



TOURISM DEVELOPMENT COMMITTEE

DATE: Tuesday Feb 21, 2023

TIME: 2:00 p.m. – 4:00 p.m.

LOCATION: Via Zoom

COMMITTEE MEMBERS

CHAIR BECKY MOORE, Granite Peak Management

VICE CHAIR WENDY HUMMER, EXL Media

NTCA BOARD REPRESENTATIVE RAY VILLAMAN

BRIT CREEZE, Sotheby’s International Realty

CAROLINE CRAFFEY, SOS Outreach

CHRISTINE HORVATH, Palisades Tahoe

CONNOR MCCARTHY, Homewood Mountain Club

DJ EWAN, Granlibakken Resort

KATIE BIGGERS, Tahoe City Downtown Association

KRISTY OLK, The Resort at Squaw Creek

WADE MACHON, MJD Capital Partners/The Boatworks at Lake Tahoe

ADVISORY MEMBERS

NICHOLAS MARTIN Placer County Executive Office

INSTRUCTION FOR PUBLIC PARTICIPATION:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link: <http://bit.ly/3RUVUsg>

Meeting ID: 892 5154 8310

Passcode: 280849

- 2:00 p.m.**
 - 1. Call to Order – Establish Quorum
 - 2. Welcome New Staff Member – Julie Barber
- 2:05 p.m.**
 - 3. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
 - 4. Agenda Amendments and Approval [ACTION]
- 2:40 a.m.**
 - 5. Approval of Tourism Development Meeting Minutes from January 24, 2023 [ACTION]
- Page: 1**
- 2:15 p.m.**
 - 6. Group & Leisure Sales Update – Bart Peterson
- Page: 4**
- 2:30 p.m.**
 - 7. Event Sponsorships [ACTION]
 - Page: 28**
 - A. Review and Possible Approval of LaCrosse Tournament 2023 Sponsorship in the amount of \$12,000.
 - Page: 44**
 - B. Review and Possible Approval of NTBA 2023 Drone Show Sponsorship in the amount of \$ 50,000 - \$75,000 (\$50K for 200 drones, \$75K for 300 drones)
 - C. Review and Possible Approval of TCDA 2023 Drone Show Sponsorship in the amount of \$ 75,000 - \$100,000 (\$75K for 250 drones, \$90K for 300 drones, \$100K for 350 drones)
- 3:45 p.m.**
 - 8. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member.) Click [here](#) for reports.
 - Conference Sales

- Leisure Sales
- Marketing - Augustine Agency
- Reno Tahoe Airport Reports

3:50 p.m. 9. Standing Reports (located on ntca.com)

- Destimetrics
- Conference Activity Report
- Lodging Referral Report

10. Committee Member Comments

4:00 p.m. 11. Adjournment



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Chamber | CVB | Resort Association

Tourism Development Meeting Draft - Meeting Minutes – Tuesday Jan 24, 2023

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Chair: Carlynn Fajkos, Vice Chair: Becky Moore, Christine Horvath, Connor McCarthy, DJ Ewan, Kristy Olk, Katie Biggers, Wendy Hummer, Wade Machon

NLTRA Board Member: Ray Villaman

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

Others in attendance:

1. The meeting was called to order at 1:34 pm and a quorum was established.
2. **Public Forum – No public forum**
3. **Welcome New Members**
Guinn welcomed the new committee members DJ Ewan, Katie Biggers and Wade Machon. DJ Ewan introduced himself. The new members shared their background with the committee members.
4. **Agenda Amendments and Approval**
Motion to approve today agenda with the amendment of moving Bart Peterson presentation to next month
M/S/C MOORE/HUMMER/UNANIMOUS
5. **Approval of Tourism Development Meeting Minutes from November 29, 2022**
Motion to approve the meeting minutes from November 29, 2023 M/S/C BIGGERS/MOORE/Carried with McCarthy abstaining.
6. **Appointment of New Chair and Vice Chair**
Guinn shared we are looking for a new Chair and Vice Chair for the 2023 calendar year.

Motion to nominate Becky Moore as Chair and Wendy Hummer as Vice Chair M/S/C OLK/FAJKOS/UNANIMOUS
7. **NTCA Rebrand**
Guinn shared the new rebranding presentations including new logo, name and new shift from a Destination Marketing Organization to a Destination Management Organization. Our efforts are now focused on promoting responsible travel during off-peak seasons, stewardship education, and collaborating with regional stake holders to identify and implement solutions to issues that impact our residents, businesses, and visitors. The organization also seeks out and advocates for local transportation and workforce housing solutions, visitor services, and tourism mitigation projects.
8. **Spring Consumer Media Campaign - Augustine**
Nanadiego with the Augustine agency presented the spring media proposal. She reminded the committee members this plan has been approved by the Marketing Cooperative Committee and the Travel North Tahoe Nevada Board. The plan will focus on promoting sustainability messaging and they can be timing can be adjusted according to snow-pack. The spring spend constitutes 40% of our yearly spend with a heavy media spend beginning of March/April. The data received from Datafy helps guide decisions on target markets, media channels, and what audience segments.

Nanadiego shared the top markets for Spring 2022: San Francisco, Sacramento and Los Angeles. Out of state top markets include Dallas, Houston and Phoenix.

She shared the direction so far is leaning towards LA, Phoenix and Texas (either Dallas or Houston).

Comments/Feedback:

- Hummer shared that the Houston flight drops at the end of March and will be return end of June. She shared American and Alaska is pulling out of LAX.
- Hummer stated Dallas Airport only has American Airlines flights so it wouldn't capture the Southwest fliers but it's 3 per day. If the budget allows it would be great to add Austin as it will get the non-families coming. She recommended condensing Los Angeles.

Augustine will come back with more information and will share the Winter recap next month.

9. Event Sponsorship Action Items:

Brown did touch on budget and also stated that Spartan Race is not returning to North Lake Tahoe which will free up \$175,000 in the budget.

a) **Review and Possible Approval of Made in Tahoe 2023 Sponsorship in the amount of \$40,000.**

Ross shared the funding last year was instrumental and things are still challenging with increased cost all around. She shared a quick introduction of the Palisades Village Neighborhood Company and shared this is a completely separate entity from the Palisades Tahoe Ski Resort and Alterra.

Made in Tahoe celebrates all things local. The Village at Palisades is hosting two events this year, one in the spring and one in the fall. (Memorial Day weekend and Oct 7 & 8). This festival has been celebrating all things local for over 10 years with hundreds of local vendors, artisan crafts, non-profits, food, drink and entertainment. Made in Tahoe brings visitors and members of the Tahoe Truckee area together to celebrate our community. It has 5,000 attendance per event with \$60K raised and over 100+ local participants.

Ross highlighted her marketing plan and what the funds will be used for. Her budget is to spend \$6,000 on marketing for each event and their goal is to increase out-of-market. She shared Palisades Tahoe has a great presence and they do collaborate and receive in-kind promotions for their event. She also covered some of the cost will help covers operationally.

Guinn commented that it would be great to understand what vendor part is part of the TBID assessment.

Motion to recommend for Board Approval the Made in Tahoe 2023 Sponsorship for \$40,000 for both events M/S/C HUMMER/MOORE/UNANIMOUS

b) **Review and Possible Approval for Oktoberfest Palisades 2023 Sponsorship in the amount of \$20,000**

This event is scheduled for September 30, 2023. It is one of the largest Oktoberfest in North Lake Tahoe with authentic German beer, Bavarian music and dance, plus the ever-popular Oktoberfest games and plenty of family fun. This event helped generate over 100 room nights last year with over 3,000 in attendance. She shared that over \$120k has been raised for the High Sierra Lacrosse Foundation. There are about 75 people alone for the entertainment which is really what makes this festival authentic and unique.

There are increased costs with talent, beer vendors and infrastructure and she shared the funding last year was instrumental in running a successful event. She highlighted the marketing plan being similar to the Made in Tahoe Festival, although this one they spend a little more on.

Comments:

- Villaman commented that these events are some of the most successful festivals in the Village at Palisades, not just in Palisades but in Tahoe in general. As a business owner and receiving some of the benefits he sees the direct impact and the huge spike in sales in what would otherwise be a slow weekend.
- Hummer questioned the out of area visitors versus the locals attending the event? Ross shared this is probably 50% local versus 50% out of area.

Motion to recommend for Board Approval the Oktoberfest Palisades 2023 Sponsorship in the amount of \$20,000 M/S/C MOORE/VILLAMAN/UNANIMOUS

c) **Review and Possible Approval for Big Blue Adventure 2023 Sponsorship in the amount of \$35,000**

Big Blue Adventures owns and operates 20+ Human Powered Sporting events in the Lake Tahoe area. Jackson's events include Lake Tahoe Triathlon, XTERRA Lake Tahoe along with trail running, swimming, paddling, cycling, and navigation events in the North Tahoe region. He shared attendance and demographics numbers, 5,200 + registrants, 3,500 + travel 50+ miles. He stated the marketing plan depends on how many sponsorships grants they can secure and these numbers fluctuate from year to year. Jackson is very focused on Sustainable Travel and making sure his events leave no trace. Big Blue Adventure continues in creating, producing and growing human powered sporting events.

