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To: Vail Town Council

From: Marc Murphy, Director of Partner Marketing, Burton & Whitney Heingartner,
Manager Partnerships, Burton

Date: May 1, 2018

Subject: 2018 Burton US Open Snowboard Championships Event Recap

I. BACKGROUND

Burton US Open Snowboard Championships event promoters will provide a 2018 event recap noting some of the community and economic benefits to the Town of Vail. Please note the presentation will only be a portion of the slides included in the packet in order to meet the 20 minute time limit.

II. ACTION REQUESTED OF COUNCIL

None – informational only.

ATTACHMENTS

Description

Burton US Open Snowboard Championships Presentation

Surveyed Event Recap: 2018 Burton US Open



May 1, 2018



Burton US Open Snowboarding Championships: March 5, 2018 – March 10, 2018

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Table of Contents

Introduction	Page 4
New Burton Trail Map	Page 5
Sustainability	Page 6
Athlete POV	Page 9
Goals and Objectives	Page 10
Highlights	Page 11
Additional Wins	Page 12
Lessons Learned	Page 13
RRC Survey/General USO Findings	Page 14
USO Visitor/Attendance	Page 16
Lodging	Page 24
NPS	Page 26
Revenue and ROI	Page 28
Community	Page 30
Broadcast/Webcast	Page 33
Marketing and Promotion	Page 37
Social Media	Page 41
PR/Communications	Page 48
Event Budget	Page 56
Appendix A: RRC Survey, Burton Dash Analysis	Page 58
Appendix B: RRC Survey, USO Intercept	Page 59
Appendix C: Contractual Deliverables	Page 60



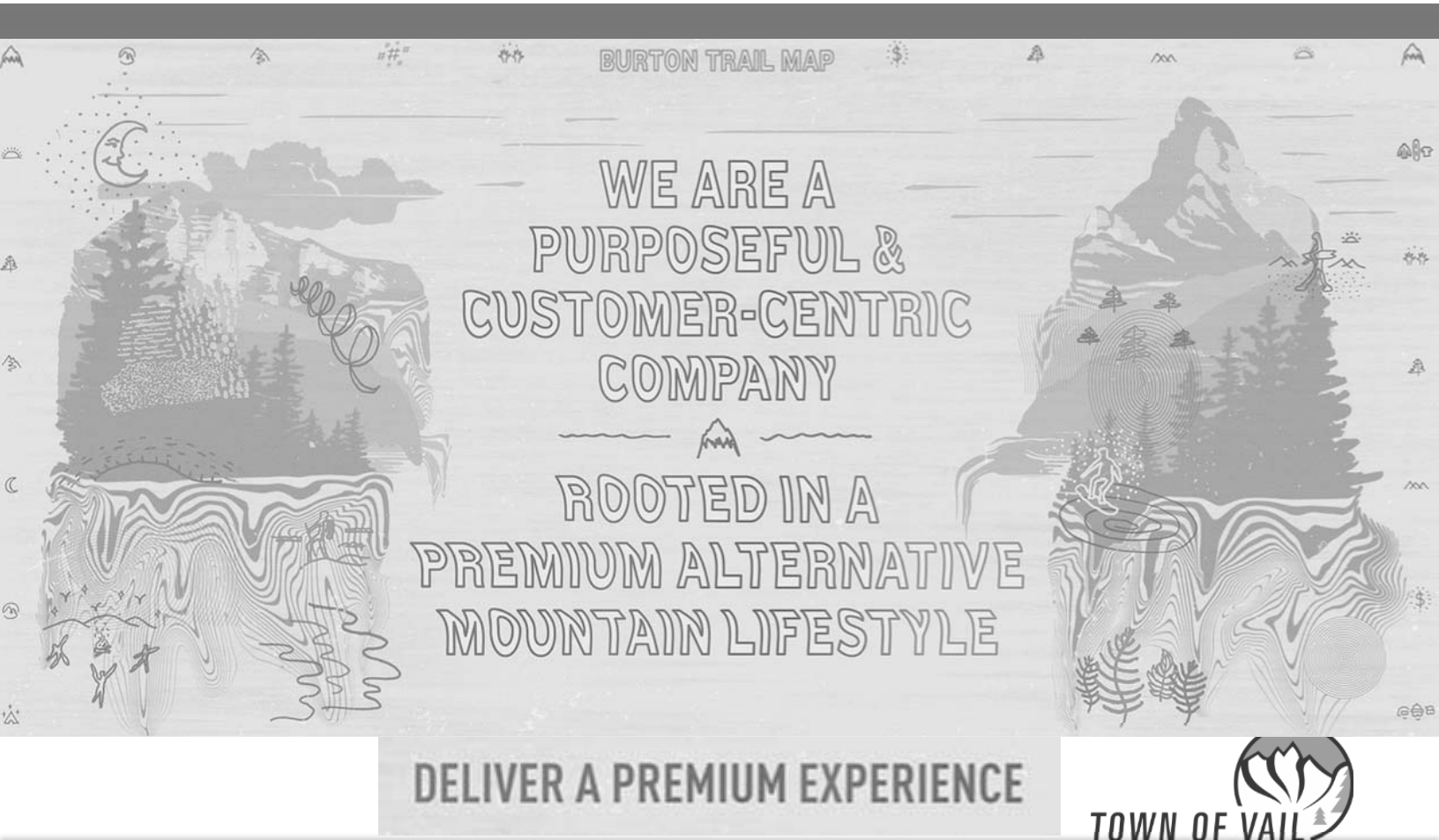
Introduction

Burton's commitment with our key Partners to provide a premier event and to uphold our legacy and heritage of the US Open is unwavering.

Vail is our home.



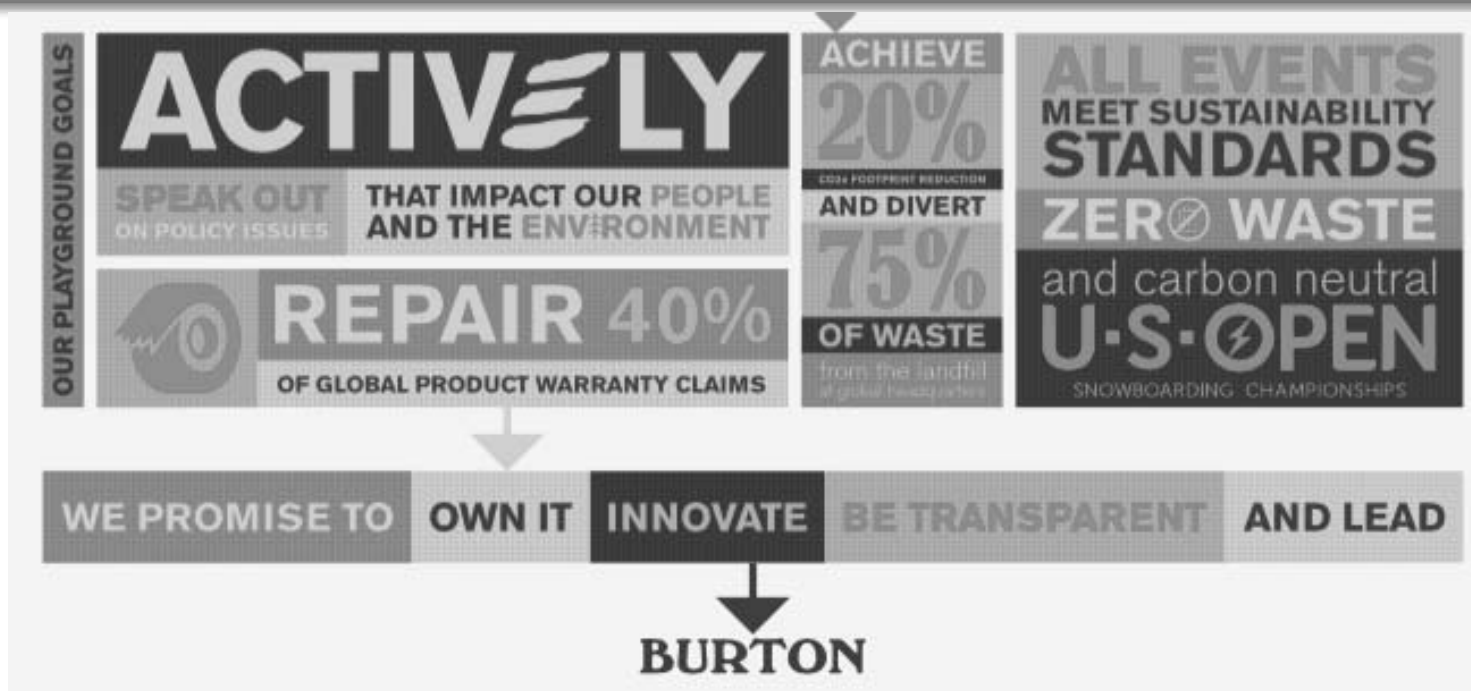
Burton- NEW Trail Map



2020 Sustainability Goals



2020 Sustainability Goals



USO Sustainability Efforts

Sustainability:

Burton has a responsibility to protect the playground that sustains our sport and lifestyle. That responsibility includes the events we hold, at our own facilities and beyond. We have a goal to produce a carbon neutral and zero waste Burton US Open by 2020.

