED BY  
salomon

WIN CASH & PRIZES ON TWO  
**STRAVA**  
SEGMENT CHALLENGES!



salomon

LEKI

GARMIN





# LIVESTREAM/YOUTUBE

**5.3K**

**SUBSCRIBERS**

Simul-Cast Golden Trail Series

**143.3K**

Impressions

**29K**

Total Views

(19.2 GTS/25.3k YT)

**1K**

**SUBSCRIBERS**

Broken Arrow YouTube Channel (800% +)

**20.8K**

Livestream Views

**6.3K**

Hours of Watch Time



PRESENTED BY  
**STRAVA**



**LIVESTREAMING**  
26K & VK RACES



# EVENT GOALS

- Make the event the largest trail and ultra event in North America.
- Produce the best livestream coverage our sport has ever seen.
- Continue to bond the event closer to the local North Lake Tahoe community.
- Create a scholarship program in an effort to be more inclusive.
- Reach full growth potential in social media penetration and livestream production value







# FUNDING REQUEST

- \$40,000 operating/marketing
- \$25,000 livestream sponsorship
- *Unless a more nuanced relationship can be established with the United States Forest Service and Palisades Tahoe, the Broken Arrow Skyrace cannot grow more than the projected 2023 participant levels.*



AT THE BROKEN  
ARROW SKYRACE,  
WHETHER YOU  
FINISH FIRST  
OR LAST,  
YOU ARE A  
ROCKSTAR.





# 2023 LIVESTREAM SPONSORSHIP





# LIVESTREAM SPONSORSHIP



## GOAL

To Reinvent How LIVE Trail Running is Covered in the Digital Age & Deliver the Best Livestream In the World. In addition to the audacious goal of showcasing the best livestream coverage our sport has ever seen, we're also seeking to create a three-day Broken Arrow "television channel". We will not only broadcast our races, but also the clinics, cheer stations, panel discussions and vendor village for additional ROI not shown in this deck.

## MINDSET

Founded in 2016, the multi day/multi distance Broken Arrow Skyrace sought to reinvent the trail running "experience" in North America. In seven short years, it has become one of the largest trail and ultra events in the country. Additionally, it is now mentioned in the same conversations as the iconic international events it sought to emulate in its infancy. In 2021, the race wanted to raise the bar again, this time in the digital/livestream space. Our goal was audacious and simple: to show that trail racing could be broadcast in a manner that made it "cool" and mass-marketable. Just like the race experience, our livestream is now mentioned as one of the best in the world. For 2023 we're aiming to move the needle yet again. The proposed sponsorship opportunities will allow a 30+ person production team and eight months of preparation needed to present the best livestream our sport has ever seen.



# SPONSORSHIP OPPORTUNITIES



IF WE CAN SECURE THE BELOW FUNDING, IT WILL ALLOW US TO STREAM THREE DAYS OF RACING: THE VK, 26 AND NEW FOR 2023, THE 52K. THIS WILL ESSENTIALLY DOUBLE THE ROI FOR ALL COMMITTED SPONSORS.