Comments:

- Villaman questioned if most of Big Blue Adventures events are profitable. Jackson shared that most are profitable. He shared he has a solid business plan, and they are pretty small operation and careful with their spend.
- Biggers questioned why this event is not being funded out of coop again? Brown shared it was decided that this funding was the appropriate bucket this year.

Motion to recommend for Board Approval the Big Blue Adventure 2023 Sponsorship in the amount of \$35,000 M/S/C MCCARTHY/EWAN/UNANIMOUS

d) **Review and Possible Approval for the Van Expo 2023 Sponsorship in the amount of \$15,000**

Brown introduced Neil Morse with Adventure Van Expo. His event is moving from Homewood to Palisades Tahoe on September 16 & 17, 2023. This event outgrew Homewood this past season and they had to turn away vendors last year. Last year this event was sponsored at \$10,000 by NLTRA. He shared last year they were up against fires for the second year in a row but the event happened and only one vendor dropped out. Adventure Van Expo is entering its 6th year and it started in Homewood as a one day show with 800 people. This event is now a National Show with 11 events going all the way to the East Coast. This event includes music, DIY contests and "The Talks". He went through the increased cost with the committee members and most vendors look to stay in local lodging properties.

Comments:

- Biggers questioned if he advertises North Lake Tahoe at his other shows? He responded that he advertises all of his 11 shows.
- Hummer questioned how many people stayed in lodging and a breakdown of where people were coming from? Morse stated he did not survey but they draw from San Jose, Denver and Los Angeles. He shared 85% came from out of the area with 75% of that coming from the Bay Area.
- There was a comment that this event doesn't draw as much lodging and restaurant economic impact as the other events, as a lot of them stay in their vans.
- A few committee members requested that more information is needed before funding this event. He was not able to share his presentation today.
- The committee members commented that it seems he was guessing a lot of some of the numbers from lodging. If he can provide more details and also more information on demographics.

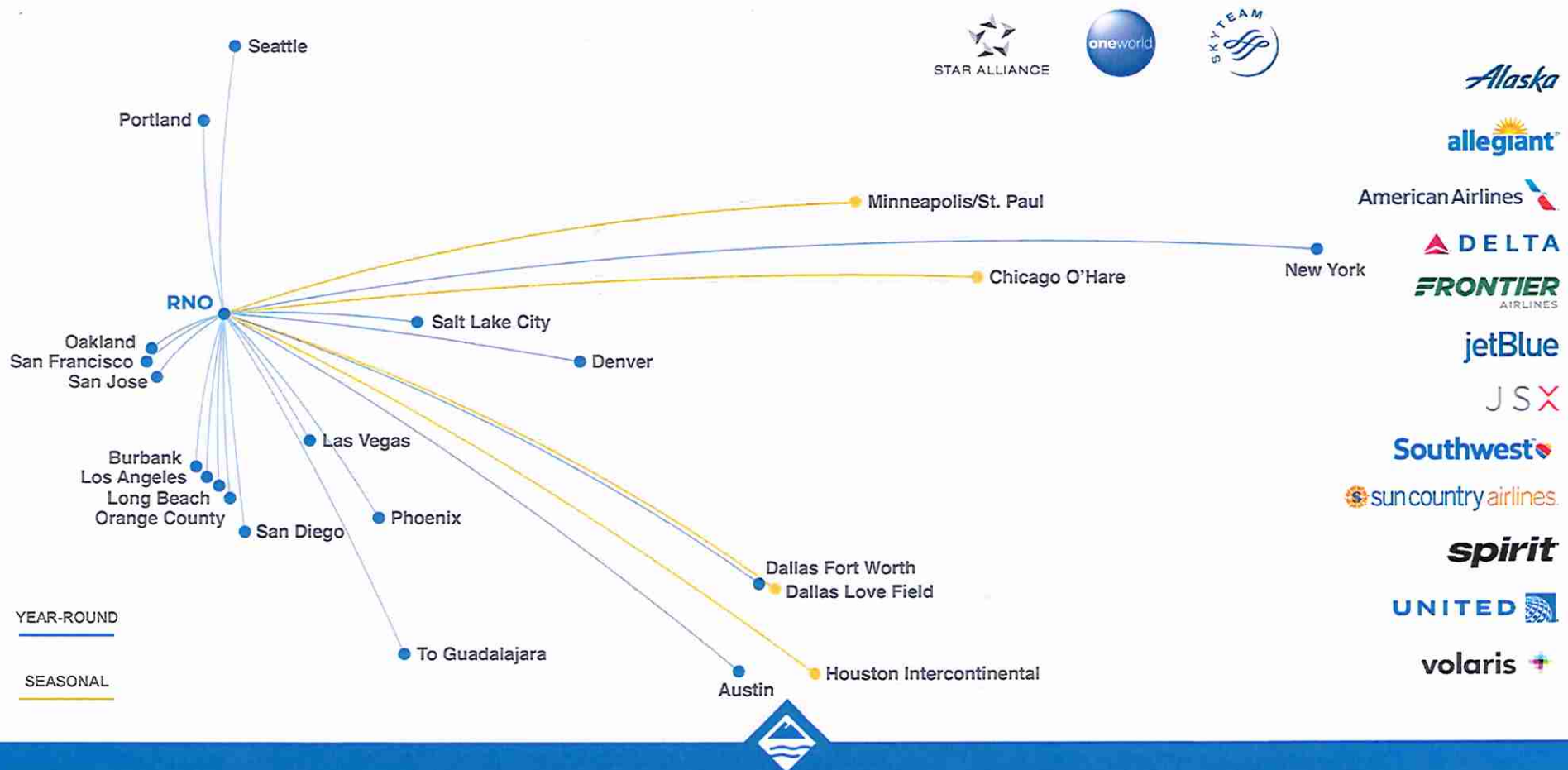
Action to staff: Hummer shared that the organization usually provided a budget spreadsheet with all the events, what was committed, and what the event was funded at last year. She shared it was very helpful in looking at the overall picture.

10. Departmental Reports these reports can be viewed on our [website](#).
11. Standing Reports- these reports can be viewed on our [website](#).
12. Committee Member Comments
 - TCDA is looking to move forward with another drone show and is hoping to find a new provider. NTBA would be looking to do her drone show on Labor Day weekend.
 - Guinn shared that Feb 28, is the last meeting on zoom. In March the Tourism Development Committee will be back in-person at TCPUD.
 - The committee members thanked Carlyne for chairing last year as this is her last meeting.
13. Adjournment – The meeting adjourned at 3:53pm

