

Attachment C: Event Marketing Plan

As a Town sponsored event, event marketing must meet the standards and achieve the goals of the Town as well as the event specific goals. The RFP application will ask for specific metrics related to your marketing plan, the estimated impressions, reach, etc. A marketing plan and samples of promotional can be included as supplemental materials to support your request. A sample media template is available below.

Once funding is approved, complete the Complete Marketing Sponsorship Fulfillment Form [Here](#) and work with the Town of Vail Marketing Specialist.

Sample Media Plan: To be included with the RFP. Request template if needed.

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