Carbon:

The Burton US Open is a carbon neutral event. In partnership with Vail Resorts, we measure our carbon footprint from build out through break down and then invest in renewable energy to offset our emissions impact. The offsets purchased following the 2017 Burton US Open generated solar energy while additionally supporting urban forestry in New York City.

Waste Diversion:

Burton partnered with the Walking Mountains Science Center and Vail Honeywagon to drive efforts toward zero waste. Sorting through all event waste by hand, we diverted more than **62.83% diversion** away from the landfill toward reuse, recycling, and composting. Burton is working with its event partners and sponsors to reduce inputs and improve the quality of materials. In 2018, all food and beverage service ware was recyclable or compostable, and all event signage was recycled.



Athletes POV

“The Burton US Open is the best way to end the season and gets me pumped to start the next season. Between the weather and being with all my friends, I feel like I’m on Spring break.” – **Chloe Kim**

“I didn’t really, to be honest, grow up watching the Olympics. It was always the Dew Tour, X Games and US Open that I was watching.” - **Red Gerard**

“The US Open is the oldest snowboarding contest and if there’s one contest I don’t want to miss, it’s this one.” – **Sebastien Toutant**

“This place definitely feels like a second home to me.” – **Ayumu Hirano**

2018 Goals and Objectives

- Provide greater focus and investment in key areas:
 - Sustainability
 - Guest experience (signage, wayfinding, registration)
 - Partner activations (Mini Park, Lionshead, consumer/VIP experience)
 - Lifestyle programming
 - VIP program



Highlights

- Junior Jam Presented by Clif Bar
 - Youth support programming
 - Microsoft, Uber
- Olympic welcome home moment
- Expanded Footprint
- Flawlessly programmed 19 musical acts across 4 nights at Solaris with new backstage VIP area



Additional Wins

- Partner village
- Return of Sal Masekela as RBTV host
- Burton pop up shop
- Attendance



TOWN OF VAIL

Lessons Learned

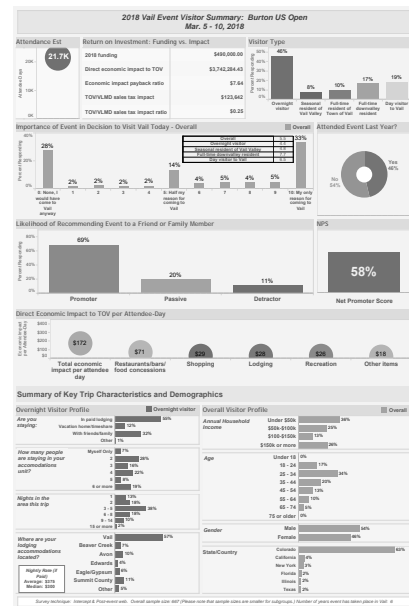
- Solaris is our music venue
 - 4 nights
 - Appropriate demographic
 - VIP element
- We need to stay focused on what is working and continue on that success



RRC Survey Results & General USO Findings

USO Intercept & Web Survey Survey (Commissioned by Burton, Appx A & B)

2018 Burton US Open Visitor Research Intercept & Web Survey Results



RRC Conclusion

Overall, the Burton USO survey results in 2018 tracked closely with results observed in 2015 to 2017. The USO continues to show strong contributions to the Town of Vail measured in terms of respondents' decision to visit Vail, likelihood to attend the Burton US open in the future, likelihood to purchase Burton products, and net promoter score. Furthermore, this year saw a slight increase from 2017 in the share of attendees who didn't ski or snowboard that day, suggesting incremental gains in visitation.

These metrics highlight that the US Open is successful in both attracting new attendees to the event and also demonstrates a high level of satisfaction with the experience among repeat attendees. Results continue to highlight that the US Open is successful in reaching an audience that differs from the typical profile of Vail visitors during late February/early March. Once again in 2018, a major share of attendees were young adults aged 18 –34, relatively less affluent than the typical February/March visitors to Vail, and likely to be snowboarders on Vail Mountain. However, it should be noted that the event profile, as measured through surveys, showed attendees to be slightly older than in 2016 and more affluent than in the prior two years of the event. This suggests that the visitor profile may be gradually becoming more similar to the typical Vail March visitor profile; if a trend, it might warrant further exploration in the future.



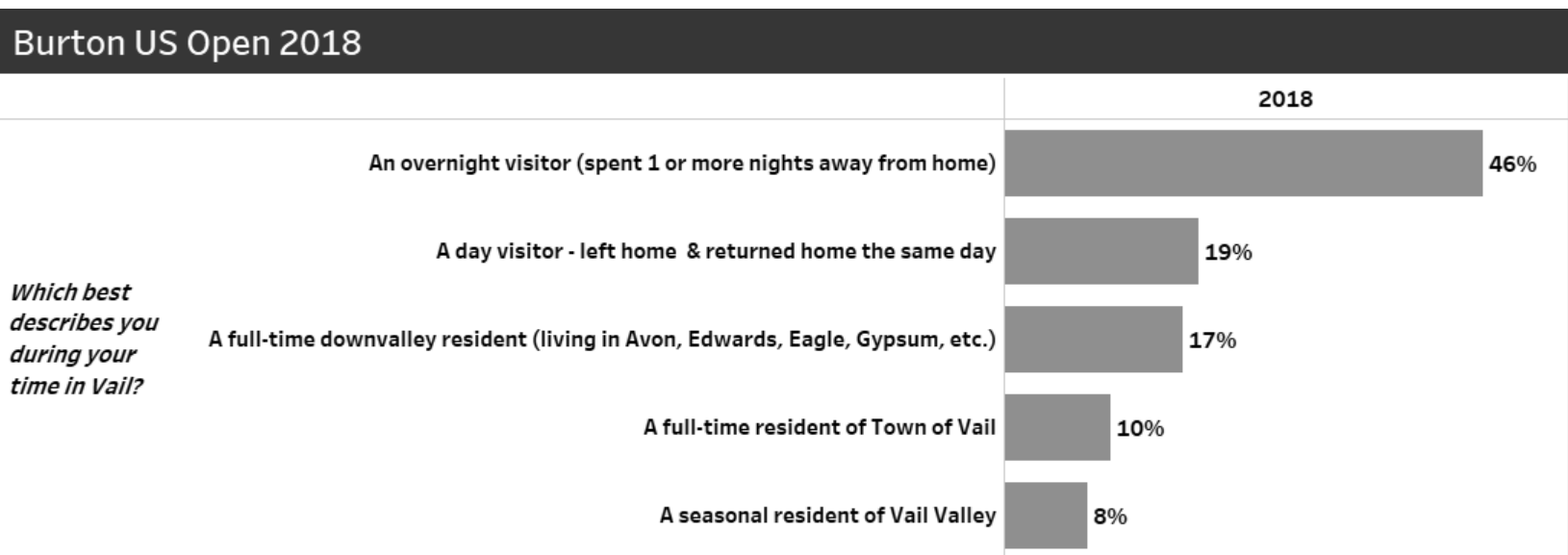
Attendance



Attendance at the 2018 USO was strong with over 21,700 unique attendees across the 4 main days of the event.