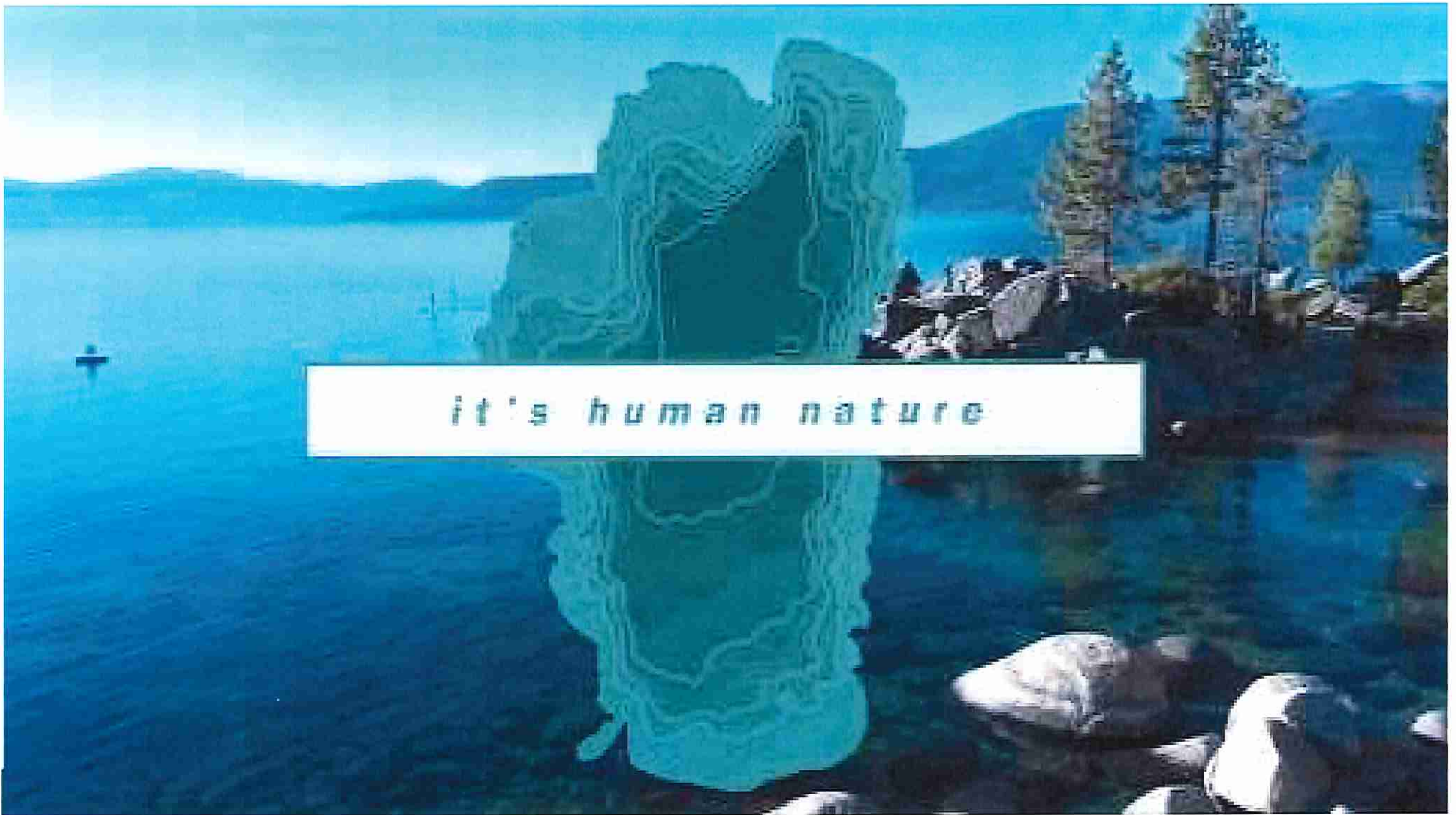
FY22/23 Sales Department Update



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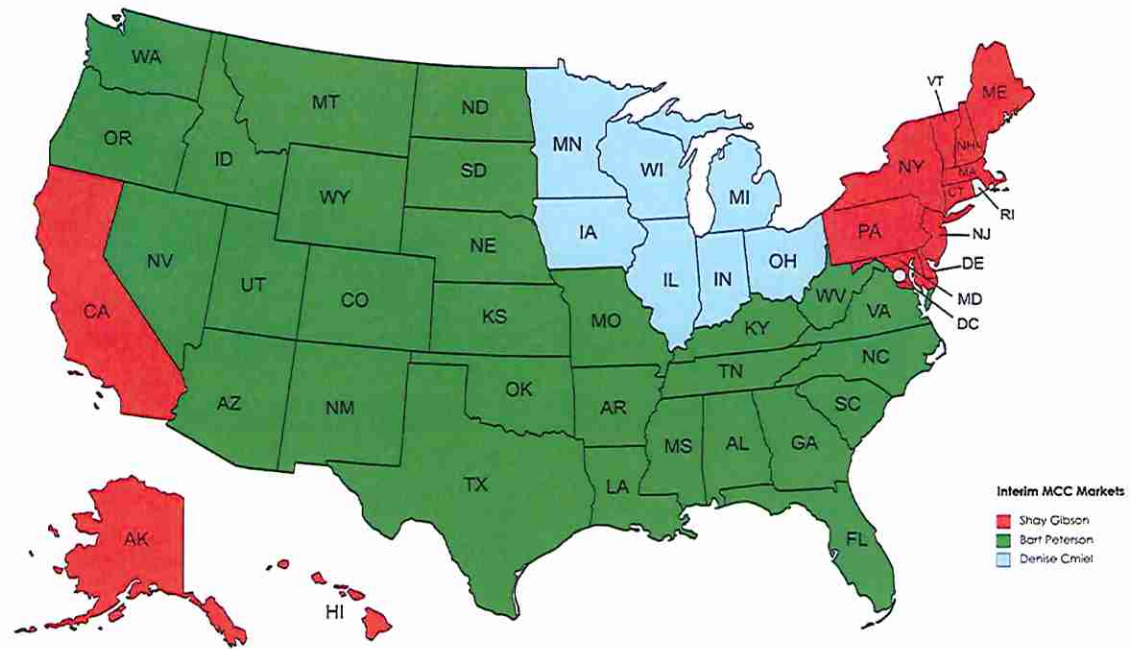
Record Number of Airlines – 12 Airlines Connecting to 20+ Non-Stop Destinations



it's human nature



Mid-Year Conference Highlights



Created with mapchart.net

Conference Sales Toolkit

- **Cash Back Incentive**

- Meeting must actualize: October 1 – December 15 or April 1 – June 15
- (25-50 attendees) \$500, (51-100) \$1,000, (101-200) \$1,500 and (201+) \$2,000

- **Come See, Fly Free**

- Up to \$500 airfare reimbursement
- 100+ room nights, source 2 or more properties, & no meetings in the past 2 years in NLT
- Site must occur during non-peak season/dates

To qualify, lead must come directly through CVB (not CVENT) and source at least 2 properties



Conference Sales Third Party Partnerships

- **HelmsBriscoe**

- One promotion featured on their site
- Partner Buzz – monthly internal communications
- (5) Definite, (7) Tentative, (17) Inquiries

- **ConferenceDirect**

- Digital Marketing ads served to 75k meeting planners, 100k impressions over 3 months
- CDi Marketing - 1 promotion posted for 3 months
- (2) Comp city reporting
- (2) Definite, (0) Tentative, (8) Inquiries

- **HPN**

- Two webinars
- Two internal Facebook posts
- 1 promotional email
- (3) Definite, (19) Tentative



Conference Sales Partnerships

• CVENT

CVB - Yearly RFP Activity Summary

Year of Month of RFP Sent Date	RFPs	Room Nights	RFP Value
2023	16	4,820	\$1,766,394
2022	210	80,407	\$30,113,334
2021	165	53,778	\$19,179,224
2020	82	40,096	\$16,764,240
2019	212	91,882	\$39,817,566
2018	206	99,702	\$39,308,750

105 ↑19.32%
CVB RFPs

40,893 ↑61.02%
CVB Room Nights

\$14,815,381 ↑54.22%
CVB RFP Value



Territory Statistics

375 ↑38.89%
Unique RFPs

112,576 ↑43.75%
Unique Room Nights

\$41,239,220 ↑42.71%
Unique RFP Value

19.8% ↓16.49%
Turned Down Rate

57.9% ↑7.31%
Bid Rate

92.6% ↓0.38%
Response Rate

70.2% ↑5.06%
Response Rate in Time

18 h 25 m 18 h 25 m
Average Response time

26 ↑30.00%
Awarded RFPs

66.7% ↑30.56%
% Turned Down when Planner Flexible

135 ↑25.00%
Unique Planner Orgs

2,520 ↓18.62%
Awarded Room Nights

39 ↑18.18%
New Planner Orgs

\$1,157,550 ↓22.30%
Awarded RFP Value

Conference Sales Highlights

- **Sales Missions & Tradeshows Attended**

- Connect Marketplace (Association and Corporate) August 8-10
- Destination Celebration Indianapolis & Minneapolis September 7-8
- All Things Meetings Bay Area October 27
- Visit California MCC Sales Mission in Austin and Dallas November 1-3
- Connect West November 9-10
- HPN Annual Conference November 14-17
- CalSAE Seasonal Spectacular December 13-14

- **FAMs/Site Visits**

- AppFolio – 30 people, 65 rooms for 8/8/2023 - 8/10/2023
- Farm Credit Services of America – 170 people, 635 rooms for 9/29/2024 - 10/2/2024



Conference Sales Mid-Year Highlights

- **(23) Programs Turned Definite**
 - \$1,294,311 in room revenue less taxes and fees
 - 5,452 requested rooms
 - Top source states: (6) CA, (3) AZ, (4) CO, (2) IL
 - (10) Association and (13) Corporate
- **(71) Programs Turned Tentative** - does not include RFP's from CVENT unless adding a property or conducting a site visit
 - \$3,502,275 forecasted room revenue
 - 17,040 requested rooms
 - Top source states: (18) AZ (HPN), (15) CA, (5) IL, (4) VA, (3) CO, (2) TX
 - (19) Association, (37) Corporate
- **(40) Inquiries** - RFPs received in CVENT which did not add a property or conduct a site visit



Conference Collateral

- Creating bi-monthly and event follow up newsletters to 8,783 planners
 - August 26th - Connect on a Higher Level in North Lake Tahoe
 - October 27th - Fall in Love with North Lake Tahoe
 - November 16th - All Things Meetings Thank you
 - *Thank You sent to planners who attended the trade show*
 - December 5th - Destination Celebration Minneapolis
 - *Thank You sent to planners who attended the trade show*
 - December 7th - Seasonal Spectacular 2022
 - *Thank You sent to planners who attended the trade show*
 - December 21st - Season's Greetings from North Lake Tahoe
 - December 27th - Destination Celebration Indianapolis
 - *Thank You sent to planners who attended the trade show*



