



Memorandum

To: Vail Town Council

From: Marc Murphy, Director of Partner Marketing, Burton

Date: May 2, 2017

Subject: 2017 Burton US Open Snowboard Championships Event Recap

I. BACKGROUND

Burton US Open event promoters will provide a 2017 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: 2017 Burton US Open



May 2, 2017



Burton US Open Snowboarding Championships: February 27 – March 5, 2017

Ian Warda

Office: 802.651.0486

Mobile: 720.937.5817

ianw@burton.com

Marc Murphy

Office: 802.651.0493

Mobile: 860.485.6715

marcm@burton.com

Whitney Heingartner

Office: 802.651.0493

Mobile: 802.779.1451



Table of Contents

Introduction	Page 4
Brand Alignment	Page 5
Goals/Objectives	Page 10
Highlights	Page 11
Event Strengths	Page 12
Lessons Learned	Page 13
RRC Survey/General USO Findings	Page 14
USO Visitor/Attendance	Page 16
Lodging	Page 24
NPS	Page 25
Revenue and ROI	Page 29
Community	Page 33
Broadcast/Webcast	Page 37
Marketing and Promotion	Page 41
Social Media	Page 45
PR/Communications	Page 51
Event Budget	Page 59
Sustainability	Page 61
Appendix A: RRC Survey, Burton Dash Analysis	Page 65
Appendix B: RRC Survey, USO Intercept	Page 66
Appendix C: Contractual Deliverables	Page 68



Introduction

2017 was the 35th installment of the longest running snowboard event in the world. Our 5th year in Vail solidified a consistent positive impact on the community, local businesses and Vail Mountain guests. With the support of the Town of Vail and other strategic partners, we jointly executed a week of premier, world-class and unforgettable memories to attract key consumers year over year.

The 2017 US Open continued to raise the bar and built off the momentum and key learnings of the first four years. We look forward to continued success in Vail and at Vail Mountain for many years to come.



Vail & Burton- Two PREMIUM Brands

TRAIL MAP

"Our Frontier"

FOCUS ON PREMIUM
DISTRIBUTION

LEAD WITH DIRECT

GROW SOFTGOODS

PROTECT THE
CULTURE, SPORT &
ENVIRONMENT



TOWN OF VAIL

Vail & Burton- Two PREMIUM Brands

PROTECT THE CULTURE, SPORT & ENVIRONMENT

Bring the stance to life in
everything we do



Maintain position as the best snowboard & alternative mountain lifestyle company in the world.



Culture: Align the team through transparency, collaboration and extreme focus



Sport: Support snowboarding & snowboarders through events, programs, clinics and advocacy



Environment: Leverage our commitment to sustainability as a competitive advantage





TOWN COUNCIL ACTION PLAN



OUR MISSION

Grow a vibrant, diverse economy and community and preserve our surrounding natural environment, providing our citizens and guests with exceptional services and an abundance of premier recreational, cultural and educational opportunities.

OUR VISION



Standard of Excellence

The Burton US Open continues to be the World's Greatest Snowboard Event, attracting the world's most talented Riders and global brands, and providing premium fan engagement and VIP experiences. Coming into an Olympic year, Burton will amplify the opportunity to be the ultimate season-ending celebration of the snow sport lifestyle.

In 2018 and beyond, the Burton US Open will continue to set the standard of a fun, safe and profitable business model for all stakeholders.



Athletes POV

“I’m really looking forward to the Open because I love going to Vail and it's a really fun contest. It's great to see all of the progression that happens there.” – **Chloe Kim**

“It’s means so much because it’s one of my favorite contests and for sure one of the highlights of the season. It’s hard to believe with all of the girls riding so good that I could come out on top.”- **Anna Gasser**

“This means everything to me. I love this event - it was the start of my career and the first time I ever made a final in a pro event. This is my third win in Vail and I’m so amped—so amped to be healthy again snowboarding, and the fact that I’m doing well again is just the best feeling on Earth.” – **Mark McMorris**

“I’ve been riding at the Open since I was a little kid, and it’s always a good time. Last year’s Open was one of the best for me - I broke my old record of 24 feet out of the halfpipe with a 26-foot air on the first hit. All of the riders step up their game at the Open, especially with the Olympics less than a year out. I can’t wait to see how the contest shapes up this time around.” – **Shaun White**



2017 Goals and Objectives

- Continue to grow key areas of event:
 - Junior Jam
 - VIP program
 - Fan and Family experiences
 - Partner integration
 - Local business inclusion
- Show once again that the Burton US Open belongs in Vail
- Attract and retain appropriate clientele for longer stays



Highlights

- Lodging occupancy up every day compared to 2016, with Wed up a full 6%. Peak USO days are the highest of the month, with Saturday as the highest at 96%. ADR was \$634, up 11%.
- Most progressive Slopestyle Competition that has ever taken place for both Women and Men
- Programmed 13 different musical acts across 4 nights
- Junior Jam continued to grow with a larger international field and live broadcast



Event Strengths

- Fan engagement in Partner village
- Pre-promotion and Marketing of the event
 - Partners at Retail (Red Bull, Pacifico, Stoli, Clif Bar)
 - Launching the USO App
 - Enhanced digital marketing strategy
- Upgraded digital and linear programming (Live broadcast of Junior Jam)
- VIP experience including shuttles & new Burton Pop Up Shop



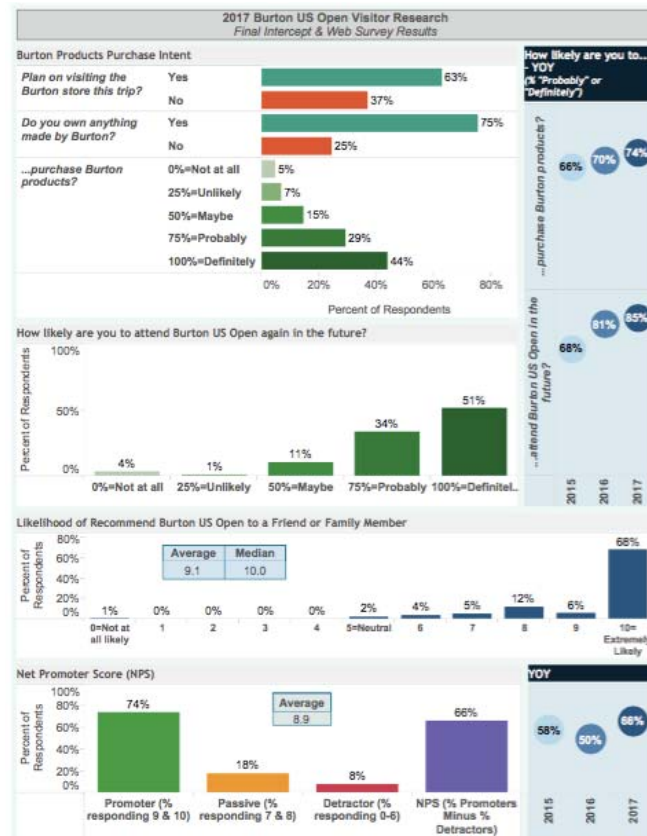
Lessons Learned

- Continues to be a great opportunity to attract out of state and foreign visitors
- Early week programming increases the longevity of lodging stays across the week
- Pre-event communication between USO Partners and local businesses drives collaboration
- Data collection from venue provides key insights to making informed strategic decisions

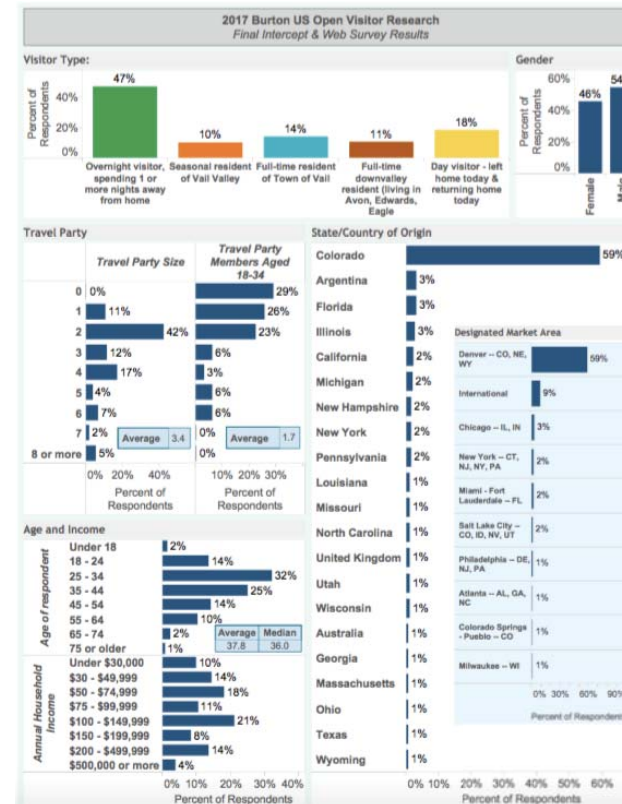


RRC Survey Results & General USO Findings

USO Intercept Survey (Commissioned by Burton, Appx A)