Spectators vs. Impressions	Unique Spectators	Comp Venue	Sponsor Villages	Solaris - Concerts/B roomball	Riglet	Total
2018 (3/5-3/10)	21,700	19,800	25,000	18,850	175	63,825
2017 (2/27-3/5)	22,200	13,750	26,900	21,200	293	62,143
2016 (2/29-3/6)	21,500	14,600	21,060	22,300	250	58,210

Visitor Type

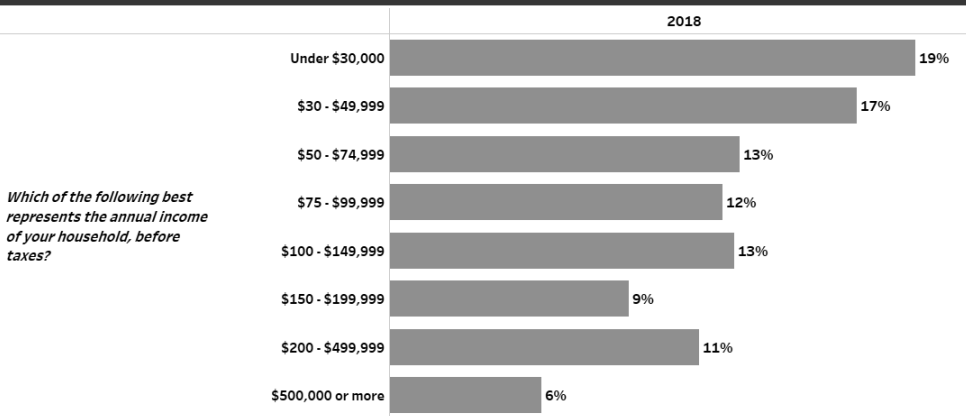


Source: RRC Associates

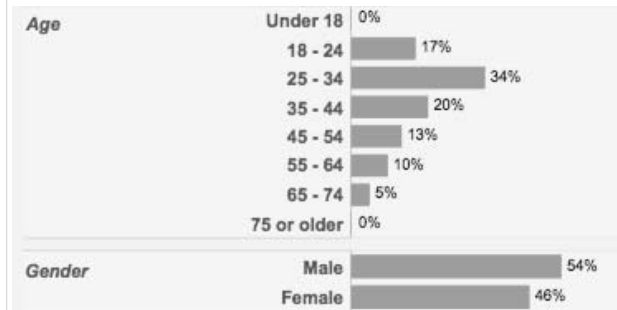


Visitor Profile: Demographic

Burton US Open 2018



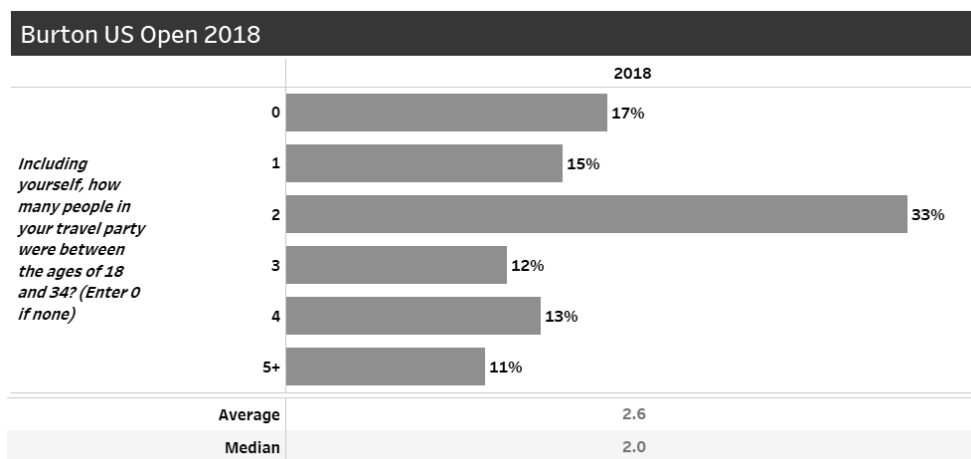
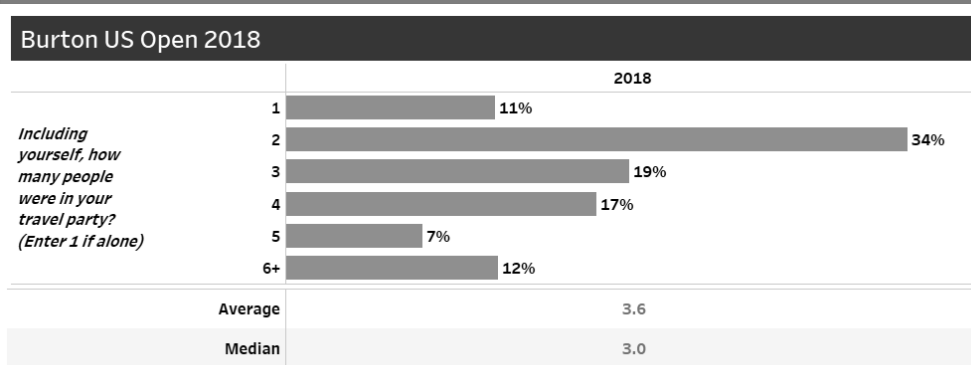
Source: RRC Associates



- Respondents had a median age of 34.0. This is similar to 2017. The data indicated that's the US Open is again attracting a notable share of millennial attendees.

Visitor Profile: Travel Party

- Guests attending the US Open travel in groups of 2 or more which cuts down on traffic, easing environmental impact and safety concerns

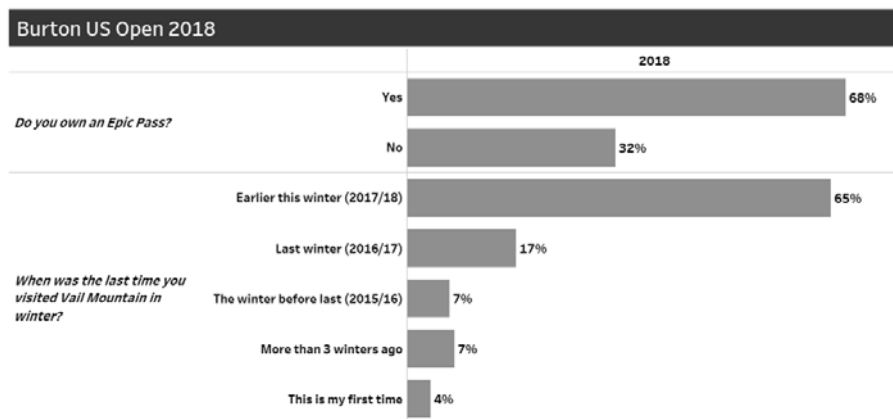
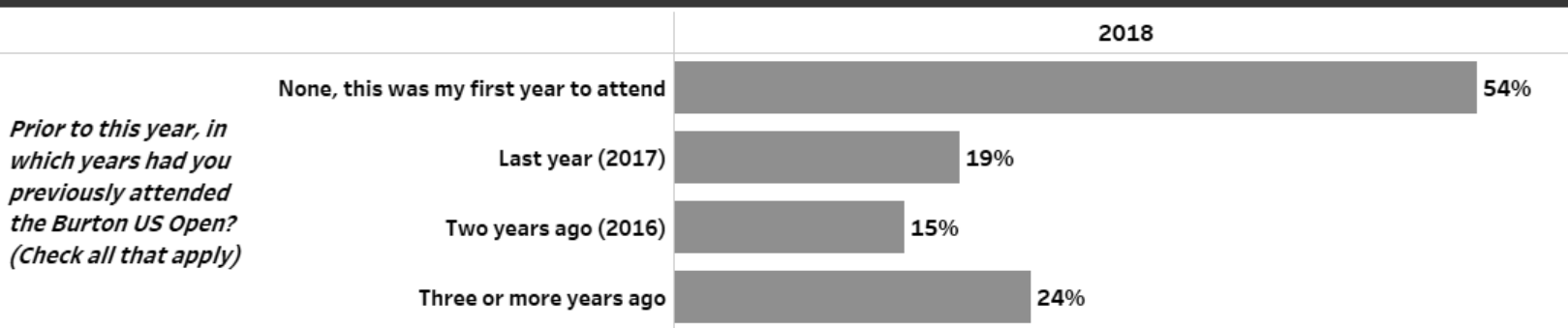