Conference Performance YOY

- **2018/2019 – 338 leads (including S. Lake and Inquiries), booked 76**
- **2019/2020 – 255 leads (including Inquiries), booked 52**
- **2020/2021 – 102 leads and 106 Inquiries, booked 13**
- **2021/2022 – 123 leads, booked 29**
- **2022/2023 – 71 leads, booked 23** (July 1, 2022 – February 14, 2023)

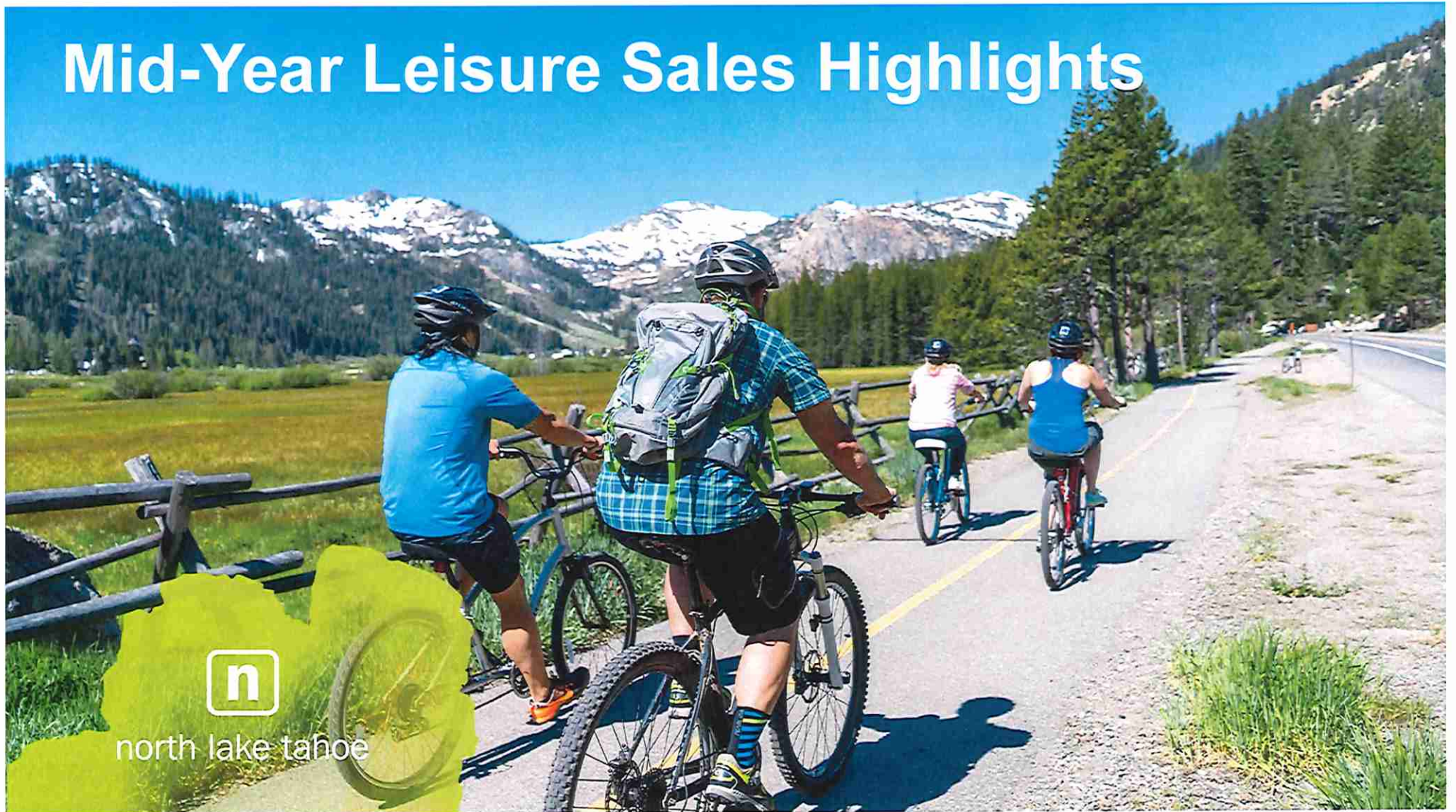


How to get involved?

- **Connect Spring Marketplace April 11-13**
- **CalSAE Elevate April 17-19**
- **Visit California Roadshow – Denver & Seattle April 25-27**
- **HelmsBriscoe ABC May 3-6**
- **TopGolf Roseville June 1**



Mid-Year Leisure Sales Highlights



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Leisure Sales Highlights

- **Sales Missions & Tradeshows**

- Travel Nevada Texas Sales Mission October 3-7 in Austin, Dallas and Houston
- Visit California Luxury Forum October 23-25

- **Familiarization Tours (FAMS)**

- Volaris (10) agents
- Ski.com (2) agents, (12) group leaders
- Fly Golf World – owner
- National Tour Association (58)
- High Sierra Visitor Council – Adeline Lebel from France

- **Webinars**

- AM/FM Luxury Travel, G2 Travel, SkiShop, Sportvac Voyages, Ski.com & Travelplan

- **Expedia Fall Campaign**

- November 1st to December 31st



SkiTops Mixer at GarWoods 8/23/22



Ski.com FAM 12/9/22



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Expedia Fall Campaign












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Discover North Lake Tahoe

Stay and play in the 12 towns and 11 ski resorts

expedia group
media solutions

Performance Summary For North Lake Tahoe

 \$15.0K Attr. Ad Spend	 415.5K Impressions	 583 Clicks	 0.14% CTR	 0 Tickets	 417 Room Nights	 471 PAX	 \$117.9K Gross Bkg \$	 7.9 ROAS
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POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	ROAS
Expedia US	\$14,958	415,504	583	0.14%	\$117,856	\$0	\$118K	7.9
Grand Total	\$14,958	415,504	583	0.14%	\$117,856	\$0	\$118K	7.9



ENGAGING WITH THE TRAVEL TRADE

- Create and distribute bi-monthly newsletters to 3,014 travel agents and product managers
 - August 26th - Connect on a Higher Level in North Lake Tahoe
 - October 27th - Fall in Love with North Lake Tahoe
 - December 21st - Season's Greetings from North Lake Tahoe!



Travel Nevada

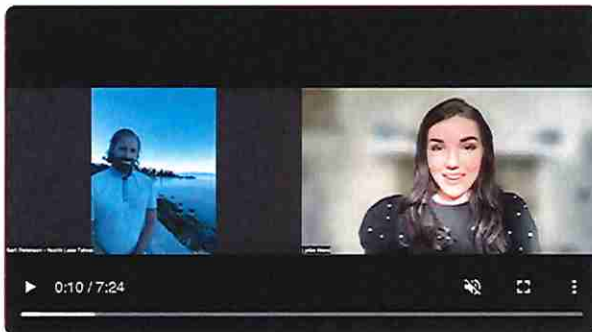
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An interview with... North Lake Tahoe.

This week Lydia chats with Bart Peterson regarding all things North Lake Tahoe!

You can also find the interview on our webinar page here:

<https://myhablo.com/TravelNevada/webinars>



6 Likes

Comment

Share



VisaVue YTD

Domestic

- Restaurants & Dining +17.8%
- Hotels & Lodging +15.7%
- Retail +12.1%

International

- Restaurants & Dining +292.2%
- Hotels & Lodging +193.3%
- Retail +162%



Domestic Visitor Dashboard [Export Charts](#)



International Visitor Dashboard [Export Charts](#)



VisaVue YTD

INTERNATIONAL VISITOR ORIGIN

Selected Period: JAN (01) – NOV (11) 2022

Origin country	Spend	YoY % Change	Card Count	YoY % Change
<input type="checkbox"/> Canada	\$676,304	+205%	3,424	+269%
<input type="checkbox"/> United Kingdom	\$561,538	+581%	2,498	+588%
<input type="checkbox"/> Australia	\$277,392	+910%	1,264	+962%
<input type="checkbox"/> China Mainland	\$254,434	+152%	1,026	+181%
<input type="checkbox"/> France	\$244,548	+701%	1,501	+629%
<input type="checkbox"/> Germany	\$234,516	+959%	1,843	+1004%
<input type="checkbox"/> Mexico	\$210,037	+48%	857	+34%
<input type="checkbox"/> Switzerland	\$107,262	+232%	480	+549%
<input type="checkbox"/> New Zealand	\$78,838	+188%	305	+593%



How to get involved?