Burton Dash Analysis (Commissioned by TOV, Appx B)



TOWN OF VAIL

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 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**



Attendance

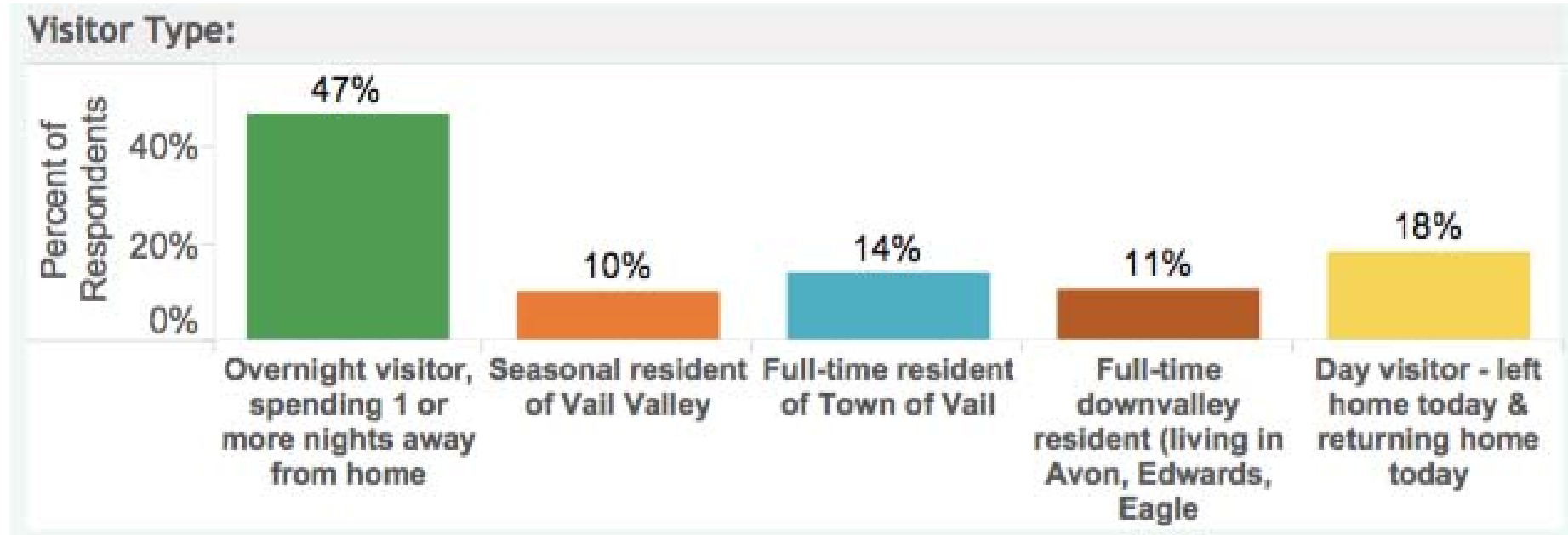


Attendance at the 2017 USO was strong with over 22,200 unique attendees across the 4 main days of the event.

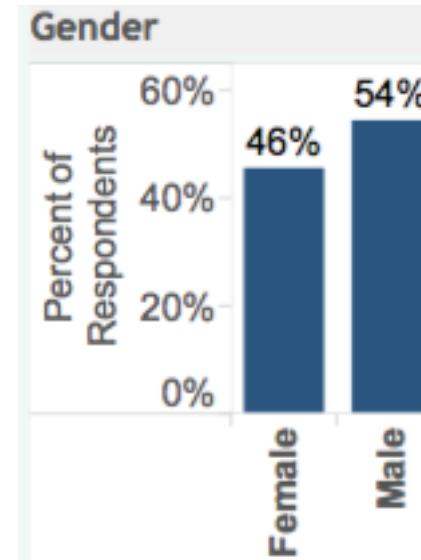
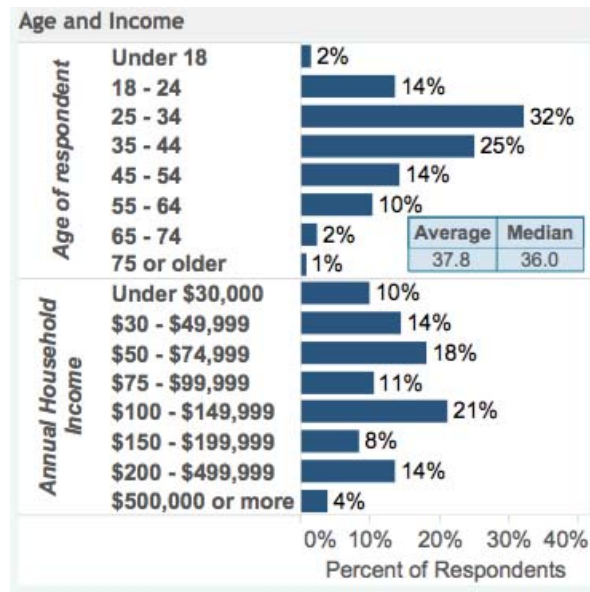
Spectators vs. Impressions	Unique Spectators	Comp Venue	Sponsor Villages	Solaris - Concerts/B roomball	Riglet	Total
2017 (2/27-3/5)	22,200	13,750	26,900	21,200	293	62,143
2016 (2/29-3/6)	21,500	14,600	21,060	22,300	250	58,210



Visitor Type



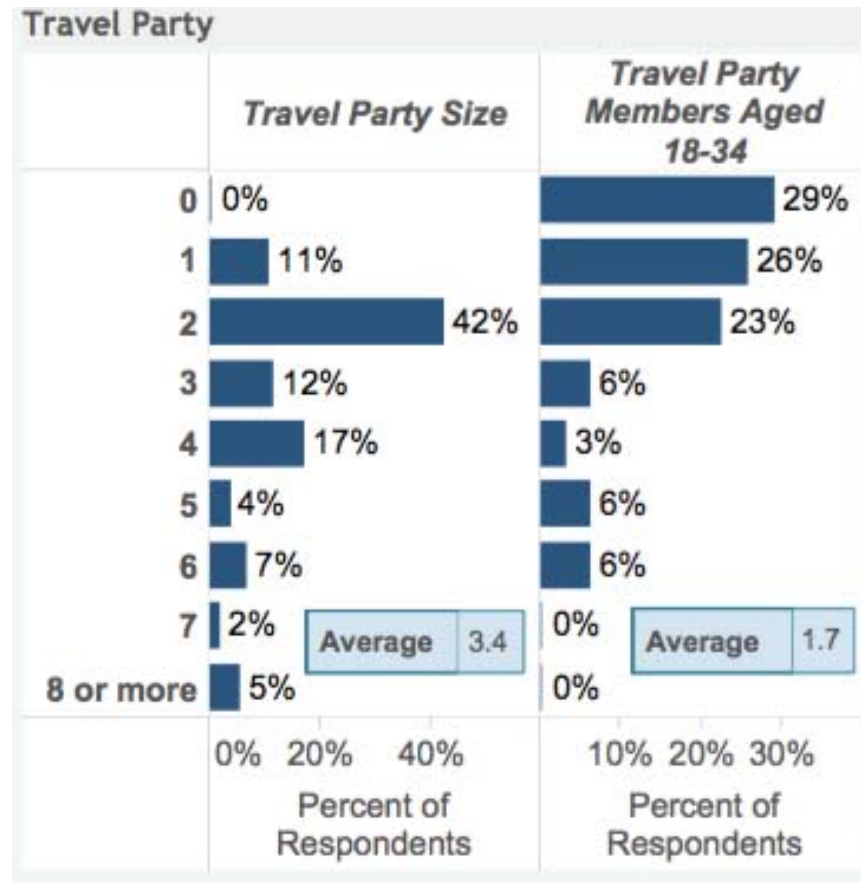
Visitor Profile: Demographic



- Respondents had an average age of 37.8 and a median age of 36.0. This skews older than the 2016 sample (average age of 33.3 and median age of 28.5).
- For 2018, the USO will focus premium event programming to attract a diverse base of adult, outdoor lifestyle clientele
- This year's sample was more affluent than in 2015 or 2016