<b>SPONSOR ROI:</b>	<b>PRESENTING SPONSOR</b> \$100,000	<b>SILVER SPONSOR</b> \$25,000	<b>BRONZE SPONSOR</b> \$5,000
<b>QUANTITY AVAILABLE</b>	<b>1 SPONSOR</b>	<b>2 SPONSOR</b>	<b>3 SPONSORS</b>
<b>GHR (14HRS W/52KM ADDED) OF LIVE BROADCAST DISPLAY &amp; MENTIONS</b>	VK & 26K   W/52K <sup>A</sup>	VK & 26K   W/52K <sup>A</sup>	VK & 26K   W/52K <sup>A</sup>
<ul style="list-style-type: none"> <li>LOGO SHOWN ON LIVESTREAM DISPLAY</li> <li>BRAND MENTIONS BY EMCEE'S DURING BROADCAST</li> <li>SOCIAL MEDIA MENTIONS DURING EVENTS</li> </ul>	5HRS   10HRS 25   50 15   30	2HRS   4HRS <sup>B</sup> 15   30 10   20	16MIN   40MIN <sup>B</sup> 10   20 5   10
<b>ATHLETE VIGNETTE (INSPIRATIONAL PARTICIPANT SHORT)<sup>C</sup></b>	VK & 26K   W/52K <sup>A</sup>	VK & 26K   W/52K <sup>A</sup>	VK & 26K   W/52K <sup>A</sup>
<ul style="list-style-type: none"> <li>DEDICATED SHORTS TO AIR DURING RACE                             <ul style="list-style-type: none"> <li>TOTAL RUN TIME FOR SHORTS (AIRED TWICE W/ 52KM ADDED)</li> </ul> </li> <li>TOTAL RUN TIME FOR LIVE ATHLETE INTERVIEW WITH BROADCAST HOSTS</li> <li>MEDIA ASSETS PROVIDED DURING RACE FOR EVENT SOCIAL USE</li> </ul>	5 ATHLETES 12MIN   24MIN 12MIN   24MIN 12   24	2 ATHLETE 3MIN   6MIN 3MIN   6MIN 5   10	- - - -
<b>ADDITIONAL ADVERTISING CONTENT</b>	VK & 26K   W/52K <sup>A</sup>	VK & 26K   W/52K <sup>A</sup>	VK & 26K   W/52K <sup>A</sup>
<ul style="list-style-type: none"> <li>ORGANIC BRAND CONVERSATION</li> <li>BRAND REPRESENTATIVE LIVE INTERVIEW WITH BROADCAST HOSTS</li> <li>COMMERCIAL TIME OPTIONS (CHOICE OF ONE)                             <ul style="list-style-type: none"> <li>15 SECONDS</li> <li>30 SECONDS</li> <li>1 MINUTE</li> </ul> </li> <li>BRANDED COURSE SEGMENTS &amp; COMPETITION</li> <li>COURSE OVERVIEW GRAPHICS</li> </ul>	10   12 10MIN   20MIN 20   40 10   20 5   10 2 SEGMENTS ALL COURSE GRAPHICS	3   5 5MIN   10MIN 12   24 6   12 3   6 -	1   2 - 4   8 3   6 2   4 -



A - WITH THE VK & 26KM ALREADY FUNDED, THE GOAL IS TO FUND THE 52KM AND GREATLY INCREASE WEEKEND EXPOSURE FOR SPONSORS

B - FOR PRESENTING & AFFILIATE SPONSORS, LOGOS WILL APPEAR IN A LOWER RIGHT ROTATING OVERLAY

C - INTENTION ON HUMAN-INTEREST STORIES, ADDITIONAL ATHLETE VIGNETTES CAN BE NEGOTIATED WITH FUNDING



# LIVESTREAM STATISTICS

Race Weekend: 400K Impressions, 35K Views  
(+40% v '21)



## Age Breakdown / % of Watch time (72% Men | 28% Women)

Age 35-44 31%	Age 25-34 28.0%	Age 45-54 21%	Age 55-64 12%	Rest 8%
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## 53 Countries tuned into 2022 Livestream

United States 50%	Great Britain 7%	Spain – 6% Germany – 5%	Canada – 4% France – 4%	47 More 25%
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## Within USA, Viewers Watched from 47 Cities

SF 13%	Truckee 12%	SAC 10%	Reno 6%	DEN/BOU 10%	SEA – POR – LA – NYC – SLC – All Others 50%
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# 50%