Sales Missions

- Visit California Outlook Forum – March 7-8
- SkiTops – March 19-23
- Canada Sales Mission Travel Nevada – March 15-21
- Mountain Travel Symposium – March 26-31
- Australia Sales Mission – May 14-19
- IPW – May 20-24

FAM's

- Australia FAM March 5-9
- RenoTahoe FAM April 27
- Canada FAM April 28 - May 2



2022/2023 Looking Ahead



north lake tahoe



THANK YOU



MEMORANDUM

Date: February 21, 2023

TO: Tourism Development Committee

FROM: Kimberly Brown, Director of Business and Community Relations

RE: 2023 Event Sponsorship Funds

Action Requested:

The Tourism Development committee will hear presentations for 3 events for the sponsored event grant cycle. **Summit Lacrosse Ventures and ADVNC Lacrosse** is requesting \$12,000 for their Lake Tahoe Summit Classic Lacrosse Tournament, TCDA is requesting and \$75,000 - \$100,000 for the 4th of July Drone show, and NTBA is requesting \$50,000 - \$75,000 for their Labor Day Drone Show. There is \$260,000 available from the \$565,000 2023 event budget, since we sponsored the Men's World Cup for \$45,000 for Palisades Tahoe, \$65,000 for Winter Wondergrass, \$65,000 for Alpenglow Broken Arrow Skyrace, \$25,000 for Highlander, \$10,000 for Concours d' Elegance, \$35,000 Big Blue Adventures, \$40,000 Made in Tahoe, and \$20,000 PVNC Oktoberfest.

FEBRUARY PRESENTATIONS:

Lake Tahoe Summit Classic Lacrosse Tournament - \$12,000 request

Overview: Lake Tahoe Summit Classic Lacrosse Tournament is a two-day lacrosse tournament in North Lake Tahoe for youth. In 2022, 1,711 athletes played throughout the NLT region at Riverview sports Park, Truckee HS, and North Tahoe HS. Their team hub is NorthStar, where many of the teams stay and where they host their team reception. They are hosting the tournament this year, June 17- 18.

- NTCA sponsored the event in 2022 in the amount of \$8,000
- In 2022 they had 92 teams and 5,561 participants
- They have hosted the event in Tahoe for 8 years
- The lacrosse community creates a prime target for repeat destination visitation and recreation.
- The Estimated Direct Economic Impact in 2022 was 1.99 million and their goal for 2023 is \$2.2 million
- Funds will be used for marketing and promotional costs to attract more out of market visitors
- The event supports the local economy by promoting unique offerings which align with their participants' recreational, dining, and lodging interests

Tahoe City Downtown Association Drone Show: \$75,000 request -250 drones, \$90,000 request – 300 drones, \$100,000 request – 350 drones

North Tahoe Business Association: \$50,000 request – 200 drones, \$75,000 request – 300 drones

Overview: NTBA and TCDA produced their first drone show in 2022 to align with North Lake Tahoe’s regional commitment to sustainability. The drone shows create a memorable celebration without producing air pollution, noise pollution, or fire hazards. TCDA is planning to host their show on July 4 and the NTBA’s show will be September 1.

- NTCA sponsored a three-year contract for drone shows in 2022, 2023, 2024 for \$50,000 each year
- In 2022 they contracted with the Great Lake Drone Company, which should have produced a show with 100 drones, however the company flew only 50 drones. They will not be continuing with this provider
- Instead, they are contracting with Sky Elements, the leading US drone provider who produced 350+ drone shows in 2022. Their clients include prestigious organizations such as Prime Video, Paramount +, and CBS’s Grammy show.
- The company is based out of Dallas Texas, but Kyle is the local producer who is a resident of Incline.
- The sponsorship will be used for the drone show and the NTBA/TCDA will be paying for the ancillary costs through sponsorships.
- Funding this community event will help drive business to Tahoe City and Kings Beach restaurants and brick & mortar stores. It will be an incredible way for both residents and visitors to celebrate two important American holidays.

Fiscal Impact:

- | | |
|-----------------------------------|----------------------|
| • Lake Tahoe Summit Classic | \$12,000 |
| • Tahoe City Downtown Association | \$75,000 - \$100,000 |
| • Big Blue Adventure Events | \$50,000 - \$75,000 |

Total Funding : \$137,000 - \$187,000

**Special Event/Sponsorship Budget
July 2022 - June 2023**

Line Item	Date	Ask	Sponsorship (Approved Budget)	Actual (Paid)	Allocated (Not Yet Paid)	Remaining	Notes	Account Code
Sponsorships								
2023 Concours d' Elegance	October 2022		\$10,000	\$0	\$0	\$10,000		
Cash Sponsorship			\$10,000	\$0	\$0			
2023 Booth Staffing			\$400	\$0	\$0			
2023 WinterWonderGrass Tahoe	March 30 -April 3,23		\$65,000		\$0	\$65,000	Contract signed- 1/15	6421-10
1st payment			\$58,000	\$58,000	\$0		Invoice submitted 2/7	
2nd payment based on performance			\$7,000	\$0	\$0			
2022 Broken Arrow Skyrace	June 17 - 19, 2022		\$65,000	\$0	\$5,000		Contract signed	6421-04
1st payment			\$35,000	\$0	\$0			
2nd payment based on performance			\$5,000	\$0	\$5,000			
2021 Live-Stream Sponsorship			\$25,000	\$0	\$0			
2021 Booth Staffing			\$0	\$0	\$0			
2022 Booth Staffing			\$0	\$0	\$0			
2022 Tahoe Lacrosse Tournament	June 2022	12,000	\$0	\$0	\$0	\$0		6421-07
Cash Sponsorship			\$0	\$0	\$0			
2023 Highlander	August 2022		\$25,000	\$0	\$0	\$25,000		6421-17
Cash Sponsorship			\$25,000	\$0	\$0			
Media Reception			\$0	\$0	\$0			
2022 Lake Tahoe Dance Festival	July 2022	45,000	\$0	\$0	\$0	\$0		6421-15
Cash Sponsorship			\$0	\$0	\$0			
4th of July Drone Sponsorship 2023	July 2023, Sept 23			\$0	\$0	\$0		6421-01
2022 Tahoe City Drone				\$0	\$0			
2022 Kings Beach Drone		75,000		\$0	\$0			
2023 World Cup	Feb 24-26, 2022		\$45,000	\$0	\$0	\$45,000	Contract signed	
Cash Sponsorship				\$0	\$0			
Event Funding				\$0	\$0	\$0		6421-00
2023 Made in Tahoe Festival	May 27-28 & Oct. 7-8		\$40,000	\$0	\$0			
2023 Oktoberfest	September 30, 2022		\$20,000	\$0	\$0			
2023 Big Blue Adventures	June - October 23		\$35,000	\$0	\$0			
2023 Adventure Van Expo	September 16-17, 2022	15,000		\$0	\$0			
2023 Tahoe Trail 100		15,000		\$0	\$0			
2023 Enduro		10,000		\$0	\$0			
Sponsorship Totals		=C18+C23+C26+C36+C37+C38	\$305,000	\$58,000	\$565,000	#REF!		
Operations								
Total Spend			\$305,000					

Scotty Stoughton
Brendan Madigan, brendan@brokenarrowskyrace.com
Kevin Leveille
Ashley Gersuk Murphy
Keith Prawalsky, keith.prawalsky@vailresorts.com
Julia Bjorkman
Christin Hanna
Katie & Alyssa
Caroline Ross
Caroline Ross
Todd Jackson
Neil Morse

Approved Budget \$565,000 \$305,000
Spent \$305,000 \$58,000
Remaining Budget \$260,000 #REF!



Lake Tahoe Summit Classic

Annual June Boys and Girls Youth Lacrosse Tournament

Established 2014

A scenic view of a lake with a forested shoreline under a clear blue sky. The water is clear and blue, reflecting the sky. The shoreline is lined with tall evergreen trees and some smaller trees with yellow and orange autumn foliage. In the distance, mountains are visible under a clear blue sky.

ADVNC LACROSSE + SUMMIT LACROSSE VENTURES

ADVNC Lacrosse, headquartered in San Francisco, was established in 2011 and is the west coast's premier youth lacrosse club organization. Summit Lacrosse Ventures, established in 1990, is a leader in nationwide lacrosse destination events, to include one of the world's most prestigious events, the 34-year-old Lake Placid Summit Classic.

In 2013, we identified North Lake Tahoe as an ideal site to build a new event. The demographic, disposable income, and travel orientation of the lacrosse community create a prime target for repeated destination visitation and recreation...a perfect fit!



COMMUNITY MATTERS TO US

Our local community impact matters to us and has been at the core of our success over 34 years. We strive to operate as a local business, albeit for a limited number of physically present days/year. Beyond tourism and direct economic impact/spending, we strive to positively impact the local community.