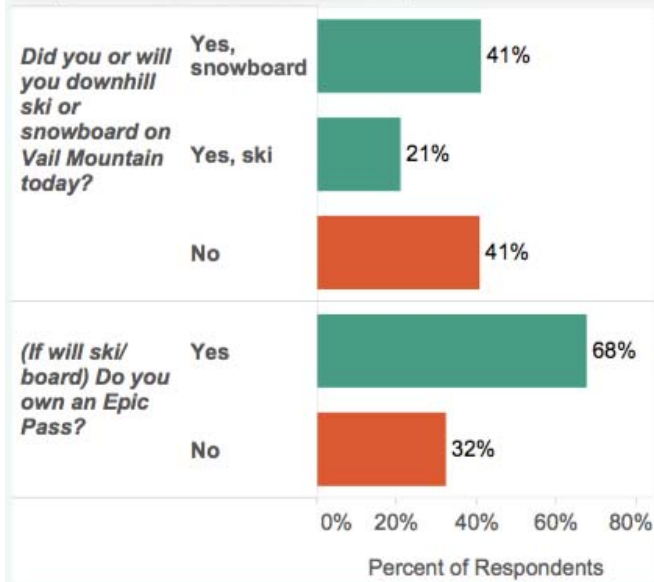
Visitor Profile: Travel Party



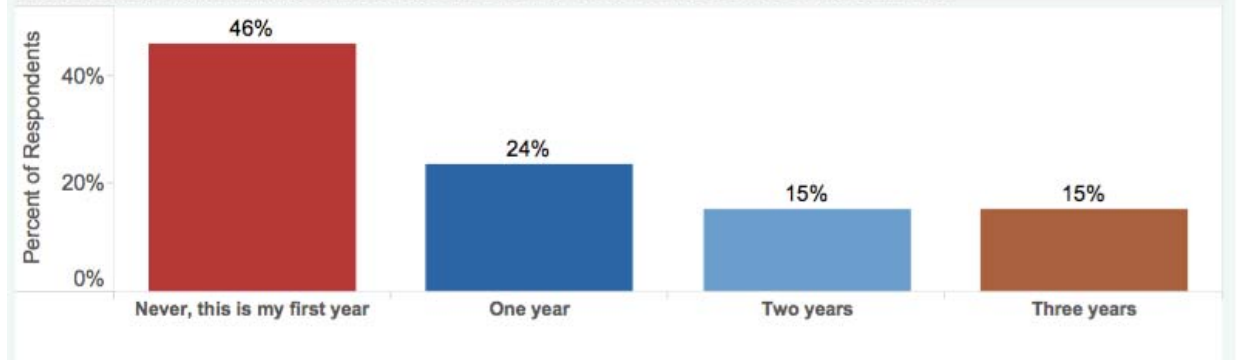
- This year, parties of two were more prominent than in 2016 (31 percent) or 2015 (30 percent) which cuts down on traffic, easing environmental impact and safety concerns

Visitor Profile: Activity

Did you ski/ride on Vail Mountain today?

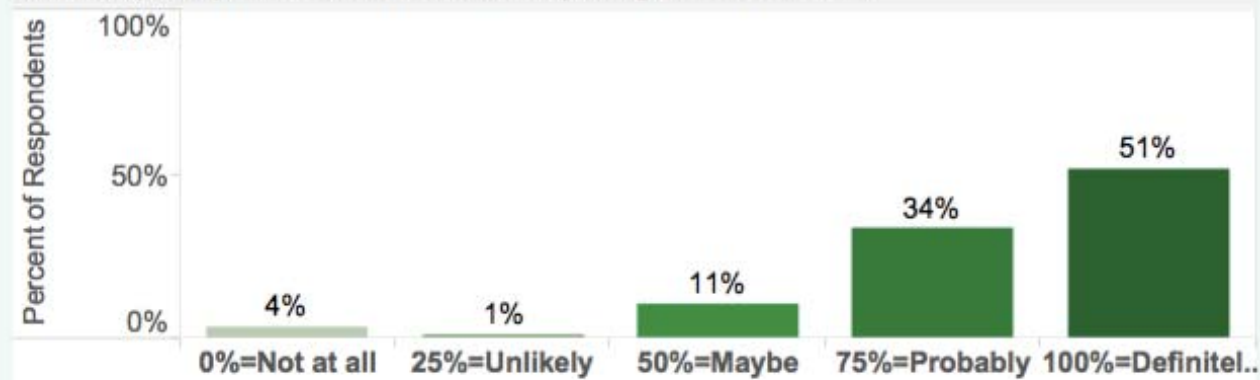


Prior to this year, how many years had you previously attended the Burton US Open in Vail?



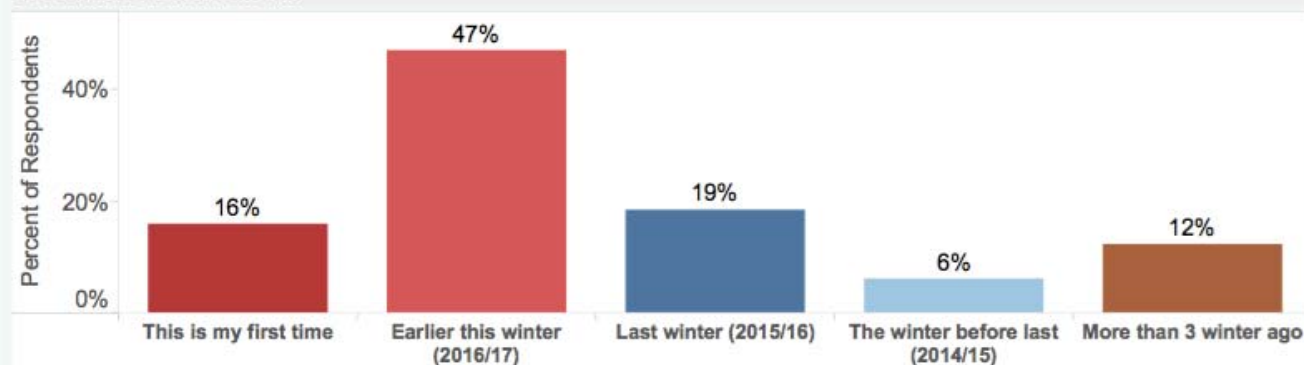
Visitor Profile: Frequency

How likely are you to attend Burton US Open again in the future?

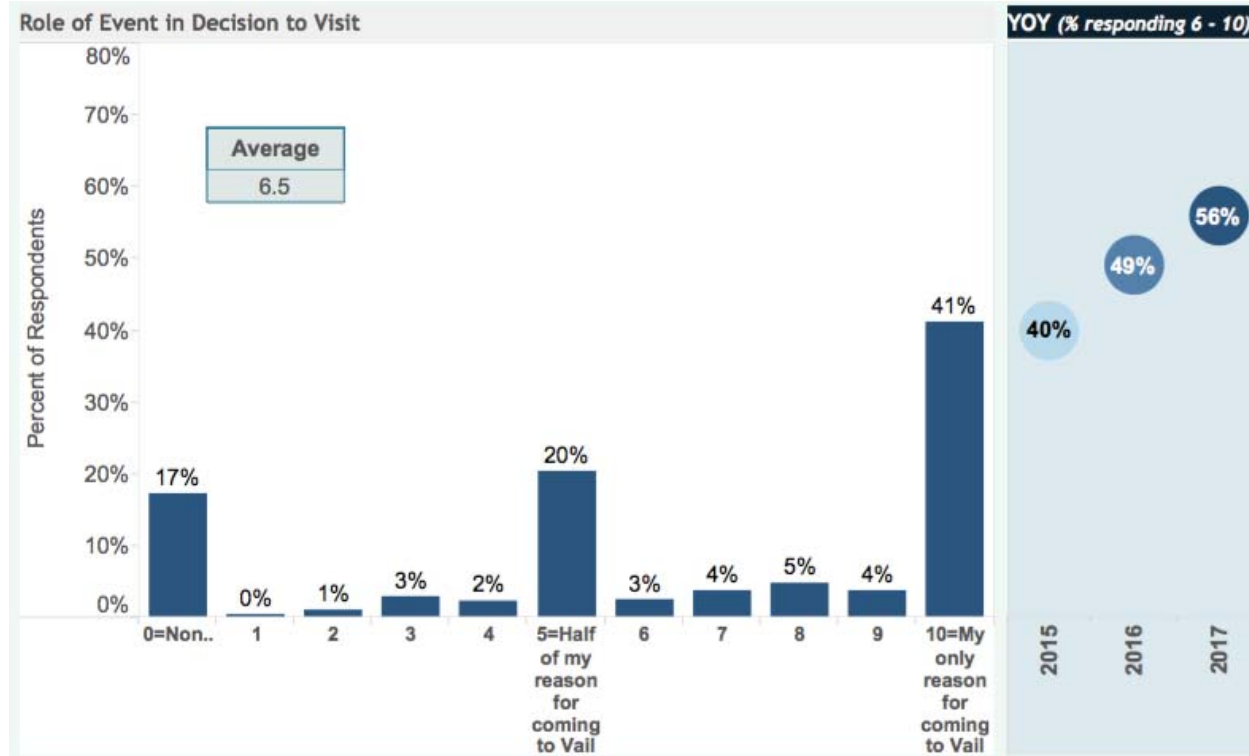


- The share of respondents reporting that they will likely return increased 4% from 2016 and is significantly up from 2015, indicating positive growth and popularity