Source: RRC Associates



Visitor Profile: Activity

Burton US Open 2018

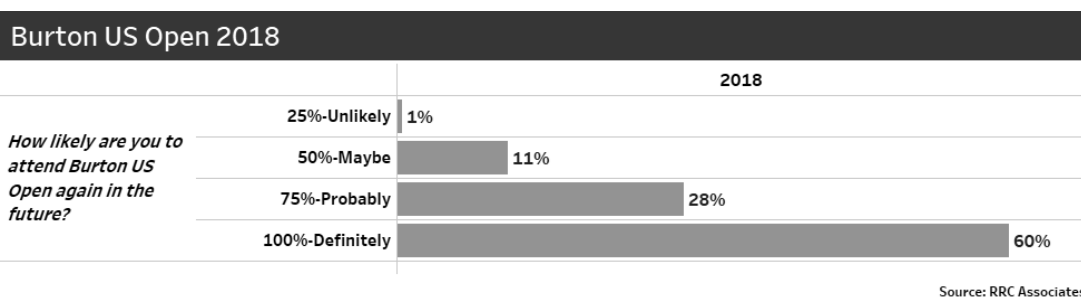


Source: RRC Associates

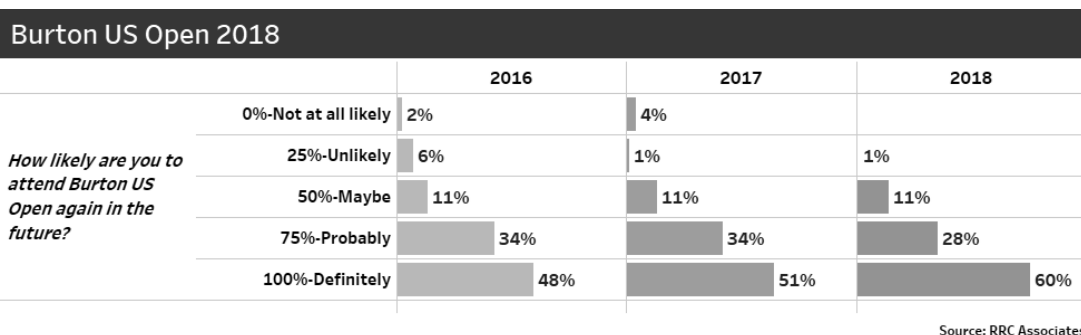
Source: RRC Associates



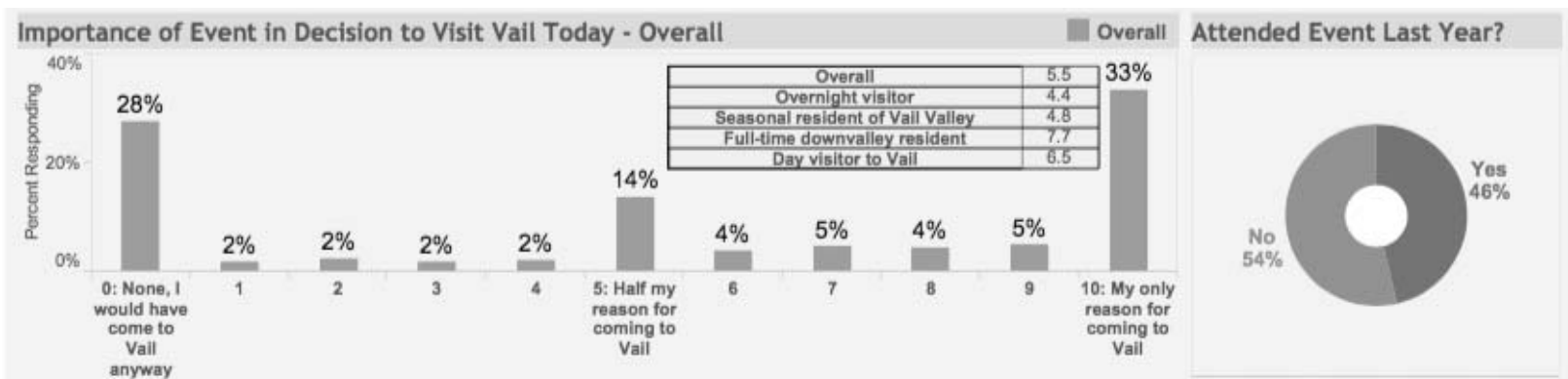
Visitor Profile: Frequency



- The share of respondents reporting that they will likely return increased by 9% from 2017 and is significantly up from 2016, indicating positive growth and popularity. Even amongst attendees in town for Spring break.

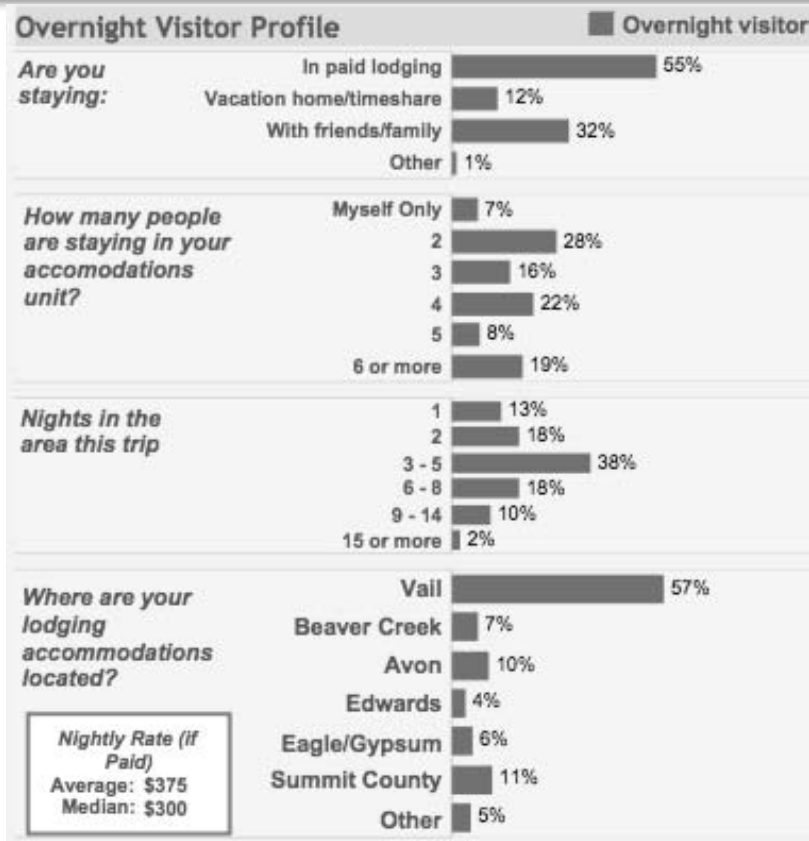


Importance of Event to Visit Vail



- 51 percent of spectators came to Vail for USO. This is the segment that represents new activity for Vail