- We hire as many local community members as we can. All positions are paid.
- We contract local service providers wherever possible
- We support community lacrosse efforts to grow the game locally.
- Through our work together, we build deep relationships with our local staff and contractors.
- On the eve of the 2022 event, we lost our longtime contractor and friend, Todd Kelly, who helped us build the LTSC. We have established the Todd Kelly Memorial Scholarship, in conjunction with TTCF.
 - [Press release: TK Memorial Scholarship](#)



2022 EVENT RECAP

- 92 Participating Teams
 - 1,711 Athletes
- 5,561 Total Participants
- 2.5 Days, Avg. Stay Duration
- \$1.99MM, Estimated Direct Economic Impact*
- [2022 LTSC Event Recap](#)

*Economic impact model developed by the Regional Office of Sustainable Tourism (ROOST) in Lake Placid, NY



2023 EVENT TARGETS

- 98 Participating Teams
 - 1,764 Athletes
- 5,924 Total Participants
 - 2.5 Days, Avg. Stay Duration
- \$2.1MM, Estimated Direct Economic Impact

www.laketahoelacrosse.com



2023 STRATEGY

- Develop and retain loyal and repeat customers with thorough communication, messaging, and relationship building
- Increase flight market attendance
 - 17% of teams in 2022
 - Aiming for 25% of teams in 2023
 - Target markets:
 - Denver, CO
 - Dallas + Austin, TX
 - Salt Lake City, UT
 - Las Vegas, NV
 - Seattle, WA
 - Portland, OR
- Leverage drive market to return to Lake Tahoe during other times of the year in alignment with community tourism priorities

2023 STRATEGY (cont.)

- Maximize existing partnership with Northstar California Resort as our primary lodging property and team hub
- Schedule format enhancement
 - 2022 > shifted from 5 games per team to 4 games per team
 - One less game results in more time to experience North Lake Tahoe off-field
 - Schedule teams at different venues by day, to diversify experience of North Lake Tahoe areas
- Align with local businesses to maximize connectivity with our participants
 - Promote unique offers to align with our participants' recreational, dining, and lodging interests



2023 Partnership Proposal

- \$12,000
 - +4k from 2022
- Additional capital will support our effort to draw new customers to the event and to the area and to attract additional 'flight market' teams
- When we get these folks to North Lake Tahoe, we open the door for return trips to our event, as well as to the area for family vacations, ski trips, weddings, etc.
 - In our most recent Lake Placid survey, approximately 40% of the respondents traveled / will travel to Lake Placid at least once this year outside our event. A small % traveled / will travel to Lake Placid 5+ times this year.



Contact LTSC

Kevin Leveille

Event Director, Lake Tahoe Summit Classic

Brand Director, Summit Lacrosse Ventures

kleveille@summitlacrosseventures.com

c.315-748-0396



2023 Special Event Partnership Funding Application

Following the application and evaluation process, a number of events will receive funds through the program. Funding will be awarded in December 2022 after recommendations are accepted by the NLTRA Board of Directors.

Note Refer to "2023 Special Event Partnership Funding: Application Explanations" document for details and tips about the application. Note: Refer to "2023 General information" & "2023 Applicant Checklist & Deadline Worksheet" Documents for Timeline, Eligibility, and Evaluations Process Details!

Section 1: Contact Information

Special Event Name: _____

Event Date: _____

Event Host Organization: _____

What other events have been produced by event promoter or host organization?

Event Mailing Address: _____

Event Office Phone: _____

Event Director or Producer: _____

Title: _____

Email: _____

Phone: _____

Person Completing Application:

Title: _____

Email: _____

Phone: _____

Event Website URL:

Unique Visitors in Past 12 months: _____

Facebook Page URL: _____

Instagram Handle: _____

Number of Instagram Followers: _____

Twitter Handle:

Number of Twitter Followers: _____

YouTube URL: _____

TikTok Handle: _____

Number of TikTok Followers: _____

Section 2: Event Overview

Q2.1 Where will event take place? _____

Q2.2 Will this be an annual event in the North Lake Tahoe region?

Yes

No (If "no", explain why) _____

Q2.3 Including 2022, how many years has the event occurred in the North Lake Tahoe region? _____

Q2.4 Can spectators (general public) attend events?

Yes

No

Q2.5 Will there be a charge for spectators (general public) to attend the event?

Yes

No

Section 3: Financial

Q3.1 What is the dollar amount of Funding being requested, if looking additional funding (not for marketing please specify breakdown HERE:

Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.)

Q3.3 If Partnership Funding is not awarded, will the event still take place?

Yes

No (If "no", explain why)

Q3.4 If event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies.

Q3.5 Will event solicit additional sponsors, either cash or in-kind?

Yes

No

Section 4: Marketing, Advertising, Public Relations

Q4.1 2023 In-Market Paid Advertising Budget: _____

Q4.2 2023 Out-of-Market Paid Advertising Budget: _____

Q4.3 Optional: 2022 Out-of-Marketing Public Relations Equivalency: _____

Section 5: Broadcast Opportunities (TV or Webcast)

Q5.1 Does the event have media partners, either local and/or out-of-market?

Yes (Identify partners – indicate whether the primary audience is in-market or out-of-market)

No

Q5.2 Will your event air on network TV, cable TV or Webcast as a scheduled broadcast?

Yes (Continue to Q5.3)

No (Skip to Section 6)

Q5.3 What is the broadcast coverage?

Local

Regional (identify cities or DMAs)

National

International

Q5.4 Provide details about the applicable broadcast coverage and anticipated air dates.

- Network or Cable TV

Broadcast Affiliates: _____

Air Dates: _____

Program Length: _____

- Webcast
 - Provider: _____
 - Air Dates: _____
 - Program Length: _____

- Remarks, if any: _____

Q5.5 Are household ratings or viewership numbers available from the previous year’s broadcast?

- Yes (Provide details)
- No

Q5.6 Can the NLTRA receive complementary commercial time during the broadcast as a sponsorship amenity?

- Yes
- No

Q5.7 Can the NLTRA receive promotional exposure (interviews, vignettes, etc.) during the broadcast?

- Yes
- No

Section 6: Lodging Partnerships

Q6.1 Identify the event’s Placer County lodging partners in 2022.

Q6.2 Identify the event’s anticipated Placer County lodging partners for 2022. List type of partnership if one has already been established. _____

Section 7: Attendance

Q7.1 2022 Attendance (or last year held – if canceled due to COVID-19. Specify below):

- # Of Event Participants: _____

Q7.2 Using 2022 data what percentage of participants/spectators, were from out-of-market?

Q7.3 Projected Spectator/Fan Attendance: _____

Q7.4 Explain how 2023 attendance (Q7.3) was calculated.

Section 8: Room Nights

Q8.1 2022 Placer County Room Nights

- Paid Room Nights: _____
- Complimentary Room Nights: _____

Q8.2 Explain how 2022 room nights were calculated.

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event?

Q8.4 2023 Placer County Room Nights:

- Projected Paid Room Nights: _____
- Projected Complimentary Room Nights: _____

Q8.5 Explain how 2023 room nights were calculated.

Section 9: Event Staff & Board of Directors

Q9.1 Is event produced by a paid staff or volunteer committee?

- Paid Staff
- Volunteer Committee

Q9.2 Provide the names and positions of the event key staff/volunteers.

Q9.3 Provide the names of events Board of Directors, if applicable.

Section 10: Sponsors

Q10.1 Identify the top 5 sponsors of the 2022 events.

Q10.2 Identify the top 5 sponsors that the event will target for 2023.

Section 11: Acknowledgements & Electronic Signature

Q11.1 I am authorized to represent the event; information provided in application and supporting documents is truthful.

Yes

No

Q11.2 Event will be held annually in the North Lake Tahoe region and is not contingent upon receipt of funding to occur.

Yes

No

Q11.3 If Partnership Funding is awarded, partnerships will be secured with at least one Placer County lodging property.

Yes

No (If “no”, explain why)

Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information, or shape existing information if event conducts their own survey.

Yes

No (If “no”, explain why)

Q11.5 If Partnership Funding is awarded, funds will only be utilized for event promotion and marketing ONLY.

Yes

No (If “no”, explain why)

Q11.6 If Partnership Funding is awarded, event will include the NLTRA logo and link on their website and in applicable advertising materials

Yes

No (If “no”, explain why)

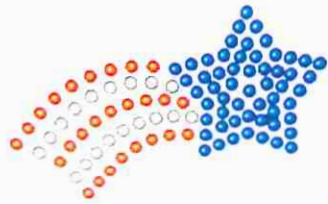
Q11.7 If Partnership is awarded, event will issue a Liability Policy (\$1M per occurrence/\$2M aggregate), as well as name the NLTRA as an additional insured.

Yes

No (If “no”, explain why)

Type your name and date, which denotes your signature as an authorized representative of the event.