Last Visit to Vail Mountain



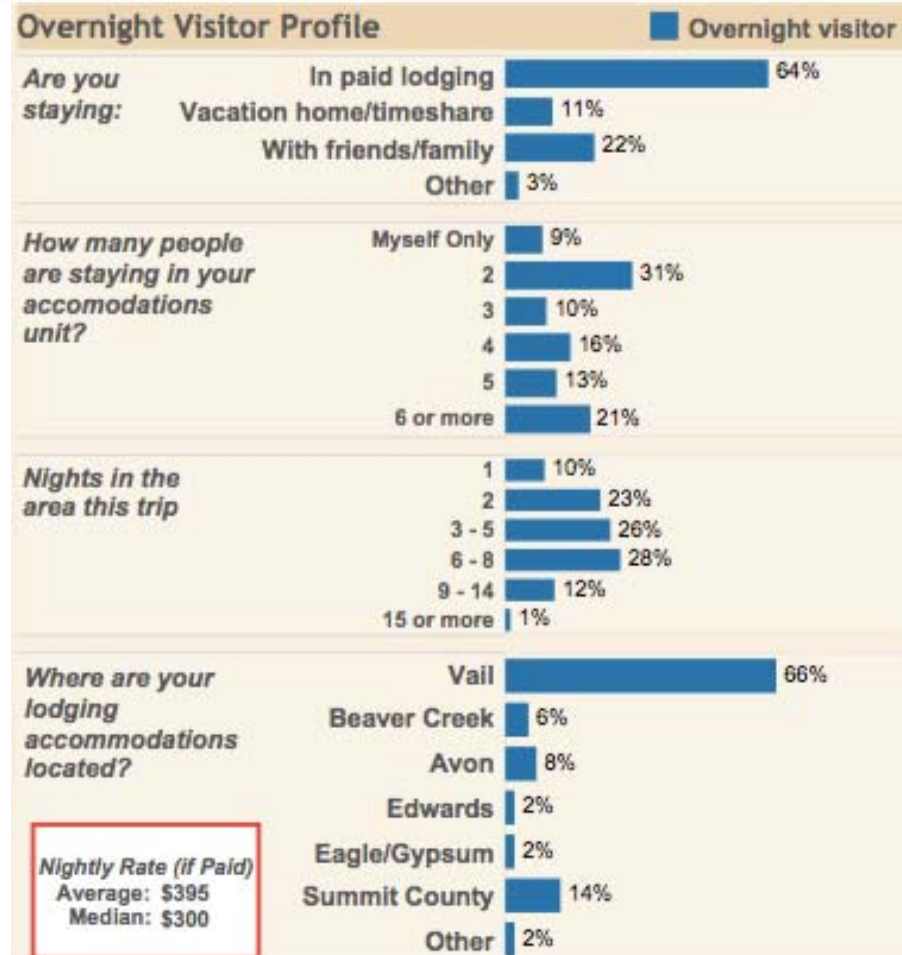
Importance of Event to Visit Vail



- The percentage of attendees influenced by the event in their decision to visit has increased consistently



Overnight Visitor Profile



Business Impact – Lodging

- ADR was \$634, up 11% from \$571 in 2016
- Lodging occupancy up every day compared to 2016, with Wed up a full 6%. Peak USO days are the highest of the month, with Saturday as the highest at 96%.
- Under the Burton room block, 289 rooms/suites/condos were reserved, 488 people, 1774 nights, \$909,000.80 dollars

Lodging Tallies	Event Week High	Event Week Low	March ADR	Room Nights
2017	Mar 3 (Fri) 93.4%	Feb 28 (Tues) 78.2%	\$634	1774
2016	Mar 5 (sat) 96%	Feb 26 (Mon) 80%	\$571	1741
2015	Mar 7 (sat) 98%	Mar 3 (Tue) 78%	\$541	2018



TOWN OF VAIL

NPS (Net Promoter Score)- Athletes

“This is the oldest and most prestigious event in snowboarding.” – **Max Parrot**

“The Course is awesome. It’s always progressive and changing, massive jumps, creative rail features, cool side hits. You can switch it up and be progressive, which makes for a perfect slopestyle event.” – **Jamie Anderson**

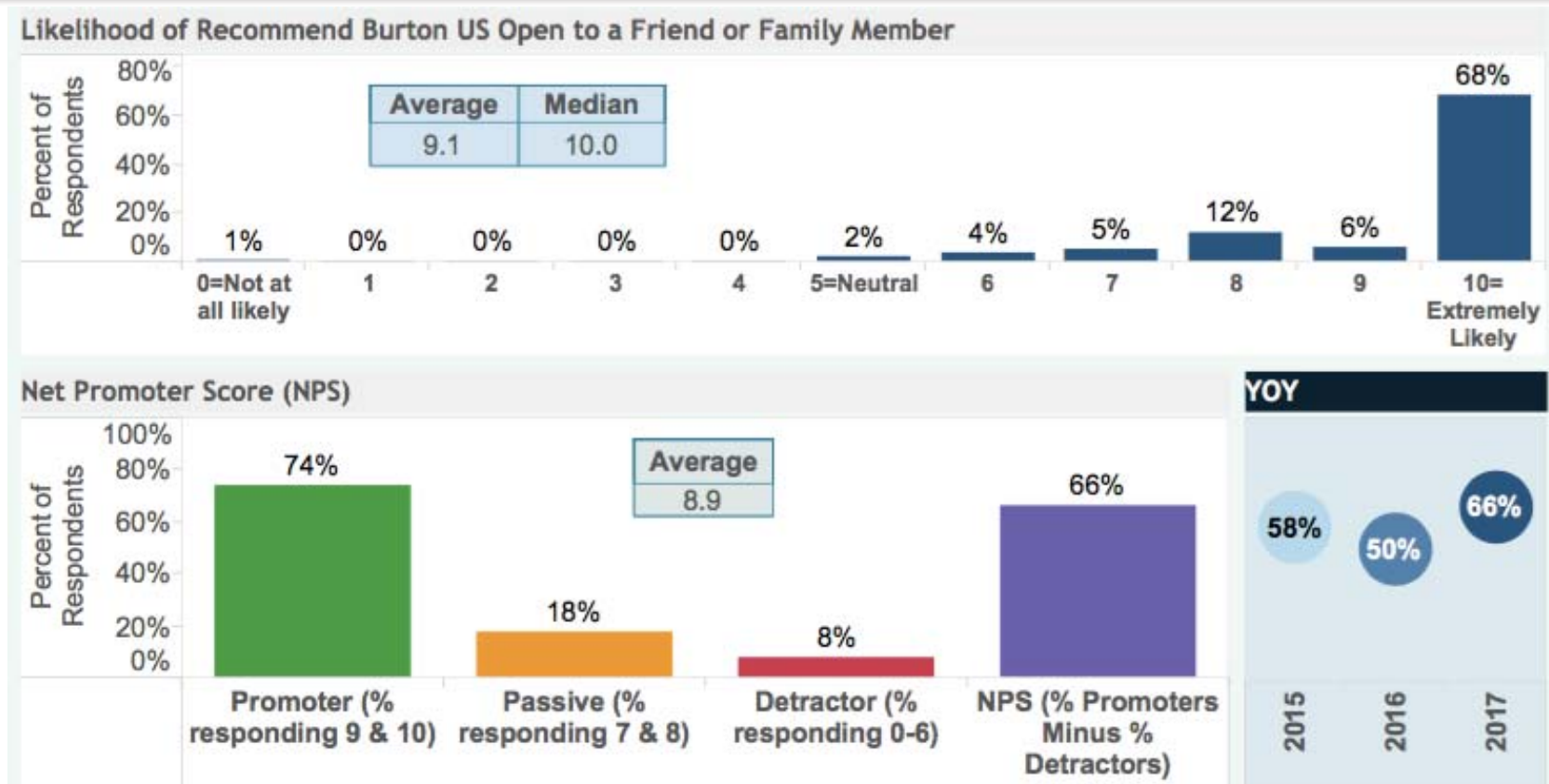
“There’s so many legends that have won the event. It’s got so much history, and its one that all snowboarders love coming to.” – **Scotty James**