Overnight Visitor Profile



Business Impact – Lodging

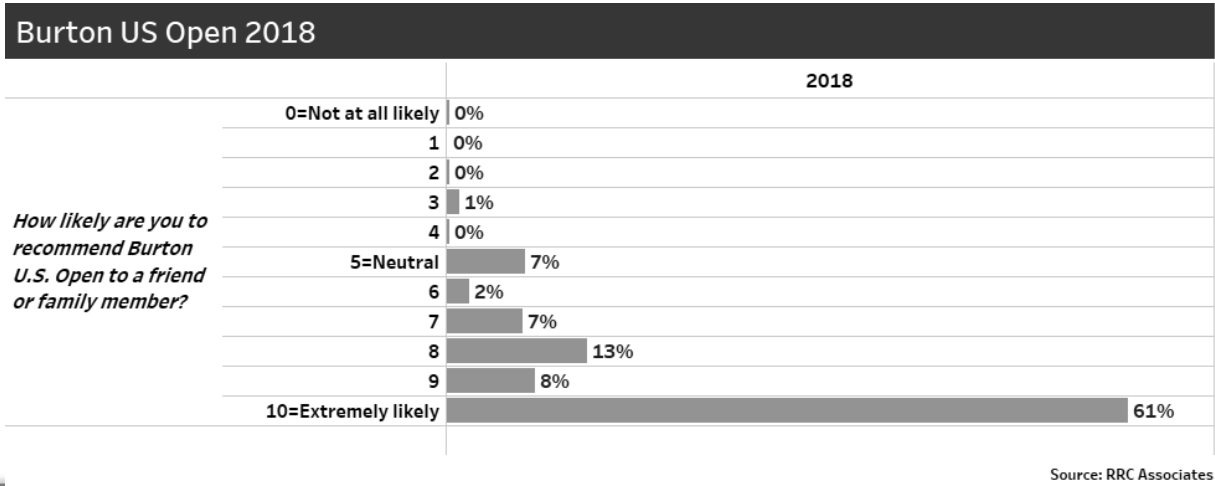
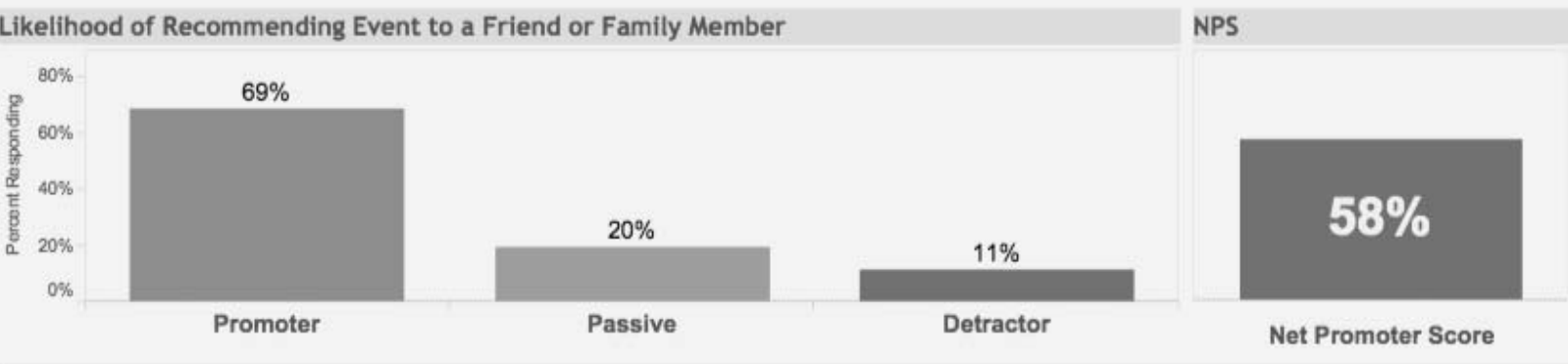
- Under the Burton room block, 281 rooms/suites/condos were reserved, 516 people, 1849 nights, \$969,656.87 dollars

Lodging Tallies	Event Week High	Event Week Low	March ADR	Room Nights
2018	Mar 10 (Sat) 91.06%	Mar 5 (Mon) 78.72%	\$605	1849
2017	Mar 3 (Fri) 93.4%	Feb 28 (Tues) 78.2%	\$634	1774
2016	Mar 5 (sat) 96%	Feb 26 (Mon) 80%	\$571	1741

Business Impact – Lodging

“The Burton USO continues to be one of our favorite events every year. The event constantly brings an energetic and enthusiastic crowd to Vail and we are proud to be a partner of the event, as it has always been a pleasure to work with the Burton team and their sponsors. The positive energy can be felt throughout the event- just so much fun to also attend the events. The USO brings a great and consistent boost in business to our hotel and restaurant outlets, as well as to the town as a whole. We sincerely hope this event will come to Vail for many more years to come!” **Patricia McNamara, Director of Sales & Marketing, Sonnenalp**

NPS (Net Promoter Score)/Likelihood to Recommend



NPS – Positive Impact & Experiences

“It's the best damn event of any kind in Vail all year long. No other event comes close to the influx of hotel and restaurant reservations, retail uptick, bar spends, etc.” **James Deighan**
Business and property owner in Vail since 1989

“My son is such a huge snowboarder and we have been able to come to the last 2 US Opens. This event was more special as he watched every snowboarding competition during the Olympics and then we came to Vail. He absolutely loves to watch the half pipe and being able to get right there from the mountain is amazing.” **Jeannie Smith, New Jersey**

“Best event in the winter in Vail.” **Mark Collins, Denver [works on the mountain at Mid Vail]**

“This is the first time my family is here during the Burton event and we have fallen in love with it and I don't even snowboard! Walking up to the half pipe and watching those athletes is incredible. I have seen it on tv but it isn't the same as standing there and watching it live.”
Tim Persons, Chicago



Remarkable ROI

Return on Investment: Funding vs. Impact

2018 funding	\$490,000.00
Direct economic impact to TOV	\$3,742,284.43
Economic impact payback ratio	\$7.64
TOV/VLMD sales tax impact	\$123,642
TOV/VLMD sales tax impact ratio	\$0.25

- The daily economic impact per attendee was \$172
- The direct economic impact to Vail by attendees was \$3,742,284.43
- ROI to Vail (based on attendees): \$7.64

Direct Economic Impact to TOV per Attendee-Day



ROI: Parking Revenue

Burton Parking Stats - 2016 - 2018			
Year	2016	2017	2018
Monday	4,081	4,038	3,825
Tuesday	4,106	4,065	4,220
Wednesday	4,359	4,911	4,641
Thursday	4,087	5,165	5,406
Friday	6,042	6,235	5,726
Saturday	6,556	6,026	6,010
Total	30,241	32,049	30,521

Total number of cars in the Lionshead parking structure, Vail Village parking structure, and Frontage Rd. overflow

Community Contribution – Concerts

USO Concert Stage Solaris: 19 free music acts across 4 nights, achieving massive success + 6 nights of music at Shakedown

After Party: The Dobson Ice Arena provided the premium atmosphere for the closing celebration for 3,400+ guests



Community Contribution – School Outreach

School Outreach Programs: Partnering with the Children's Garden of Learning and Red Sandstone Elementary, local youth were offered the experience of VIP viewing & Riglet

- Red Sandstone Elementary:
 - 160 first to fifth grade students experienced the action from the front row in VIP Viewing for Slopestyle and Halfpipe semifinals. Students were cheering, high-fiving top riders, getting autographs and taking selfies
- Children's Garden of Learning:
 - 30 preschoolers (age 3-5) took part in Burton's Riglet Learn-to-Ride program at Golden Peak

