



## PROMOTERS MARKETING TOOLKIT

PERFORMANCE PAVILION AT  
HARRY A. NOTTINGHAM PARK

# OVERVIEW

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- **AVON IS:** Known for its rich history and small-town appeal, Avon is a favorite of locals and tourists alike. With numerous hotels, shops, restaurants and work spaces – all within walking distance of each other – it's the ideal spot for large and small-scale events and festivals.
- **LOCATION:** The Vail Valley is a 30-mile chain of communities, stretching from East Vail to Gypsum. Avon is at the geographical center of the Valley and is located at the base of Beaver Creek Resort.
- **EVENT MARKETING IN AVON:** As a national and international winter and summer destination, numerous organizations in the Vail Valley present year-round artistic and athletic programming at a caliber similar to major metropolitan areas - many of these events are free. Producing a successful program in Avon requires a comprehensive marketing and PR strategy, no matter what your budget may be. Not all promoters will use all these strategies, but this toolkit provides current local contacts and suggested marketing timelines for any size event held in Avon.



# DEMOGRAPHICS

## AVON EVENT ATTENDEES\*

- **OVERNIGHT & DAY VISITORS:** 68% | **LOCALS:** 32%
- **COLORADO RESIDENTS:** 65%
- **AVERAGE LENGTH OF STAY:** 3.5 nights
- **VISITOR LODGING:** Avon: 47% | Vail: 30% | Vail Valley: 18%
- **MALE:** 46% | **FEMALE:** 54%
- **AVERAGE DAILY SPEND:** \$126
- **INCOME:** 22% [Less than \$100K] | 66% [\$100K] | 27% [\$200K or more]
- **AVERAGE AGE:** 47.2 years old

*\*RRC Associates Intercept Surveys | 2018*

## VAIL VALLEY VISITORS+

- **TOP VISITING STATES:** Texas, Florida, New York, Colorado, Illinois, California
- **AVERAGE LENGTH OF STAY:** 6 nights
- **AVERAGE DAILY SPEND:** \$405
- **INCOME:** 66% [\$200K or more] | 35% [\$500K or more]
- **AVERAGE AGE:** 47.6 years old

*+Eagle County Regional Airport Passenger Survey | June 2018*



# PROMOTIONAL TIMELINES

**3 – 6 MONTHS**



Announce event & on-sale date: Website, Facebook Page + Facebook Event, Instagram, Twitter, Email, Press Release | Social media organic posting 1-2 times per week on all platforms | Reserve outdoor advertising [bus + banners]

**90 DAYS OUT**



Announce event updates & additions across all social platforms | Artwork/logo complete | Poster finalized | Banners & bus wraps designed | Video commercial spot produced | Social media ad buys begin | Social media organic posting 2-3 times per week

**60 DAYS OUT**



Announce event updates & additions across all social platforms | Print ad schedule complete | Posters and banners ordered | Photographer & videographer secured for event | Social media organic posting 2-3 times per week

**30 DAYS OUT**



Announce event updates with logistics including parking, lodging and discounts across all social platforms | Send updated press release | Begin weekly print ads | Begin hanging posters | Begin digital & TV campaign | Radio schedule complete | Social media organic posting 3-4 times per week

**2 WEEKS OUT**



Begin radio campaigns | Schedule artist interviews for radio or print features | Increase frequency of print & social media ads | Refresh poster hanging | Deliver banners for hanging | Social media organic posting daily | Create media comp list for event

# MEDIA | TRADITIONAL & PR



- **ROCKY MOUNTAIN RADIO GROUP** | KZYR THE ZEPHYR [AA & Mixed] KKVM THE MILE [AA] | Gary Schwedt: [garys@kzyr.com](mailto:garys@kzyr.com), Tony Mauro: [tony@kzyr.com](mailto:tony@kzyr.com), 970.926.7625
- **NPR/CPR KPRE [Public, Classical]** | Mark McCain: [mmccain@cpmail.com](mailto:mmccain@cpmail.com), 970.241.5776
- **ALWAYS MOUNTAIN TIME RADIO** | KKCH THE LIFT FM [AC] KSKE SKI COUNTRY [Country] KQSE LA NUEVA [Hispanic] Scott Barr: [scott@alwaymountaintime.com](mailto:scott@alwaymountaintime.com), 970.949.0140 x206



- **TV8 [Resort Content] Local, Front Range, Livestream** | Lindy Phannenstiel: [lindyp@vailresorts.com](mailto:lindyp@vailresorts.com), 970.754.8888
- **Comcast Spotlight [Linear & Premium TV, VOD] Local, Regional** | Meagan Pouch: [meagan\\_pouch@comcast.com](mailto:meagan_pouch@comcast.com), 970.409.7209



- **Colorado Mountain News Media [Vail Daily, Daily Weekly, Vail Lifestyle Magazine + other mountain resort newspapers]** | Holli Snyder: [hsnyder@cmnm.org](mailto:hsnyder@cmnm.org), 970.390.2556
- **Vail/Beaver Creek Magazine** | Kristin Norrgard Jennings: [kjennings@vailmag.com](mailto:kjennings@vailmag.com), 970.476.6600
- **Vail Valley Magazine** | Joette Gilbert: [joette@vailvalleymagazine.com](mailto:joette@vailvalleymagazine.com), 970.376.5158