“People get creative at the open. It’s always been that way, and its probably going to always be that way. It’s a good thing.” – **I-Pod**

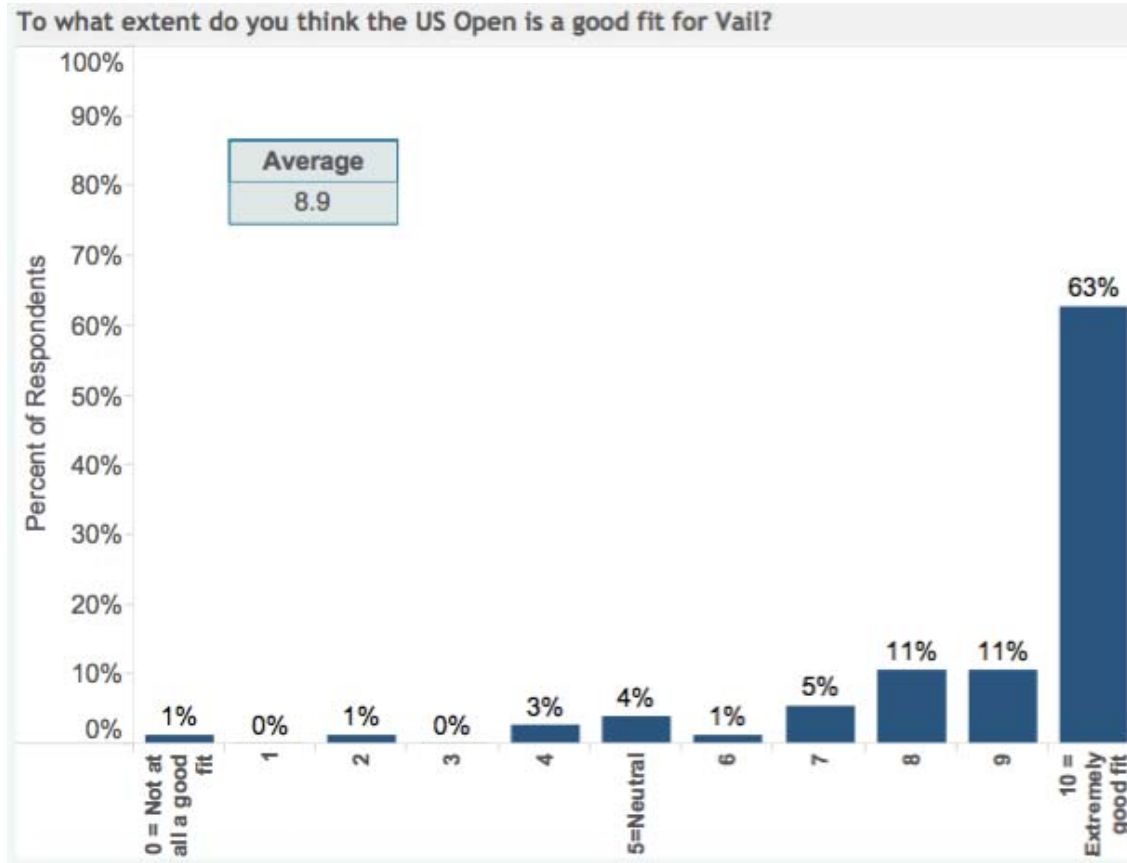
“I Grew up going to the Burton US Open from when I was a kid, long before I ever competed in it. You know they build a great venue, and it makes for a great event.” – **Kelly Clark**



NPS (Net Promoter Score)/Likelihood to Recommend



USO Good Fit for Vail



Business Impact

"I love when those guys [Burton] are in town. We have a blast and our place looks amazing" - **Hutch, Pazzos Pizza Owner**

"The energy and excitement the Burton US Open brings to Vail makes it a special time of year to be on Vail Mountain. Our guests and staff love having all of the workers, athletes, officials, tv and media team on site for the week." - **Bree D., Manor Vail Catering and Conference Services Manager**

"My client's grandkids were so excited to be here while the Open was in town. We barely got on the mountain. {Don't tell him I said that!}. All they wanted to do is check out the competition at Golden Peak. It is amazing that you can get so close to the action. It really was cool for these kids to see." - **Damien G., Vail Ski and Snowboard School**

"We look forward to hosting the Burton US Open every year and can't wait for 2018." - **Andrew C., Vail Realty**

"Burton? It's now a part of March in Vail. I love it." - **Lindsay R, Vail T-Shirt Co**



Remarkable ROI

Return on Investment: Funding vs. Impact

2017 Event funding	\$404,000.00
Direct economic impact to TOV	\$3,929,764.53
Economic impact payback ratio	\$9.73

- The daily economic impact per attendee was \$177
- The direct economic impact to Vail by attendees was \$3,929,764.53
- ROI to Vail (based on attendees): \$9.73

Direct Economic Impact to TOV per Attendee-Day



RRC Conclusion

“There were encouraging upward trends relative to the role of the event in respondents’ decision to visit Vail, likelihood to attend the Burton US Open in the future, likelihood to purchase Burton products, and net promoter score.”



TOWN OF VAIL

ROI: Tax Revenue

The USO is a strong contributing factor in the growth realized across local tax revenues since year one.

Local Sales Tax	February	March
2017	TBD	TBD
2016	\$3,736,875	\$4,211,131
2015	\$3,586,776	\$4,057,344
2014	\$3,477,419	\$3,778,625
2013	\$3,209,239	\$3,690,232



ROI: Parking Revenue

Parking	2017 Feb 27 – Mar 5	2016 Feb 29 – Mar 6	2015 Mar 2-7	2014 Mar 7-9	2013 Mar 3-10 (same calendar week)	2013 Mar 1-3 (event week)
Vail Village Cars	17,187	16,897	8,599	6,913	6,803	7,692
Vail Village \$	\$135,598	\$97,671.00	\$66,014.30	\$59,486.00	\$58,925.00	\$70,243.00
Lionshead Cars	10,205	9,797	5,449	4,893	4,596	4,863
Lionshead \$	\$90,425	\$68,871.00	\$55,723.80	\$49,170.00	\$43,222.00	\$51,445.00
Total Revenue	\$226,023	\$166,542.00	\$121,738.10	\$108,656.00	\$102,147.00	\$121,668.00



Community Contribution

Burton takes great pride in creating programs that aim at making all segments of the Vail community feel welcome and vested in the USO.

- **USO Concert Stage:** Burton programmed 13 music acts across 4 nights, achieving massive success throughout the week
- **Broomball:** Two days of high energy and competitive broomball engaged the local community and USO guests creating a unique atmosphere within the overall event



Community Contribution

- **After Party:** The Dobson Ice Arena provided the perfect atmosphere for the closing celebration for this year's event
- **USO Après All Day Hubs:** 4 high profile establishments offered a fun and entertaining atmosphere for guests to step away from the venue for food, drink and friends. Each location featured special US Open activities
 - Larkspur (Golden Peak), Garfinkles (Lionshead), Pazzos (Vail Village), Red Lion (Vail Village), Fitz Restaurant at Manor Vail (Golden Peak)



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 a lifetime

- Children’s Garden of Learning: 30 preschoolers (age 3-5) took part in Burton’s Riglet Learn-to-Ride program at Golden Peak
- Red Sandstone Elementary: 200 first to fifth grade students experienced the action from the front row in VIP Viewing. Students were cheering, high-fiving top riders, getting autographs and taking selfies