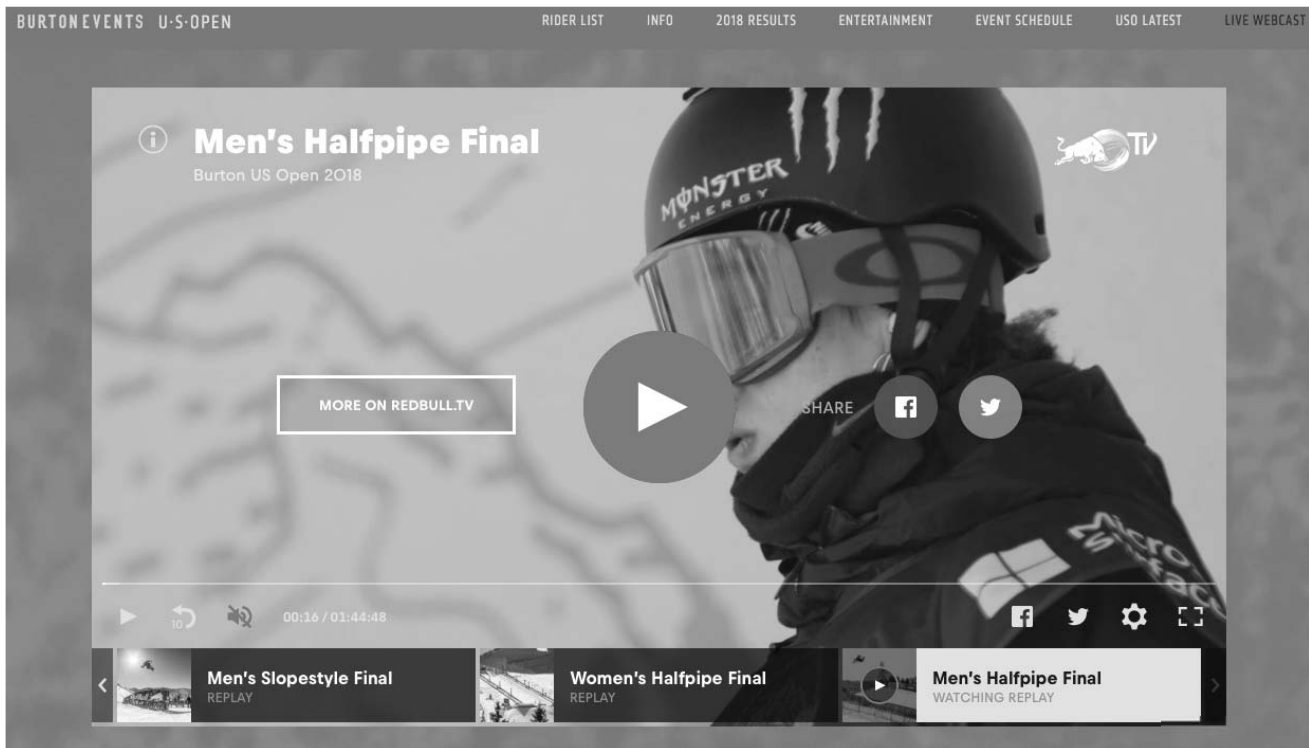


Community Contribution – CHILL

- The CHILL Fundraiser was hosted at the newly renovated Ski and Snowboard museum
- CHILL had an extremely successful week raising money for the program through activities in Vail
 - Partnership concession sales contributed \$21,309.95 to CHILL
 - Retail donations at Burton Pop Up Shop raised \$2,406
 - CHILL fundraising party raised \$7,394



Webcast



Webcast

Red Bull Media House covered 5 days of Slopestyle and Halfpipe Competition, including the introduction of an alternate Facebook Live stream including behind the scenes content. Additionally, there was a stand-alone live stream of the Junior Jam and the Semi Finals were made available on Red Bull Youtube Channels, as well as the three competition Finals. Simulcasts on Facebook Live and Youtube exceeded 3.1 Million views

Key Outcomes:

- Total live and VOD views across the Red Bull Media Network (Red Bull TV, Facebook, Youtube, Twitter) totaled 3.1 Million Views, which is an increase of 1.1 Million from last year despite not syndicating the Finals on Facebook or Youtube, or broadcasting the Women's Slopestyle Final.
- For Red Bull TV live, the average minutes watched increased from 39 mins to 44 mins, coupled an increase in average minutes watched on TV Devices (compared to Web and Mobile).
- Athlete success drove country viewership and our top viewed nations were once again USA, Japan and Canada.
- This year specialty content was clipped for Video-on-demand, including winning runs, features and the Post Shows, totaling to an additional 198,000 views and 650,000 minutes watched. The average view time for the Post Shows exceeded 12 mins, which is indicative of high viewer engagement with a majority of viewers consuming the post show start to finish.
- The Men's Halfpipe Competition was once again the most viewed show, with concurrent viewing metrics showing a steady increase in engagement right up until the final runs.



Domestic TV

Domestic TV	Total Programs	Total Viewers
2018 (FS2, FSN, TV8)	4 Original + reairs	887,000
2017 (FS2, FSN)	4 original + reairs	539,000
2016 (FS2, FS1, FSN)	4 original + reairs	303,000
2015 (FS2,FS1, FSN)	7 original + reairs	2,027,000

- The USO programming featured Vail/Town of Vail in all of the programs. TOV received 4 commercials and 2 billboards that ran in USO programming (and the re-air)

*Broadcast coverage will continue to grow with additional re-air



Global TV

- IMG continued to leverage its position as the world's largest distributor and producer of sports media, producing and distributing the USO live international world feed, Slopestyle and Halfpipe Final Highlight shows, and live VNR news clippings from all finals shows
- Burton continued to distribute the US Open around the world via IMG Media:
 - Live and Highlight Shows:**
 - Potential Household Reach – 130 Million
 - Broadcasters – 29
 - Territories – 83+
- **Key Wins:**
 - There has been a significant increase in the number of live/highlights broadcasters from 20 (2017) to 29 (2018), including notable European broadcasters such as Pro7, SFR Sport, Sky Sports, Viasat and Asian broadcasters such as Tencent, Dazn, Fox Sports, Starhub and Edgesport
 - The Number of Broadcast territories reached increased significantly across all regions, which is a good measure of the growing global reach
 - Home Reach – Potential home reach continued to increase in the Americas, Europe and Japan; there was an approximate increase of 45 million homes due to the addition of new broadcasters within these regions
 - A number of airlines took the highlights in 2017, and IMG aim for an even more substantial in-flight distribution in 2018
 - The Winter Olympics certainly helped build interest for the US Open. Snowboarding continues to grow mainstream interest in general and the impressive roster of riders and Olympic Medalists at the US Open helped foster interest from the international market



Marketing and Promotion

Burton made marketing efforts to reach out to a local, regional, national and international audience via owner, earned and paid channels



TOWN OF VAIL

Print Advertising

Print Advertising	2018 Total Impressions
Snowboarder	1,400,000
Transworld	1,000,000
Vail Daily	350,000
Vail Weekly	80,000
Westword	370,000
Colorado Daily	65,440
TOTAL	3,350,400

The campaign included a comprehensive distribution plan of print assets throughout the Eagle valley and Front Range territories, more traditional, high visibility insertions in several endemic publications, as well with paid and editorial content in music and lifestyle publications to target the youth demographic.

Digital Advertising

Digital promotion was deployed over owned and paid channels; including Burton.com, email, social, display and video. The most significant change in 2018 included bringing Paid Digital in-house, allowing the Burton team to have a more targeted approach to display marketing and amplify the reach of live content on-site, resulting in a 178% increase in paid social impressions compared to 2017.

Paid Digital **3,615,204 total**

Paid Display: **Total 1,566,442 impressions**

Paid Social: **Total 1.7m impressions**

Facebook 774,235 impressions

Instagram 858,871 Impressions

Twitter 68,056 impressions

Paid Youtube **Total 450,568 impressions**

Destination Driver 353,310 impressions

Live Tune In Messaging 97,258 impressions

Paid Snapchat **Total 347,600 impressions**

Concerts and Parties 63,000 impressions

Competition and Sponsor Village 284,600 impressions



Digital Advertising

Partner Social

	18,072,991 impressions
The Enthusiasts Network	2,801,480
Red Bull	14,240,000
Vail Resorts	660,601
The World Snowboard Tour	386,438

Web & App Traffic

	3,337,438 impressions
Burton.com (USO Pages)	2,982,874 impressions
BurtonUSOpen.com	345,463 impressions
Burton USOpen App	9,101 users

Social Media

- Instagram continued to grow as the primary Social Media platform, increasing 32% year-over-year, with Instagram Stories playing an important role in this growth. Stories contributed to 21% of total impressions, and while individual stories averaged less views compared to a normal Instagram post, engagement was extremely high with 95% of users watching through to completion
- There was a 24% increase in engagement across all social channels, which could be attributed to strategically curating content to better exploit each channels' user behavior. Twitter was a good example of this, despite being limited to competition and event status updates, it garnered almost twice the number of likes, comments and retweets compared to 2017
- Similar to the Digital Broadcast, there was a focus on sharing shorter, more easily digestible content alongside long-form content. The Youtube reach increased in 2018 with an addition 16 highlight and individual rider run videos being produced, resulting in an additional 200,000 views

Social Media

The 2018 social strategy was developed to provide a real-time experience, playing to the strengths of each social channel via curated content during both the buildup and execution of the event.