Name: _____ Date: _____



NORTH LAKE TAHOE

DRONE SHOWS

TAHOE CITY & KINGS BEACH

PRESENTED BY TCDA AND NTBA



HISTORICAL

Tahoe City Downtown Association and North Tahoe Business Association both have a long history of celebrating Independence Day with fireworks displays. In 2022 TCDA would have gone into its 75th year, NTBA in its 41st year (Fireworks were canceled in both 2020 and 2021)

2022 NTCA Sponsorship included both NTBA and TCDA productions. In 2022, TCDA and NTBA contracted with Great Lake Drone Company out of Coloma, Michigan. Utilizing a combination of TOT and TBID dollars, the 2022 shows were made possible by a \$100,000 presenting sponsorship from the NTCA formerly the North Lake Tahoe Resort Association

3-year Commitment

Annual Cost: \$50,000
per location, per year

\$100,000 total annual cost
to NLTRA (FY 22, 23, 24)

Fireworks Costs 2019 vs. 2022

Increased Costs for 2022

- New BMP Costs - \$20,000
- Power Boat Rentals
- Patrol & Clean Up SCUBA Divers
- Insurance

- Additional Fireworks Show Hard Costs
\$31,500
- TOTAL ADDITIONAL COSTS
\$51,500

- Minimum 100 drones, 10-15 minute show
- Same show design for both locations, new show each year
- NTBA and TCDA discussed sharing the cost to make the shows slightly different



2022 RECAP



TCDA and NTBA sent a survey out, to those who attended the Labor Day Drone Shows, and received 230 responses



THE GOOD

Loved it as a replacement for fireworks, hope it can extend to July 4th

Love that the drone show doesn't have all the loud booms/noise pollution of fireworks

This was great. Can only get better. Folks will come to see new effects and images

Please do it again and don't listen to any of the naysayers

THE BAD

I had guests out on a chartered boat from Tahoe city. The guests were much more inspired by the twilight sail than the drone show. Overall I am super excited about drones over fireworks, but it seemed the show could have been a bit more elaborate. Lacked a bit of the wow factor and was left feeling meh about it other than the fact that I am heavily in favor of the drones as an alternative to fireworks

The show was VERY short but entertaining. It was a novel idea that needs expansion



2022 RECAP



THE GOOD

People will ALWAYS complain that fireworks are a TRADITION during the fourth of July, and shouldn't be replaced with drones. But what goes unsaid in that argument is that fireworks residue adversely affects the water clarity of Lake Tahoe. As a paddle boarder, if you venture onto the lake the day after the fireworks you will see paper and gunpowder residue floating on the lake's surface. So I ask you, which is more important to our community: nostalgic traditions or clean, clear water?

It was my first drone show and I was pleasantly surprised

My first drone Show and am open to the idea. Longer and more drones please! We stayed after to stargaze too, such a lovely evening, thank you!

THE BAD

Underwhelming show. Don't think I will attend in the future unless more drones are added

Love the alternative, but fireworks have a little bit more tolerance to wind. And it's over water... unless there are more than 50 drones, please go back to fireworks

Find a different company or go back to fireworks over the lake!!!

It seems we need to use a new supplier. This one cut the show in half on the last day

Drones were good a good alternative to fireworks but the show seemed short



REASONS FOR THE SWITCH



Significant Cost Increase



Fire Danger



Environmental Risks

In addition to eliminating the risk of fire and environmental pollution in the lake and watershed, another significant benefit of the drone light shows is their reduced audio impact on domestic pets and local wildlife

REASONS FOR THE SWITCH

“Fireworks come with their own list of known environmental impacts—including noise pollution, impacts to the lake, and increased risk of fire at a time when the wildfire risk is already so high. Our Board weighed the risks and decided to make a change to a drone light show in an effort to protect and preserve the place that we all love to live, work, play and visit. We join other mountain communities across the west who have also sought out new ways to celebrate, and look forward to continuing to light up the lake—but with an eco-friendly alternative to fireworks”

TCDA Executive Director, Katie Biggers

“After two years without fireworks, the North Lake Tahoe business community expressed their desire to bring back a responsible way to celebrate Independence Day. Our staff and Board felt this was the right time to put our community first by prioritizing sustainability, fire safety, and local wildlife. We look forward to our inaugural drone show in Kings Beach, and to spending the holiday with our residents and visitors”

NTBA Executive Director, Alyssa Reilly

“Celebrating Independence Day with entertaining light shows continues to be important to our communities, however our priority is to balance that intention with the need to take care of Lake Tahoe and reduce the risks that lit fireworks pose. The decision to move forward with drone light shows in Kings Beach and Tahoe City has widespread community support and is well aligned with our region’s commitment to environmental sustainability and destination stewardship. We are excited to support something new, and will gather community feedback after the shows to determine the level of satisfaction with the new celebration”

Tony Karwowski, North Lake Tahoe Resort Association CEO

DRONE SHOW ANCILLARY COSTS TO TCDA AND NTBA



NTBA and TCDA are responsible for ancillary costs including, but not limited to: Onsite infrastructure, sound system, permits, drone crew hotel expenses

Estimated per Business Association \$15,000

PERMITTING

- NT Fire Protection District cost recovery - \$745
- Placer County Temporary Event Permit - \$280

INSURANCE

- General Liability Policy - \$8000 +/-
- Liquor Liability - \$400-600

VENUE/SPACE PLAN

- \$1900-2000 +/-

COMMITTEE EXPENSES

- Planning meetings with music vendors
- coordinating transportation
- volunteer and committee meetings

LODGING

- Granlibakken lodging for 5 nights, 6 rooms \$3000/townhome (sleeps 2) x 3 \$9000

VIDEO AND PHOTOGRAPHY

- Videographer - \$1500-\$4000 +/-
- Photographer - \$500-\$1000 +/-

ENTERTAINMENT

- DJ - \$1200

MARKETING

- 101.5 - \$3300
- Tahoe Weekly - \$400
- Graphic Design - \$400
- Press Release - \$250
- Printing - \$75

REGIONS COMMITMENT TO SUSTAINABILITY



In regions like Lake Tahoe, where the risk of wildfires is a top concern, drone light shows offer a safe and secure way to light up the night sky. Unlike traditional fireworks, drone light shows produce no air pollution, noise pollution, or fire hazards. Plus, they offer more flexibility and customization options, allowing you to tailor the display to your specific needs and preferences. With drone light shows, you can create a memorable and engaging experience for your audience while also prioritizing safety and sustainability.



NEW OPERATOR SKY ELEMENTS

Sky Elements is the leading drone light show provider in the US. With over 350 shows flown in 2022 alone, Sky Elements has established a reputation for creating unforgettable aerial displays that captivate audiences of all ages. For events of all sizes, Sky Elements has the experience, expertise, and cutting-edge technology to bring the Tahoe vision to life



Sky Elements Drone Features

- 10-minute performance time
- Wind threshold of 30+ mph
- 1000+ Lumen brightness
- 10cm precision
- multi-level safety protocols with redundant control systems
- Capable of flying up to 3,500 drones at one time



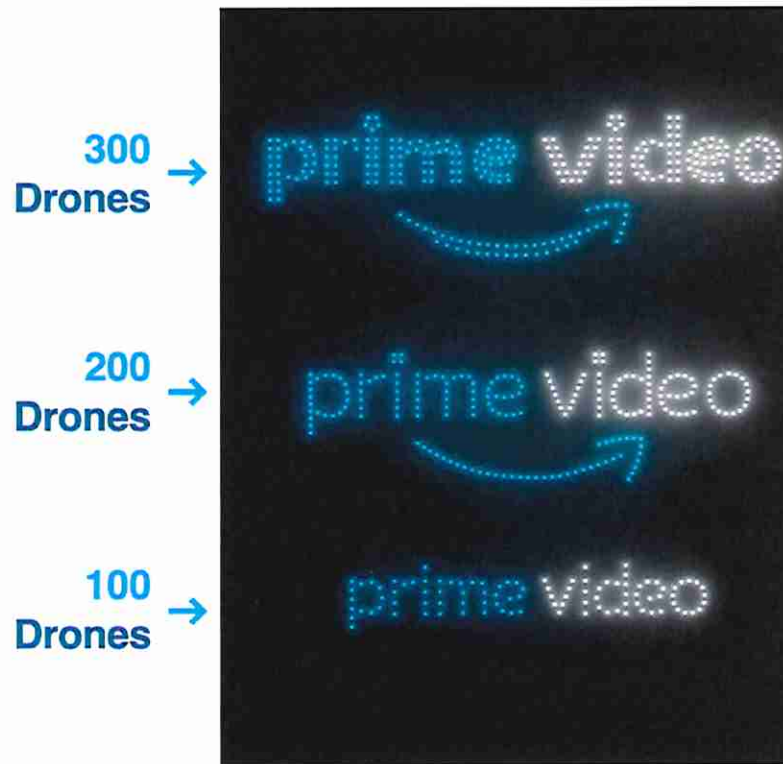
WHO IS SKY ELEMENTS?

