

Attachment B: Opportunity Scoring Worksheet

To be completed by the Event Funding Committee

Principal Objective: Visitor Draw

Legacy events with a strong alignment to Vail’s brand and that create a compelling attraction and draw for out-of-town guests to Vail for the purpose of attending the event.

Asset	Criteria	Comments	Score
Audience Fit <i>(Data Source & Reliability)</i>	<p>Anticipated number of total participants/spectators</p> <ul style="list-style-type: none"> ▶ % from out of town ▶ % from Eagle County <p>Enhances the guest experience Demographic profile (does it align with VLMD guidance)</p> <p>Potential community interest</p>		1-20
Economic Impact <i>(Date Source & Reliability)</i>	<p>Anticipated time guests will spend in Vail</p> <ul style="list-style-type: none"> ▶ Event schedule supports direct and ancillary activities in Vail) <p>Potential to increase tax revenues</p> <ul style="list-style-type: none"> ▶ Room nights ▶ Restaurants ▶ Shopping 		1-30
Marketing Power <i>(Marketing plan & budget required)</i>	<p>Specifically, how event will be promoted?</p> <ul style="list-style-type: none"> ▶ Budget & impressions ▶ Traditional media advertising ▶ Promotional media partners? ▶ Digital advertising ▶ Social media campaign <p>Earned Media (PR) Potential</p> <ul style="list-style-type: none"> ▶ Local ▶ Regional ▶ National 		1-30
Sponsorship Benefits <i>(Perceived value and aid to Discover Vail)</i>	<p>Benefits Provided to Discover Vail</p> <ul style="list-style-type: none"> ▶ Recognition Level (Title, Presenting) ▶ Assigned Asset ▶ Advertising Branding ▶ Promotional Recognition ▶ Onsite Rights (Booth, Signage) ▶ Hospitality & Amenities ▶ Research & Data Cooperation 		1-20
Total Score		(Max 100 points)	

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Principal Objective: Recreation

These will typically be amateur participation sporting events, such as league tournaments and competitions which draw specific participants and their families to Vail for multiday events requiring little more from Discover Vail than venues for the event and anticipated lodging.

Asset	Criteria	Comments	Score
Audience Fit <i>(Date Source & Reliability)</i>	Anticipated number of total participants/spectators <ul style="list-style-type: none"> ▶ % from out of town ▶ % from Eagle County Demographic profile (does it align with VLMD guidance) Potential local resident interest		1-20
Economic Impact <i>(Date Source & Reliability)</i>	Anticipated time guests will spend in Vail <ul style="list-style-type: none"> ▶ Event schedule supports direct and ancillary activities in Vail) Potential to increase tax revenues <ul style="list-style-type: none"> ▶ Room nights ▶ Restaurants ▶ Shopping 		1-70
Sponsorship Benefits <i>(Perceived value and aid to Discover Vail)</i>	Benefits Provided to Discover Vail <ul style="list-style-type: none"> ▶ Recognition Level (Title, Presenting) ▶ Advertising Branding ▶ Promotional Recognition ▶ Research & Data Cooperation 		1-10
Total Score		(Max 100 points)	

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Principal Objectives: Programming Partner/Educational/Community

Event Type: **Education & Enrichment Events**

These events provide interesting or entertaining attractions and activities for Vail residents and visitors alike. In and of themselves, these events are not likely to be a draw for tourists, but they provide engaging programming, add to the character of Vail, and appeal to residents adding to their quality of life.

Asset	Criteria	Comments	Score
Audience Fit <i>(Date Source & Reliability)</i>	Anticipated number of total participants/spectators <ul style="list-style-type: none"> ▶ % from out of town ▶ % from Eagle County Demographic profile		1-10
Audience Interest & Engagement <i>(Perceived appeal of theme and activities)</i>	Gauge the compelling theme and nature of the event in providing entertaining and interesting content for attendees. <ul style="list-style-type: none"> ▶ Vail experience “value-add” ▶ Surprise & delight aspects ▶ Compelling audience engagement ▶ Enhance Vail quality of life 		1-50
Marketing Power <i>(Marketing plan & budget required)</i>	Specifically, how event will be promoted in the county? <ul style="list-style-type: none"> ▶ Budget & impressions ▶ Traditional media advertising ▶ Promotional media partners? ▶ Digital advertising ▶ Social media campaign Earned Media (PR) Potential		1-20
Sponsorship Benefits <i>(Perceived value and aid to Discover Vail)</i>	Benefits Provided to Discover Vail <ul style="list-style-type: none"> ▶ Recognition Level (Title, Presenting) ▶ Advertising Branding ▶ Promotional Recognition ▶ Onsite Rights (Booth, Signage) ▶ Hospitality & Amenities ▶ Research & Data Cooperation 		1-20
Total Score		(Max 100 points)	