- Instagram was the vehicle for higher quality content
- Instagram Stories was used for exclusively “behind-the-scenes”
- Twitter was used for real-time competition results and in-venue updates
- Facebook was primarily used to host video and photo libraries, as well as drive traffic to the live stream or Red Bull Facebook Live show
- YouTube is where we shared all US Open video content, including full broadcast replays and individual broadcast features

Burton Social Coverage:

- 15,549,777 Total reach
- 424,802 Likes
- 2,626 Comments
- 8,058 Shares



Social Media

Burton Facebook:

- 51 Posts
- 2,563,564 Impressions
- 660 Likes
- 8,516 Comments
- 477 Shares

Burton Twitter:

- 201 Tweets
- 3,766,654 Impressions
- 20,565 likes
- 127 comments
- 6,261 Retweets

Burton Instagram

- 41 Posts
- 48 Stories
- 18,450,916 Impressions
- 392,975 Likes
- 1,727 Comments
- 3,900,036 Story Views

Burton YouTube:

- 48 Videos
- 578,867 Impressions
- 693,280 Minutes watched
- 2,746 likes
- 112 Comments
- 1,320 Shares

Top Social Media Clips: Facebook



IMPRESSIONS
140,847

VIDEO VIEWS
23,614

LIKES
862



IMPRESSIONS
25,398

LIKES
156



IMPRESSIONS
1,884

LIKES
7

TOWN OF VAIL

Top Social Media Clips: Instagram



IMPRESSIONS
140,847

VIDEO VIEWS
23,614

LIKES
862



IMPRESSIONS
25,398

LIKES
156



IMPRESSIONS
1,884

LIKES
7

Top Social Media Clips: Twitter



IMPRESSIONS

567,864

LIKES

17,625



IMPRESSIONS

102,452

LIKES

8,029



IMPRESSIONS

19,800

LIKES

883



Top Social Media Clips: Youtube



VIEWS
56,797

LIKES
446



PR/Communications

“Having grown up snowboarding in the mountains of Quebec - not far from Burton's home base in Vermont - visiting Vail for the first time, during the 36th U.S. Open was a dream come true. Though I have the utmost respect for the often icy and unforgiving conditions of the north east, the scale of the Colorado Rockies is on another level. This elevation (literally and figuratively) exemplifies Burton, the U.S. Open and it's participant's evolution to truly world class. And even though many of the young riders had recently become decorated Olympians, the vibe was still very much that of an intimate family affair. Decades of Burton legends, their friends and fam all pow-wow'd around the bottom of the pipe, sitting down on the snow, as the next generation continued to push the limits of this crazy thing we call snowboarding.” **Pete Williams, HighSnobiety**

Eddie Pells, sports editor at The Associated Press, referred to The U.S. Open as “The most prestigious halfpipe titles this side of the Olympics.”

“It's different from any other snowboard event you've been to, but putting your finger on the one thing that makes it special is difficult. And it is... special. There's an energy that exists at the U.S. Open that's like no other.” – **KingSnowMag.com / Story by: Staff**

“In its 36th year, the longest-running event in snowboarding has earned the reputation as the most coveted title in the sport.” – **Story by: Paul McGaughey / CBC Sports (Canada)**



PR/Communications - Highlights

The 2018 Burton U.S. Open generated impressive interest across multiple media platforms around the world – especially thanks to the tremendous excitement around snowboarding and Burton following the Winter Olympics.

- During the lead up to the 2018 Winter Olympics, multiple mainstream media outlets utilized footage of the Burton U.S. Open in their editorial coverage of snowboarding, including **NBC Olympics** (Prime Time), **The New York Times**, **The Today Show**, **Outside TV** and more. In addition, before the Olympics and during gold medal press blitzes, Olympians and Burton riders mentioned the U.S. Open on **Jimmy Kimmel Live**, **CBS 'This Morning'**, **USA Today**, **TIME**, **Cosmopolitan** and more. As a result of this increased editorial exposure, the estimated ad value for editorial coverage of the U.S. Open more than quadrupled year over year: from \$17 million in 2017 to over \$82 million in 2018.
- In total, **100 media contacts representing 60+ press outlets** came out to cover the legendary event. Top outlets included **Associated Press**, **Denver Post**, **Transworld Snowboarding**, **Snowboarder Magazine**, **Forbes**, **NBC Denver**, **ABC Denver**, **Getty Images**, **The Roosevelts (RSVLTS)**, **HighSnobiety**, **The Olympic Channel**, **ESPN.com**, **Sportiva (JPN)**, **Tokyo Broadcasting**, **Nippon Television**, **Number (JPN)** and more.
- Specifically, during the event week, **300+ stories** ran across US endemic, national and regional outlets. Top national coverage included **9News.com**, **Popsugar.com**, **MSN.com**, **NBC Sports**, **The Olympic Channel**, **ABCNews.com**, **NBCOlympics.com**, **CBC Sports**, **Associated Press**, **RedBull.com**, **Outside Online**, **Bleacher Report**, **HighSnobiety Instagram**, and more. Top snowboard endemic coverage included **Transworld Snowboarding**, **Transworld Business**, **Shop Eat Surf**, **Unofficial Networks**, **The Inertia**, **Snowboard Mag**, and **Snowboarder**.



PR/Communications - Highlights

- As a result of PR hosting **HighSnobiety** at the U.S. Open, the outlet, which boasts 2.1m Instagram followers, posted two separate times with multiple photos, garnering 35,000+ likes combined, as well as posting about the G-Shock x Burton collaboration watch on **HighSnobiety Design**.
- In terms of local and regional outlets, Burton PR worked with Colorado and local Vail press to promote the event, and secured **200+** stories with **FOX Denver, ABC Denver, 9News.com, TV-8 Vail, Vail Daily, Summit Daily News, Vail.net, Aspen Times, and The Denver Post**.
- Burton PR coordinated **10+** interviews for **Vail Daily** and **TV8 Vail** that resulted in multiple entertainment preview stories, daily event features and LIVE coverage during the U.S. Open.
- In Vail, Burton PR **conducted four press conferences** with **50+ press** in attendance at each briefing. Burton PR also hosted press during the welcome party at Bol, Chill's event at The Colorado Ski & Snowboard Museum, and the VIP Burton Girls Ride Day and Après events.
- Burton PR coordinated and staffed **30+ interviews** with Burton executives, Shaun White, Mark McMorris, Kelly Clark, Chloe Kim, Red Gerard, Ben Ferguson, Spencer O'Brien, Elena Hight, Chris Corning, Arielle Gold, Kyle Mack, and Sébastien Toutant, leading up to and during the U.S. Open. Top resulting coverage includes **Associated Press, Denver Post, NBC Olympics, CBC, and USA Today**.
- Between January 2018 and April 2018, Burton PR **distributed 10 press releases** to **300+** media outlets globally.
- The above PR efforts **resulted in 1,121 U.S. Open stories**.



PR/Communications – Impressions Overview

IMPRESSIONS OVERVIEW

4,658,465,991.50 Total U.S. Open Impressions

Print: 11,994,424.50 Impressions

Broadcast: 25,740,706 Impressions

Online: 4,620,730,861 Impressions

VALUE OF MEDIA PUBLICATIONS OVERVIEW IN US DOLLARS

Total Ad Rate \$82,164,925.49

Print Ad Rate: \$12,683.14

Broadcast Ad Rate: \$3,738,803.17

Online Ad Rate: \$78,413,439.18


PR/Communications - Clips

3/11/18

Vail Daily
BRINGING COMMUNITIES TOGETHER
SUNDAY, 3 • 11 • 18 | VAILDAILY.COM | FREE

Halfpipe stars close out Open

Annual Burton US Open Snowboarding Championships put an end to an exciting season. **A20**



CHLOE KIM, left, and HANANA MATSUNOTO celebrate after the Women's Halfpipe Final for the Burton U.S. Open Snowboarding Championships on Saturday, March 10, in Vail. Kim took first and Hanana grabbed third.