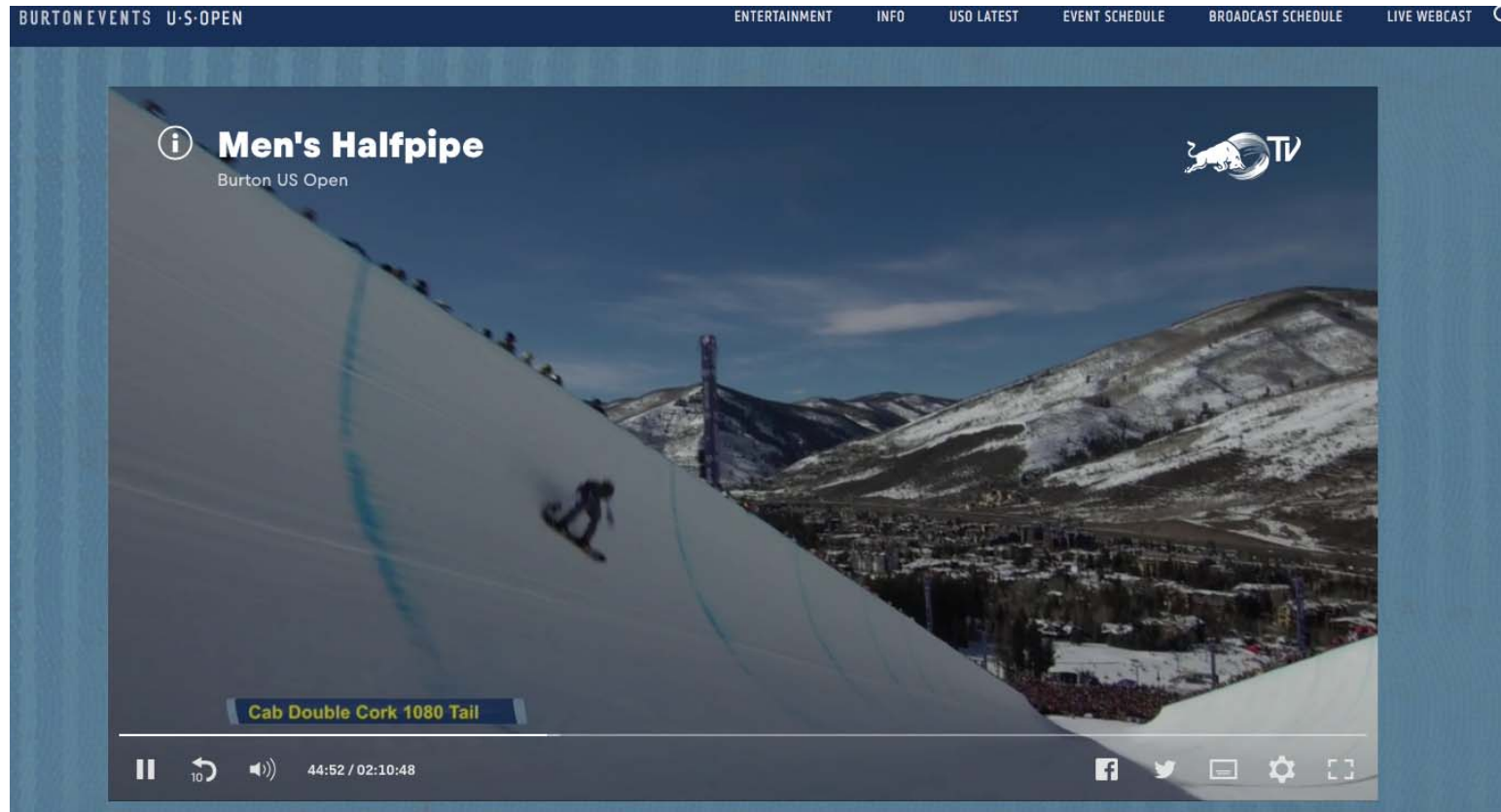


CHILL Fundraiser

- For the first year, the CHILL Fundraiser was hosted at the NEW Bo Bridges Gallery. It was a packed house and a wonderful way to tie the Vail and snowboard community in with deserving youth
- Burton Raised a total of \$24,000 for CHILL through activities in Vail



Webcast



Webcast

- Burton Produced 4 days of live webcasts distributed across Burton and Red Bull channels globally
- Total viewership via the Red Bull Media Network (Facebook live and Youtube) exceeded 2.2 Million views
- The Average viewing time on RBTv increased to from 19 to 22 minutes, indicating higher viewer engagement
- Men's Slopestyle was the most-watched event on RBTv, accounting for 40% of total views, while Women's Slopestyle was the second-most watched event, compared to Men's Halfpipe in 2016.

Live+VOD Webcast	Plays	Ave. Play Duration	Total Hours Consumed
2017	TBD	TBD	TBD
2016	401,149	19.60	131,073
2015	201,030	24.85	83,253



TOWN OF VAIL

Domestic TV

- Burton once again partnered with Fox as its domestic television partner positioning 4 live shows across the FS2, and FSN networks. Additionally, the USO programming was aired locally in the Vail valley live on TV8 and statewide on Comcast and Century Link.
- 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-airs)
- Additionally, Vail Mountain received 4 spots and 2 billboards

Domestic TV	Total Programs	Total Viewers
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
2014 (FS2 + FSN)	7 original + reairs	957,000

*Numbers collated accurate as of 3/26/17. Broadcast coverage will continue to grow with additional re-airs



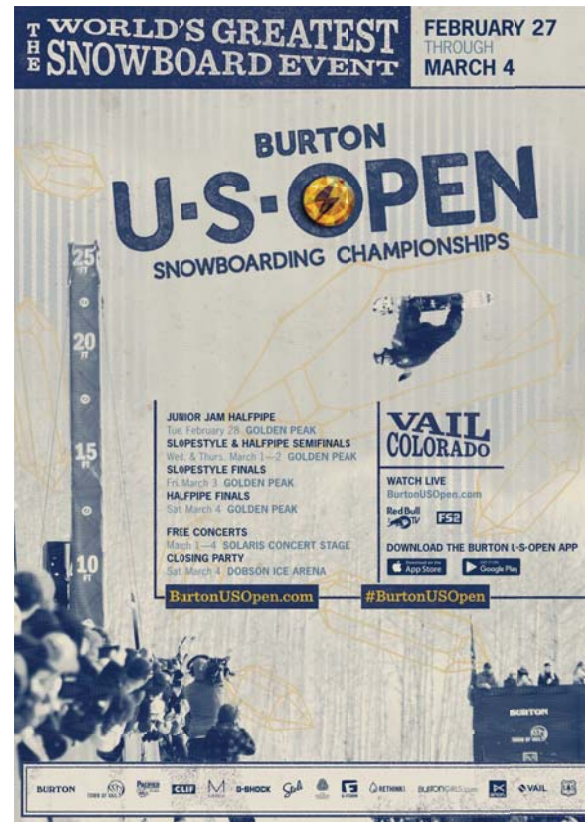
Global TV

- Burton continued to partner with IMG, producing 4 live shows and 2 highlight shows covering the Men's and Women's Slopestyle and Halfpipe finals
- Burton continued to distribute the US Open around the world via IMG Media:
 - Live and Highlight Shows:**
 - Potential Household Reach - 433 Million
 - Total Hours Consumed – 2,632 hours
 - Broadcasters – 20
 - Territories - 50+
- **Key Wins:**
 - Total Hours Consumed globally is up significantly from 2016 and will continue to rise with re-airs and new broadcasters coming on board
 - Securing Sky Sports (UK) to air live and highlight programming was a key win with a broadcaster who has been very cautious about airing action sports content which reflects well on the caliber of the event and coverage
 - ProSieben in GER, AUS, and SUI are also very selective with any live programming and we secured them as a broadcaster this year in key EU markets



Marketing and Promotion

- In 2017, Burton made significant marketing efforts to reach out to a local, regional, national and international audience via owner, earned and paid channels.



Print Advertising

Print Advertising	2017 Total Impressions
Snowboarder	1,400,000
Transworld	1,000,000
Vail Daily	345,000
Vail Weekly	241,500
Westword	360,000
Colorado Daily	65,440
TOTAL	3,411,940



Digital Advertising

Digital Marketing	2017 Total Impressions
Vail Digital Preroll	278,332
Vail Display	419,852
Vail Paid Social	330,390
Burton Paid - VIP Campaign	511,062
Burton paid - Announcement	664,213
Snap Chat Filter - Concerts	4,049
Snap Chat Filter - General	1,384
Pandora	353,132
Snowboarder	374,221
Westword Online E- Newsletter	79,262
Open Snow Online	213,404
TOTAL	3,229,301



Out of Home / Grassroots Advertising

Out of Home Adv.		2017 Total Impressions
	Tiga Busrides	1,300,000
	Digital OOH (includes Colorado Conv Center and DCPA)	1,128,400
	TOTAL	2,428,400

Grassroots

Event Collateral

Rack Cards	18,500
Posters	8,150
Concert Posters	250
Local Radio Promotions	450,000
TOTAL	476,600



Social Media – Impressions & Overview

Date Range: 1/1/17 - 3/29/17

Social Media Impressions	Total Reach	Potential Impressions	Minutes Watched
Burton Facebook	4,547,902	7,040,365	-
Burton Twitter	0	2,548,536	-
Burton Instagram	10,485,360	13,895,027	-
Burton YouTube	345,617	345,617	2,052,716

Total:	15,378,879	23,829,545	2,052,716
---------------	------------	------------	-----------