**WATCH VIA  
MOBILE DEVICE**

# 72%

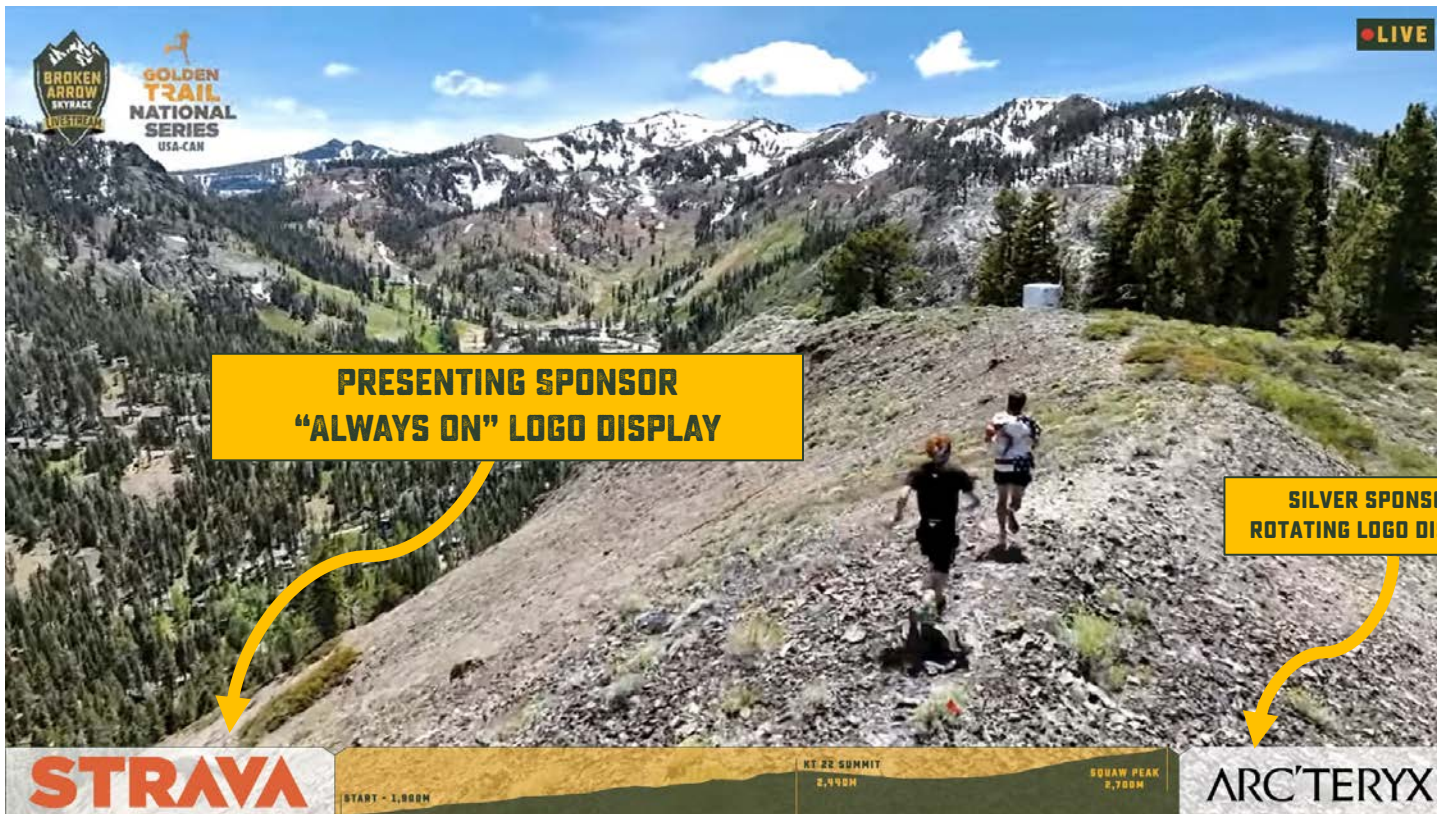
**ACCESS STREAM  
FROM WITHIN YOUTUBE**





# SPONSORSHIP OPPORTUNITIES

Primary Livestream Display





# SPONSORSHIP OPPORTUNITIES

Split Screen Display Example



**BROKEN ARROW SKYRACE LIVESTREAM**

**GOLDEN TRAIL NATIONAL SERIES USA-CAN**

**LIVE**

**SIMUL-VIEW PRESENTED BY: "SILVER SPONSOR"**

**SILVER SPONSOR ROTATING LOGO DISPLAY**

**STRAVA**

**KT 22 SUMMIT 2,950M**

**SUNAW PEAK 2,700M**

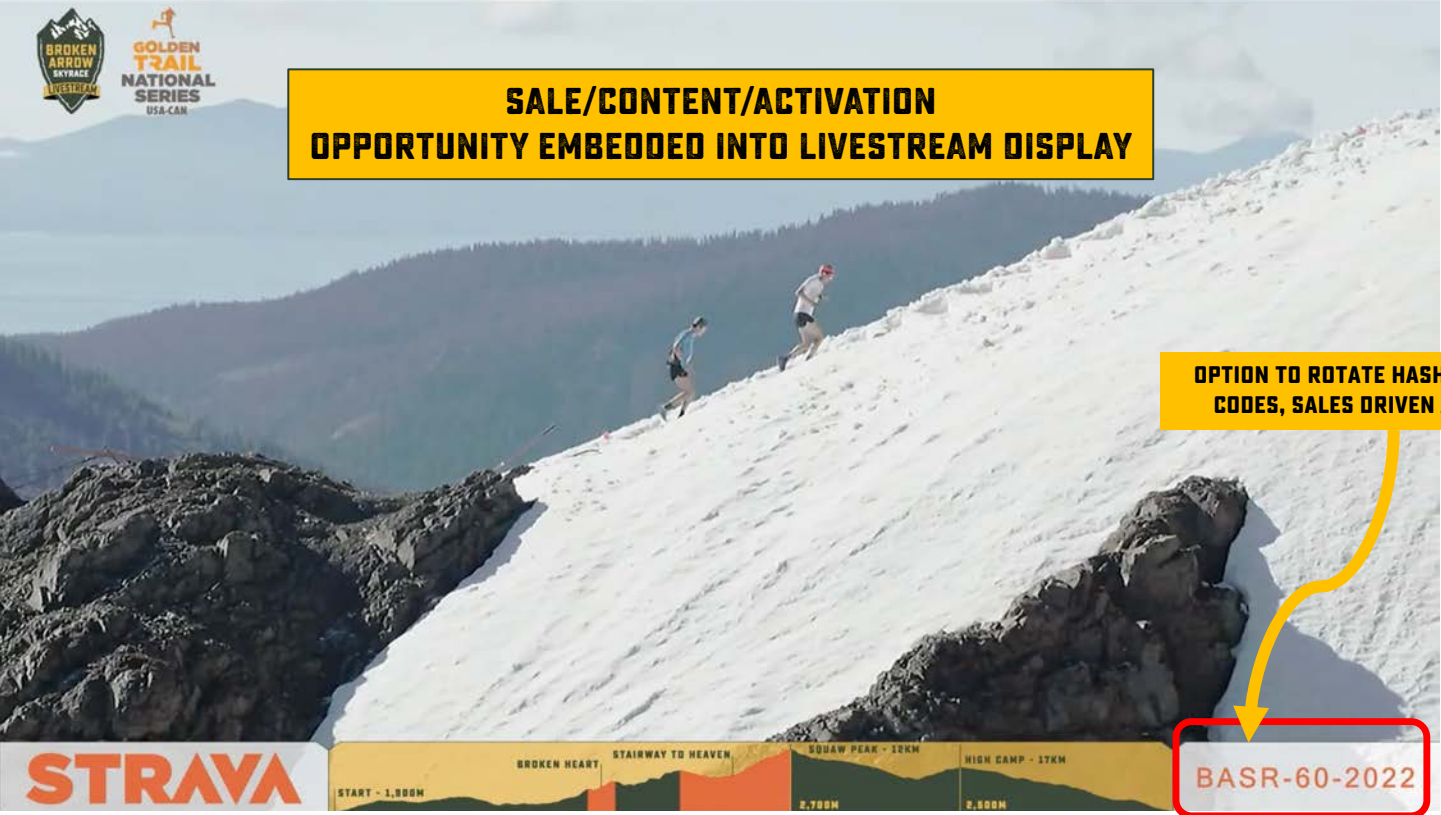
**ARC'TERYX**

The image shows a split-screen broadcast of a skyrace. The left side shows a first-person view of a participant on a zipline, wearing a black long-sleeved shirt and sunglasses. The right side shows a participant in a white shirt and red cap jumping over a wooden obstacle. A yellow callout box points to a rotating logo display on the right side of the obstacle. The bottom of the screen features a yellow banner with the Strava logo, a progress bar showing the current elevation (2,950M) and the next peak (2,700M), and the Arc'teryx logo.