CHLOE KIM, left, and HANANA MATSUNOTO celebrate after the Women's Halfpipe Final for the Burton U.S. Open Snowboarding Championships on Saturday, March 10, in Vail. Kim took first and Hanana grabbed third.

AP

After Olympic win, Chloe Kim puts fame, fun in perspective

By EDDIE PELLIS
Mar. 10, 2018

<https://www.vaildaily.com/story/sports/olympic-games/2018/03/10/chloe-kim-puts-fame-fun-in-perspective/5281180002700001>

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TOWN OF VAIL

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Mark McMorris leads star-studded slopestyle semifinal at Burton U.S. Open

Defending champ topped Norway's Marcus Kleveland with 2nd-run score of 83.85

CBC Sports · March 7



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lympic Channel
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ed 11:45am EDT

Kelly Clark to end season at Burton U.S. Open, then evaluate

Getty Images



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KING SNOW

2018 US OPEN OF SNOWBOARDING

PREVIOUS POST

NEXT POST

It's different from any other snowboard event you've been to, but putting your finger on the one thing difficult. And it is... special. There's an energy that exists at the US Open that's like no other. Compa X is a TV show, produced for your living room, which is literally the best seat in the house. Don't bot the curtain back will only disappoint. While the US Open was made to experience live. Like how you Rolling Stones. You gotta be there. To see the banners wave a bold-but-true statement: US Open TI Snowboarding Event. The USO is turning 36. That's effed up. Well on it's way to 40. Mind (pause) b responsible age fool you. USO can still party like a Millennial at midnight.

TRANSWORLD SNOWBOARDING

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The World's Top Snowboarders to Compete at the 36th Annual Burton U.S. Open Snowboarding Championships in Vail

March 01, 2018 By TransWorld SNOWboarding

1 SHARES



BURLINGTON, VT (March 1, 2018) - The 36th annual Burton U.S. Open Snowboarding Championships is thrilled to announce that over 50 Olympians are confirmed to compete next week at the world's greatest snowboard event at Colorado's Vail Mountain Resort March 5th -10th. Fifteen PyeongChang Olympic medalists will be among those battling it out for the coveted Burton U.S. Open halfpipe and slopestyle titles, including Halfpipe Gold Medalist Chloe Kim (USA), Slopestyle Gold Medalists Jamie Anderson (USA) and Red Gerard (USA), Big Air Gold Medalists Anna Gasser (AUT) and Sebastien Toutant (CAN), Slopestyle Bronze Medalist Mark McMorris (CAN), Halfpipe Silver and Bronze Medalists Ayumu Hirano (JPN) and Scotty James (AUS), and many more of the world's best snowboarders.



TOWN OF VAIL

Event Budget

- Total event budget: \$4,962,445
- Town Council Funds: \$490,000

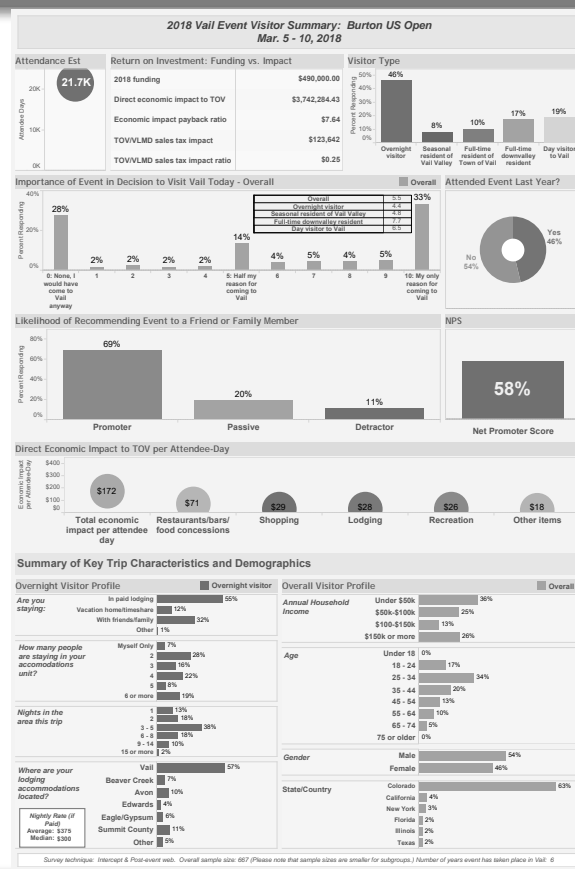
2018 US Open Budget		
Marketing		\$ 4,962,445
Marketing Campaign / Media Buy		\$ 66,700
Global broadcast production / distribution		\$ 890,500
Staffing		\$ 760,000
Course / Venue build		\$ 433,000
Event infrastructure		\$ 583,800
In-town activations		\$ 432,000
Security / Police / Medical		\$ 138,082
Branding		\$ 251,200
Food & Beverage		\$ 174,375
Lodging		\$ 804,751
Travel		\$ 48,537
Shipping / Storage		\$ 36,500
Prize Money		\$ 343,000

Appendix



TOWN OF VAIL

Appendix A: Burton Dash Analysis



Appendix B: Burton Intercept Survey

2018 Burton US Open Visitor Research
Intercept & Web Survey Results



Appendix C: Contract Deliverables

2018 Burton US Open of Snowboarding Town of Vail Rights and Benefits	
Burton US Open Sponsorship Rights and Benefits	
1) The right to Town of Vail name and/or logo I.D. on USO 4-color print ads in national publications	16) The right to the inclusion of 30 second of Vail footage in one or more USO television programs, Burton to produce;
3) The right to Town of Vail name and/or logo I.D. on three-thousand four hundred (3,400) USO posters and eight-thousand five hundred (8,500) event flyers;	17) The right to quality talent for the Solaris USO concerts;
4) The right to Town of Vail name on the USO media releases;	18) The right to visibility via Burton's global television distribution;
5) The right to Town of Vail name and/or logo I.D., with link, on the landing page and sponsor page of the USO website to launch in January 2017;	19) The right to an increased paid USO marketing/social media push and presence into key domestic and international Town of Vail markets;
6) The right to Town of Vail name and/or logo I.D. on twenty (20) Rider/Competitor bibs;	20) The right to a continued Town of Vail merchant outreach and support program surrounding the USO (Après All Day Program) - Larkspur, Red Lion, Pazos, Garfs
7) The right to Town of Vail signage displayed in the USO competition venue and sponsor village. Burton to produce no less than ten(10) 3'x8' coroplast signs and the necessary 3'x8' vinyl banners;	21) The right to the expansion of the Right program to Golden Peak;
8) The right to Town of Vail name and/or logo I.D. on the 8'x8' USO awards backdrop;	22) The right to a TOV to be included in the NEW USO App
9) The right to a minimum of fifteen (15) Town of Vail PA mentions at the USO at Golden Peak and Solaris;	23) The right to the creation of a Wednesday night event (official welcome and kick off band) with the goal of driving people into town earlier in the week.
10) The right to two(2) thirty second (30) spots to be aired during the live 60 minute or 120 minute USO programs to be aired on Fox Sports 2;	24) The right to the creation of a fun, community driven event in Solaris (Broomball Tournament);
11) The right to integrated TOV onsite signage visually into the webcast and television programming globally;	25) The right to a USO Town of Vail school outreach program which will be exclusive to Vail schools including Red Sandstone and VMs and Children's Garden of Learning;
12) The right to Thirty one (31) pairs of USO VIP credentials (62 total credentials);	26) The right to expanded grass roots/local community marketing
13) The right to ten(10) thirty second (30) spots to be aired on the Big Screens during the USO;	27) Focus on marketing to the early season visitor with the goal of having them return to Vail for the USO
14) The right to place a printed collateral piece in one thousand one hundred (1100) USO gift bags;	28) The right to target the spanish speaking market with specific USO messaging;
15) The right to receive Thirty one (31) USO gift bags;	