Social Media Overview	
Facebook Posts	63
Tweets	148
#BurtonUSOpen & Related	N/A
Instagram Posts	47
YouTube Videos	31
Countries	73
Total Posts	289



Social Media – Engagement

Social Engagement	Likes / Favorites	Comments / Replies	Shares / Retweets	Clicks	Video Views
Facebook	24,052	482	1,024	140,651	509,763
Instagram	494,017	1,245			679,949
Twitter	10,975	76	3,735	74,512	
YouTube	2,138	136	1,299	345,617	345,617
Total:	531,182	1,939	6,058	560,780	1,535,329

Total Social Engagement

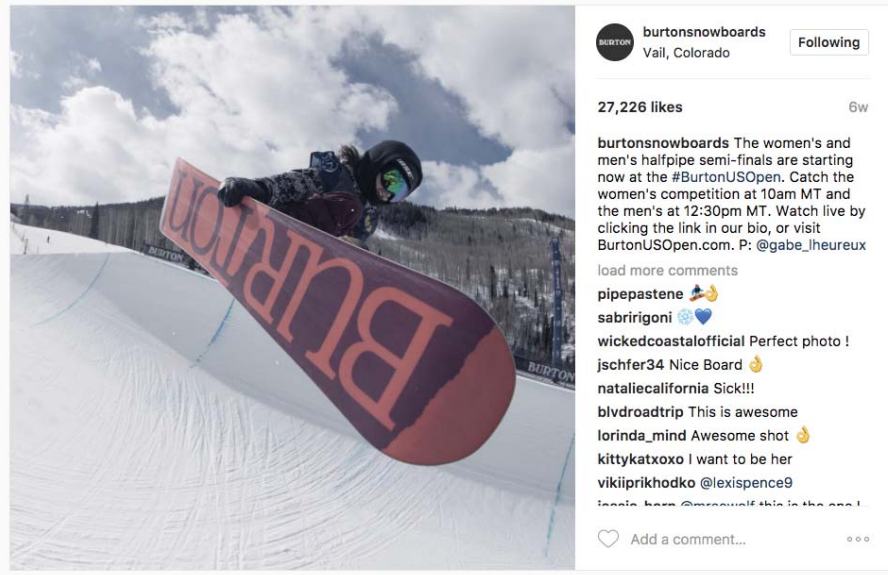
2017: 2,635,288

USO 16 Total Social

Engagement: 3,235,179



Social Media Clips: Instagram & Facebook



Top Instagram Post By Impressions (and Engagement)

- Lifetime Post Total Impressions: 382,538
- Lifetime Post Total Reach: 293,151
- Likes: 27,222
- Comments: 32



Top Facebook Post by Impressions (and also reach):

- Post Total Reach: 268,048
- Post Total Impressions: 436,490
- Lifetime Organic Video Views: 41,551
- Comments: 36
- Likes: 1,696
- Shares: 147



Social Media: Twitter



Top Tweet By Impressions:

- Impressions: 85,369
- Engagement: 4,226
- Retweets: 227
- Replies: 19
- Likes/Favorites: 603
- Media Views: 16,110



Top Tweet By Engagements:

- Impressions: 60,396
- Engagement: 4,596
- Retweets: 255
- Replies: 2
- Likes/Favorites: 542
- Media Views: 14,592



Social Media – Specific to Vail

- Vail Specific Impressions and Social Media Overview:

Date Range: 1/1/17 - 3/29/17

Social Media Impressions	Total Reach	Potential Impressions	Minutes Watched
Burton Facebook	995,166	1,560,634	-
Burton Twitter	0	158,758	-
Burton Instagram	2,551,640	3,382,082	-
Burton YouTube	345,617	345,617	2,052,716

Total:	3,892,423	5,447,091	2,052,716
---------------	-----------	-----------	-----------

Social Media Overview	
Facebook Posts	16
Tweets	10
Instagram Posts	12
YouTube Videos	31
Countries	73
Total Posts	69



Social Media –Specific to Vail

- Burton implemented a social media plan specific to Vail across Facebook, Twitter, YouTube, and Instagram

Social Engagement	Likes / Favorites	Comments / Replies	Shares / Retweets	Clicks	Video Views
Facebook	4,999	83	215	21,871	110,940
Instagram	105,627	427			220,342
Twitter	295	2	83	2,177	
YouTube	2,138	136	1,299	345,617	345,617
Total:	113,059	648	1,597	369,665	676,899

Total Vail Social Engagement 2017: 1,161,868

Vail USO 16 Total Social Engagement: 925,357

- Total Social Engagement, specific to Vail: 1,161,868
- Posts included the concerts, Broomball, things to do, Riglet, event information, competition updates and results



PR/Communications

“Just wanted to thank you for the amazing job you’re doing. Everything has been so on point. So easy to find and coordinate. I’m blown away.” – **Jesse Fox, King Snow Magazine**

“You truly are the best, seriously. I had the most amazing time in Vail. You make all the hard work I know goes into making everything happen seem totally effortless!! All I do is talk about the trip and Burton since I’m home. Thought all the different events were super cool. I really am such a Burton fan, and working with you guys and everything is such a pleasure!” – **Dani Stahl, NYLON Magazine**

“Can’t thank you enough for all your support and hard work you put in for us through the project. It’s been unbelievable to have this kind of access to a story, Jake and Donna truly inspired both Pat & I and we’re really looking at this project as something close to our hearts.” – **John Roderick & Pat Parnell from Outside TV**

“The content has been great and we really appreciate the access!”- **Holly Gauntt, VP of News at KDVR (FOX, Denver)**



PR/Communications - Highlights

- Between January 2017 and April 2017, Burton PR **distributed 11 press releases** to **400+** media outlets globally.
- In total, **120 media contacts representing 75 press outlets** came out to cover the legendary event. Top outlets included **Allure, NBC Sports, Associated Press, The New York Times, NYLON, Refinery29.com, ESPN, GQ France, Sport & Style, Men's Health, Outside TV, Snowboarder, and Transworld Snowboarding.**
- Burton PR provided event support in Vail, including managing and staffing the US Open press room onsite, creating daily press releases, wrangling riders for podiums, awards, webcast/broadcast and media interviews, conducting daily media outreach around top riders and **coordinating 70+ interviews** with riders, executives and partners onsite.
- Specifically, during the event week, **490+ stories ran** across US endemic, national and regional outlets. Top national coverage included **People.com, NBC Sports, Associated Press, Refinery29.com, ESPN.com, TheDenverPost.com, NYPost.com, USAToday.com, Playboy.com, Mademan.com, and Uproxx.com.** Top snowboard endemic coverage included **Transworld Snowboarding, GrindTV.com, Transworld Business, Snowboard and Snowboarder.**



PR/Communications - Highlights

- Burton PR worked with Colorado and local Vail press to promote the event, and secured **200+** stories with **FOX Denver, 9News.com, TV-8 Vail, Vail Daily, Summit Daily News, Vail.net, and TheDenverPost.com.**
- Burton PR coordinated **5+** interviews for **Vail Daily** and **TV8 Vail** that resulted in multiple entertainment preview stories, daily event features and LIVE coverage during the US Open. Burton PR also coordinated **8+** on-camera interviews for **TV-8 Vail**, many of which were broadcasted LIVE.
- 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, Vail's First Tracks, Chill's event at Bo Bridges Art Gallery, and the VIP Burton Girls Ride Day and Après events.
- Burton PR coordinated and staffed **65+ interviews** with Jake and Donna Carpenter, Greg Dacyshyn and riders Shaun White, Mark McMorris, Anna Gasser, Kelly Clark, Danny Davis, Chloe Kim, Red Gerard, Spencer O'Brien, Elena Hight, Scotty James, Marcus Kleveland and Hailey Langland leading up to and during the US Open. Top resulting coverage includes and will include **Refinery29.com, NYLON** magazine's social channels, **Allure, The New York Times, Outside TV, Sport & Style, GQ France, Icon/Panorama, Vail Daily, FOX Denver, and TV8 Vail.**
- The above PR efforts **resulted in 826 US Open stories.**



PR/Communications – Impressions Overview

- **Impressions Overview:**
 - 1,271,680,039 Total US Open Impressions
 - Print: 2,808,386 Impressions
 - Broadcast: 37,246,117 Impressions
 - Online: 1,231,625,536 Impressions
- **Value of Media Publications Overview in US Dollars:**
 - \$17,161,262.15 Total Ad Rate
 - Print Ad Rate: \$71,763.18
 - Broadcast Ad Rate: \$1,544,241
 - Online Ad Rate: \$15,545,257.97



PR/Communications - Clips



Ali Kenney, senior director of global supply chain and sustainability at Burton, left, discusses sustainability goals for the Burton U.S. Open Snowboarding Championships with Vail Today's Tricia Swenson.