# SPONSORSHIP OPPORTUNITIES

Activation Led Livestream Display





# SPONSORSHIP OPPORTUNITIES

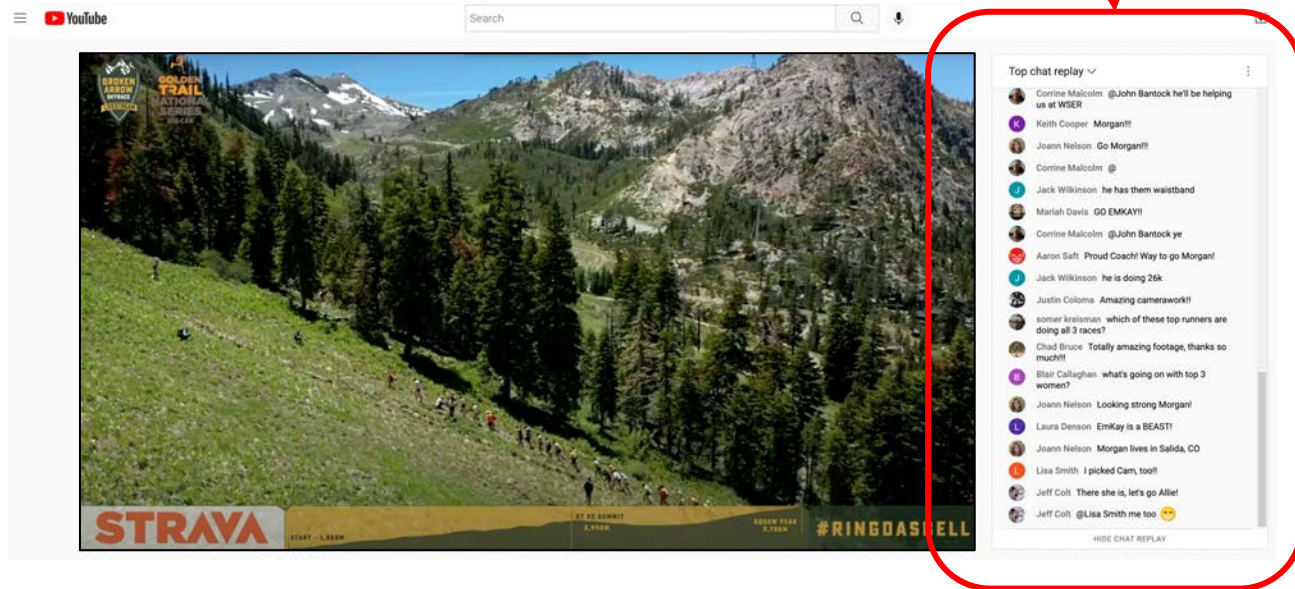
Direct YouTube Engagement Option



Our Youtube "chat" feature provides a great opportunity for direct engagement with the audience. Examples could be DTC sales opportunities/promotions, product content, other compelling brand stories in the form of trackable click-throughs.

In 2022, with no digital ad spend, the streamed content delivered

- 42,000+ views – 40% Increase in watch time over 2021
- 2,000+ chat messages – 200% increase in chat engagement over 2021





A woman with long blonde hair, wearing a light blue t-shirt, black shorts, and a black backpack, is climbing a rocky mountain trail. She is smiling and looking down at the rocks. A thick black rope is attached to the rocks and extends upwards. The background shows a vast mountain landscape with green valleys, brown hills, and distant mountains under a cloudy sky. Other hikers are visible in the distance.

**THANK YOU!**  
**'RING DAS BELL!'**

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