- **Vail Bus & Eagle County Airport** | TIGA Advertising, Greg Moffet: [greg@busad.com](mailto:greg@busad.com), 970.476.8528
- **Eco Bus [Eagle County]** | Street Media Group, Ric Dittman, [ric.dittman@streetmediagroup.com](mailto:ric.dittman@streetmediagroup.com), 720.500.2201
- **Avon Bus** | Street Media Group, Ric Dittman, [ric.dittman@streetmediagroup.com](mailto:ric.dittman@streetmediagroup.com), 720.500.2201



- **Public Relations | Earned Media [Include the following on all press releases]:** Vail Daily, Summit Daily, Glenwood Springs Post Independent, KZYR radio, AMT radio, TV8, Vail Valley Partnership [Chamber of Commerce], Vail Welcome Center, Beaver Creek Information Center, Town of Avon, partners & sponsors

# MEDIA | SOCIAL & DIGITAL



- Tag all posts: @TownofAvonColorado | <https://www.facebook.com/TownofAvonColorado/>
- Invite Avon to co-host your event
- Invite bands, sponsors and other partners to co-host your event
- Share relevant posts to your event or page from Town of Avon, artists, sponsors and other partners



- Add Avon, Colorado as location to all posts
- Repost relevant posts from artists, audience, sponsors and other partners



- On-Mountain Digital Display/Vail, Beaver Creek + + | Lindy Phannensteil: [lindyp@vailresorts.com](mailto:lindyp@vailresorts.com), 970.754.8888
- Comcast Spotlight [Xfinity] | Meagan Pouch: [meagan\\_pouch@comcast.com](mailto:meagan_pouch@comcast.com), 970.409.7209
- Everything Vail Valley [[vailvalleyevents.com](http://vailvalleyevents.com)] | Unpaid calendar inclusion on [vailvalleythisweek.com](http://vailvalleythisweek.com): <https://vailvalleythisweek.com/joinin> | Featured (paid) inclusions on calendar, facebook, blog, video & newsletters: Ted O'Reilly: [toreilly@swiftcom.com](mailto:toreilly@swiftcom.com), 970.748.2919



- Tag all tweets: @TownofAvon | <https://twitter.com/TownofAvon>
- Invite Avon, bands, sponsors and other partners to follow event
- Retweet relevant tweets from artists, audience, sponsors and other partners



- Each post & tweet should tag all relevant bands, artists and sponsors for event
- Include relevant hashtags #liveforlivemusic #Colorado #festivals, etc.
- Target parallel audiences in Aspen, Carbondale, Basalt, Glenwood, Steamboat Springs, Gypsum, Eagle, Edwards, Vail, Frisco, Silverthorne, Breckenridge, Keystone on social media ad buys
- Investigate Bands In Town and JamBase to target live music consumers through email & social ads

# PREFERRED VENDORS

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## DESIGN & GRAPHICS:

**Open Mind Studios** | Jodi Wegner: [Jodi@openmindstudios.com](mailto:Jodi@openmindstudios.com), 920.208.0359

**UpWork.com:** Design & graphics freelancers for all budgets

## COLLATERAL PRINTING:

**Boneck Printing** | Tim Schmidt: [tims@boneck.com](mailto:tims@boneck.com), 920.694.0024

**Office Depot** | Online [full bleed for delivery or in-store pickup], Glenwood Springs Office Depot [not full bleed, same day pickup]

**Copy Copy Avon** | [avon@copycopy.biz](mailto:avon@copycopy.biz), 970.949.9385

## BANNER PRINTING:

**Signature Signs** | Tom Rollins, [tom@328sign.com](mailto:tom@328sign.com), 970.328.7446

**Brand-On!** | Justin Carter, [justin@brandonexpert.com](mailto:justin@brandonexpert.com), 719.216.3455

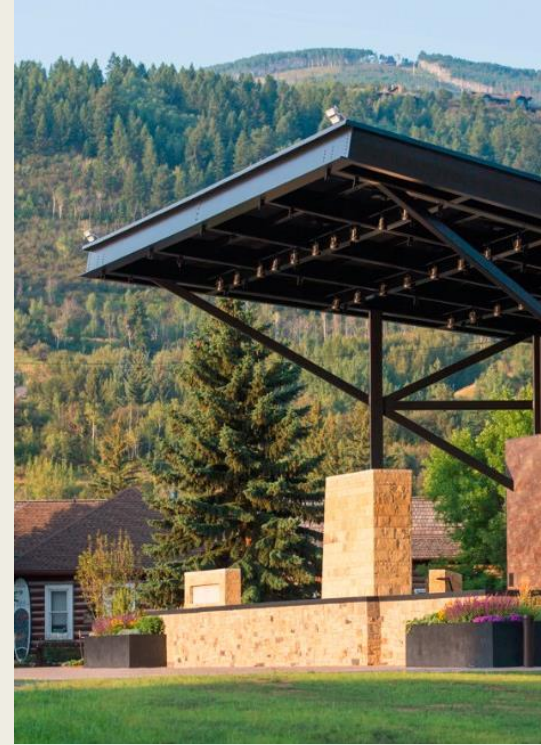
## PHOTOGRAPHY & VIDEOGRAPHY:

**ShowLove Media** | John-Ryan Lockman, [johnryan@showlovemedia.com](mailto:johnryan@showlovemedia.com), 706.338.8798

**Licensed Drone Pilot** | Shane Foley, [shanefoley@gmail.com](mailto:shanefoley@gmail.com), 970.331.2975

## EVENT MARKETING MANAGEMENT:

**Onyx & Company** | Shelley N. Woodworth, [shelley@onyxandcompany.com](mailto:shelley@onyxandcompany.com), 970.331.4802





**AVON**  
COLORADO

Photography: Jack Affleck, Jules King, Zach Mahone, Justin McCarty  
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