Sky Elements – the leading drone light show provider in the US and based in Dallas, Texas with staff located across the country. With over 350 shows flown in 2022 alone, Sky Elements has established itself as the premier provider of aerial displays that are sure to captivate audiences. What sets Sky Elements apart from the competition? Sky Elements has the largest drone fleet in the US, a fully in-house design team, and the fastest animations in the industry. Our expert pilots and engineers work closely with us to design a custom display that fits your unique needs and vision. With Sky Elements, you can rest assured that you're working with the best in the business – a team of professionals who are dedicated to delivering a truly unforgettable experience for you and your guests

350+
shows in 2022

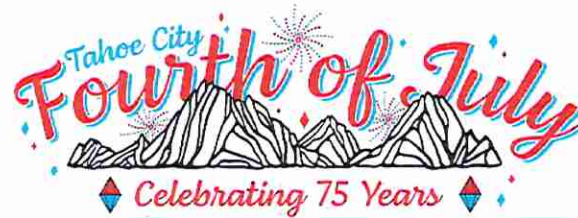
11,500+
Drones Available

BIGGER AND BETTER SHOW!



When it comes to creating a truly breathtaking drone light show, picking the right drone count is the most important part of the process. It's simple: the more drones you have, the better the show will be. And that's exactly what Kyle, an Incline Village resident and member of Sky Elements, has in mind for the upcoming Tahoe City and Kings Beach drone shows.

With 300 drones in the sky, this display is set to be a truly unforgettable event that will leave audiences in awe and is sure to be the biggest show Lake Tahoe has ever seen



2022 TCDA SPONSORSHIP MODEL

Dazzling Diamond \$2,500

- Business logo placement (Top Spot) on Tahoe City 4th of July website, posters, fliers and local media ads
- Sponsor recognition on social media posts (Instagram, Facebook, Twitter totaling 22,500 followers)
- Logo with link displayed on all email campaign marketing blasts (5000 email subscribers)
- Name mentioned multiple times in announcements at event
- Four 2022 commemorative t-shirts

Awesome Uncle Sam \$1,000

- Business logo placement (Priority Spot) on Tahoe City 4th of July website, posters, fliers, and local media ads
- Sponsor recognition on social media posts (Instagram, Facebook, Twitter totaling 22,500 followers)
- Logo with link displayed on all email campaign marketing blasts (5000 email subscribers)
- Three 2022 commemorative t-shirts

Liberty Bell \$500

- Business logo placement on Tahoe City 4th of July website, posters, fliers, and local media ads
- Sponsor recognition on social media posts (Instagram, Facebook, Twitter totaling 22,500 followers)
- Logo with link displayed on all email campaign marketing blasts (5000 email subscribers)
- Two 2022 commemorative t-shirts

Freedom \$250

- Business logo placement on Tahoe City 4th of July website
- Logo with link displayed on all email campaign marketing blasts (5000 email subscribers)
- 2022 commemorative t-shirt

Solid Salute \$100

- Business name placement on Tahoe City 4th of July Website



NTBA 2022 SPONSORSHIP MODEL

• Freedom Sponsorship: \$3,000

1. Color logo included on:

- All event marketing collateral and print advertisements
- Dedicated NTBA event webpage, logo linked to sponsor's URL
- NTBA's online event calendar listing
- Two event banners displayed at the venue

2. Business name included:

- As a sponsor on NTBA's Facebook Event Page
- As a sponsor in NTBA press release(s)

3. At-venue benefits:

- Up to 10'x10' booth staffed with sponsor reps or distribution of sponsor materials/promo items at event bar
- Opportunity to hang sponsor banner at venue
- Thanked over the PA system as a sponsor a minimum of 6 times

4. 6 Complimentary Preferred Drone Light Show Seating tickets

5. 10 Complimentary Beach Party drink tickets

6. 10 Complimentary Beach Party food tickets

• Liberty Sponsorship: \$1,500

1. Color logo included on:

- All event marketing collateral and print advertisements
- Dedicated NTBA event webpage, logo linked to sponsor's URL
- NTBA's online event calendar listing
- Event banners to be displayed at the venue

2. Business name included:

- As a sponsor on NTBA's Facebook Event Page
- As a sponsor in NTBA press release(s)

3. Thanked over the PA system as a sponsor a minimum of 3 times

4. 2 Complimentary Preferred Drone Light Show Seating tickets

5. 4 Complimentary Beach Party drink tickets

Continued on next page



NTBA 2022 SPONSORSHIP MODEL

• Stars & Stripes Sponsorship: \$1,000

1. Color logo included on:

- All event marketing collateral and print advertisements
- Dedicated NTBA event webpage, logo linked to sponsor's URL
- NTBA's online event calendar listing
- Event banners to be displayed at the venue

2. Business name included:

- As a sponsor on NTBA's Facebook Event Page
- As a sponsor in NTBA press release(s)

3. Thanked over the PA system as a sponsor a minimum of 3 times

4. 2 Complimentary Preferred Drone Light Show Seating tickets

5. 2 Complimentary Beach Party drink tickets

• Independence Sponsorship: \$500

1. Color Logo included:

- Dedicated NTBA event webpage, logo linked to sponsor's URL
- On event banners to be displayed at the venue
- On rack cards (3,000 distributed in NTBA's District)

2. Business name included:

- As a sponsor on event poster (150 distributed throughout North Lake Tahoe)
- As a sponsor on NTBA's online calendar event listing
- As a sponsor on NTBA's Facebook Event Page
- As a sponsor in NTBA press release(s) about event

3. Thanked over the PA system as a sponsor a minimum of 3

4. 4 Complimentary Beach Party drink tickets

• Eagle Sponsor: \$250

1. Thanked over the PA system as a sponsor a minimum of 2 times

2. 2 Complimentary Beach Party drink tickets

3. Business name included as a sponsor on NTBA's Facebook Event Page

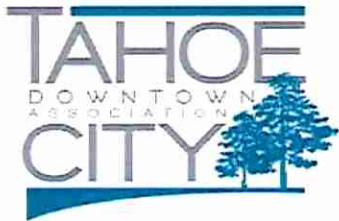
4. Business name included as a sponsor in NTBA press release(s) about event

• Patriot Sponsor: \$150

1. Thanked over the PA system as a sponsor a minimum of 1 time

2. Business name included as a sponsor on NTBA's Facebook Event Page

3. Business name included as a sponsor in NTBA press release(s) about event



NTCA ADDITIONAL SPONSORSHIP OPTION 1 - \$25,000

\$50K

NTCA has already committed to \$50k per business association to fly 100 drones over their respective holiday weekends

\$25K

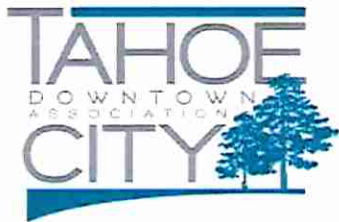
With Option 1 - TCDA is looking for an additional investment of \$25k

\$75K

With a presenting sponsorship **total** of **\$75,000** TCDA would be able to cover the hard costs of 250 drones

250 DRONES

Sky Elements costs for 250 drones are \$300/drone



NTCA ADDITIONAL SPONSORSHIP OPTION 2 - \$40,000

\$50K

NTCA has already committed to \$50k per business association to fly 100 drones over their respective holiday weekends

\$40K

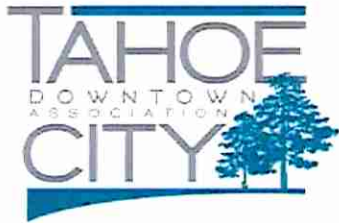
With Option 2 - TCDA is looking for an additional investment of \$40k

\$90K

With a presenting sponsorship **total** of **\$90,000** TCDA would be able to cover the hard costs of 300 drones

**300
DRONES**

Sky Elements costs for 300 drones are \$300/drone



NTCA ADDITIONAL SPONSORSHIP OPTION 3 - \$50,000

\$50K

NTCA has already committed to \$50k per business association to fly 100 drones over their respective holiday weekends

\$50K

With Option 2 - Each business association is looking for an additional investment of \$50k

\$100K

With a presenting sponsorship **total** of **\$100,000** per business association, we would be able to cover the hard costs of 200 drones

350 DRONES

Sky Elements costs for 350 drones are \$285/drone



NTCA SPONSORSHIP NTBA - \$50,000

\$50K

NTCA has already committed to \$50k per business association to fly 100 drones over their respective holiday weekends

\$50K

With a presenting sponsorship **total** of **\$50,000** NTBA would be able to cover the hard costs of 200 drones

**200
DRONES**

Sky Elements costs for 300 drones are \$350/drone



NTCA ADDITIONAL SPONSORSHIP NTBA - \$25,000

\$50K

NTCA has already committed to \$50k per business association to fly 100 drones over their respective holiday weekends

\$25K

With this Option- NTBA is looking for an additional investment of \$25k

\$75K

With a presenting sponsorship **total** of **\$75,000** for NTBA would be able to cover the hard costs of 300 drones

**300
DRONES**

Sky Elements costs for 300 drones are \$350/drone

THANK YOU

for your time, support and resources to
support & advance the efforts of the NTBA
and TCDA drone shows!



katie@visittahoecity.com



alyssa@northtahoebusiness.org



[@visittahoecity](#)



[@visitnorthtahoe](#)



425 N. Lake Blvd Ste #1,
Tahoe City



8401 N Lake Blvd Ste #203
Kings Beach