BEN SCHLEIDER
SPECIAL TO THE DAILY

Burton US Open returns to Vail Mountain

Practice begins today;
Junior Jam is Tuesday

By Ross Leachhart
rossleachhart@vail.com

VAIL — It's been five years since the Burton U.S. Open Snowboard Championships moved from Vermont to Vail, and the longest-running snowboard competition returns again this year, today through Saturday.

By day, world-class snowboarding competitions are on the hill. At night, the momentum continues with the free concerts, events and activities for all ages.

The competitions are free, as well is the music in the heart of Vail Village starting Wednesday night. Olympic medalists scheduled to compete include Shaun White, Kelly Clark, Mark McMorris, Jamie Anderson, Inari Pulkkinen, Ayumu Hirano and Taka Hasekura.

"I've been riding at the Open since I was a little kid, and it's

U.S. OPEN PREVIEW, A9

EVENT SCHEDULE

MONDAY:

► Halfpipe, slopestyle practice

TUESDAY:

► Halfpipe, slopestyle practice

WEDNESDAY:

► Slopestyle semifinals

► Halfpipe practice

► Freestyle Tournament

► Free concert

► Junior Jam Awards

► Chill Party

THURSDAY:

► Halfpipe semifinals

► Slopestyle practice

► Burton Girls Side and Apres

► Autograph session

► Free concert

FRIDAY:

► Slopestyle finals

► Halfpipe practice

► Burton Girls Side and Apres

► Autograph session

► Free concert

SATURDAY:

► Halfpipe finals

► Autograph session

► Free concert

► Closing Party



The best snowboarders in the world have converged on the Vail Valley for the Burton U.S. Open Snowboarding Championships, returning to Vail for the fifth-straight year, from today through Saturday.

Burton aims for zero carbon

If you want to change the world, then start at home. Burton has done exactly this. The company looked at what types of changes it could make within its organization to help promote sustainability.

At its global headquarters in Burlington, Vermont, Burton prides itself on having 100 percent of its energy come from renewable sources. The goal is to cut energy use by 5 percent per year by doing things such as full-energy audits. Burton's award-winning commuting programs incentivizes its employees to commute creatively and the company even offers preferred parking for bikes and those who carpool.

ELECTRICITY TO TRASH

At this year's Burton U.S. Open Snowboarding Championships, Burton teamed up with Vail Mountain to



Tricia Swenson

event — all the way from snowmaking through concert electricity.

"We worked with our operations teams to understand (snow)cat hours, snowmaking, electrical use for the halfpipe and slopestyle venues and get post-event reports from the waste hauler," said Brian Rodine, environmental sustainability and compliance manager for Vail Mountain.

"Once we have the figures, Burton works to estimate the greenhouse

CHECK OUT THE VIDEO

Go to www.vaildaily.com/video. Vail Today with Tricia Swenson features all of the fun events, venues, food and off-hill activities around the Vail Valley.

carbon-reduction projects."

They're also aiming for zero waste going to the landfill.

"All the signage seen along the halfpipe and on the big towers promoting the event is recycled," said Ali Kenney, senior director of global supply chain and sustainability at Burton. A company called Ecology Designs out of Boulder turns these banners into laptop cases, tablet cases and reusable bags which are used for giveaways.

"People want to support a brand that has strong values," Kenney said. "If you are a snowboarder or skier enjoying the outdoors, then you really

U.S. OPEN PREVIEW

Thursday A9

always a great time," said White, a two-time Olympic gold medalist. "Last year's Open was one of the best for me — I ended my old record of 24 feet out of the halfpipe with a perfect air on the first hit. All of the riders step up their game at the Open, especially with the Olympics less than a year out. I can't wait to see how the contest shapes up this time around!"

The Burton U.S. Open is one of the last major events ahead of the 2018 Winter Olympics in Pyeongchang, South Korea.

SCHEDULE OF EVENTS

Today, halfpipe and slopestyle practice gets underway at Vail at 10 a.m. and continues until 3 p.m. Practice continues Tuesday, and the halfpipe Junior Jam kicks off competition from 10 a.m. to 11:30 a.m. The Junior Jam features the top young competitors from around the world battling it out to earn a spot along the pipe in the halfpipe semifinals Thursday.

Last year, Judd Hunsaker, 16, was the Junior Jam winner with a winning run that included looping 20 feet out of the pipe multiple times.

Since then, 15-year-old female Junior Jam and got to compete against the world's best, including Chloe Kim, Mikko Mäkelä and Clark.

"Things start getting serious Wednesday as the men's and women's slopestyle semifinals get underway and halfpipe practice continues. The freestyle



Benjamin Ferguson soars through the sky during the men's halfpipe finals of the Burton U.S. Open Snowboarding Championships in Vail last year. Ferguson had not landed into second place, earning him a position on the podium next to winner Shaun White and third place, heater Taka Hasekura, of Japan.

TOURNAMENT KICKS OFF WEDNESDAY

As well, and the free music in the Vail Plaza.

Thursday is the halfpipe semifinals with a slopestyle practice later in the day, and the freestyle semifinals continue at the Vail Plaza on Friday. The event will be broadcast live on Red Bull TV.

Prize money starts at \$10,000 for the winners, and the U.S. Open Closing Party at Delaney Inn from 8 p.m. to 1 a.m.

Each event will include 100 free and 100 paid tickets. For a full schedule of the event, visit www.burton.com.



The Burton U.S. Open Snowboarding Championships kicks off today with halfpipe and slopestyle practice. The slopestyle finals are Friday, and the halfpipe finals wrap up the week on Saturday.

OFF THE HILL

There's plenty of action off the hill as well with the live music in Vail Plaza, autograph signing throughout the week and an expo village in town.

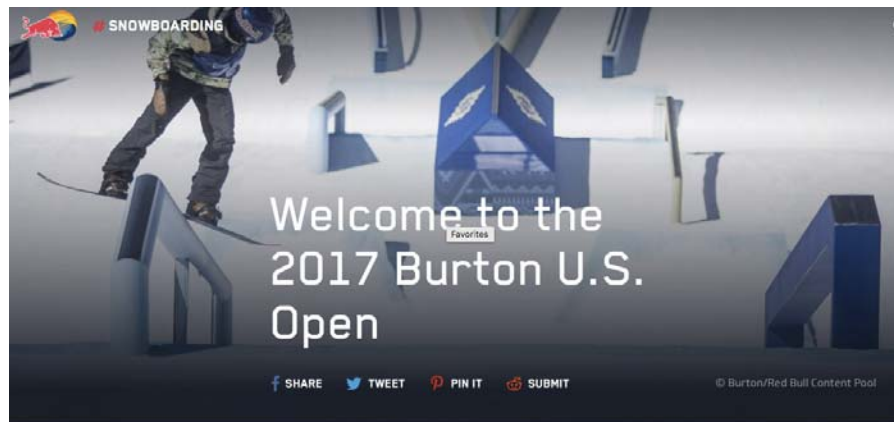
For details on all things Burton Open, follow the hashtag #BurtonUSOpen on Twitter and Facebook.

All of the action will be online via live webcasts, and Friday's and Saturday's finals will be broadcast live on Red Bull TV.

Reporter Ross Leachhart can be reached at 970-249-2243 and rossleachhart@vail.com. Follow him on Instagram at [@rossleachhart](https://www.instagram.com/rossleachhart), or on Twitter at [@rossleachhart](https://twitter.com/rossleachhart).



PR/Communications - Clips



PR/Communications - Clips

People

NEWS WATCH PEN PHOTOS STYLE CELEBRITY

SPORTS

Meet the 16-Year-Old Snowboarding Phenom Favored to Win Olympic Gold!

BY ROSE MINUTAGLIO · @ROSEMINUTAGLIO

POSTED ON MARCH 2, 2017 AT 2:24PM EDT

f SHARE

🐦 TWEET

✉ EMAIL



Tweet


GRINDTV in association with YAHOO! SPORTS

SURF SKIING WELLNESS

SEE TEXAS through the EYES OF TEXANS

TEXAS It's like a WHOLE OTHER COUNTRY

SEE MORE VIDEOS




Mark McMorris and Anna Gasser dominate the Burton US Open Slopestyle Finals

March 03, 2017 By Matthew Vanatta

f 🐦 t p +

The 35th Annual Burton US Open of Snowboarding Championship kicked off finals weekend today in Vail, Colorado.



Event Budget

- Total event budget: \$4,779,000
- Town Council Funds: \$404,000
- Profit and loss: \$0



Event Budget

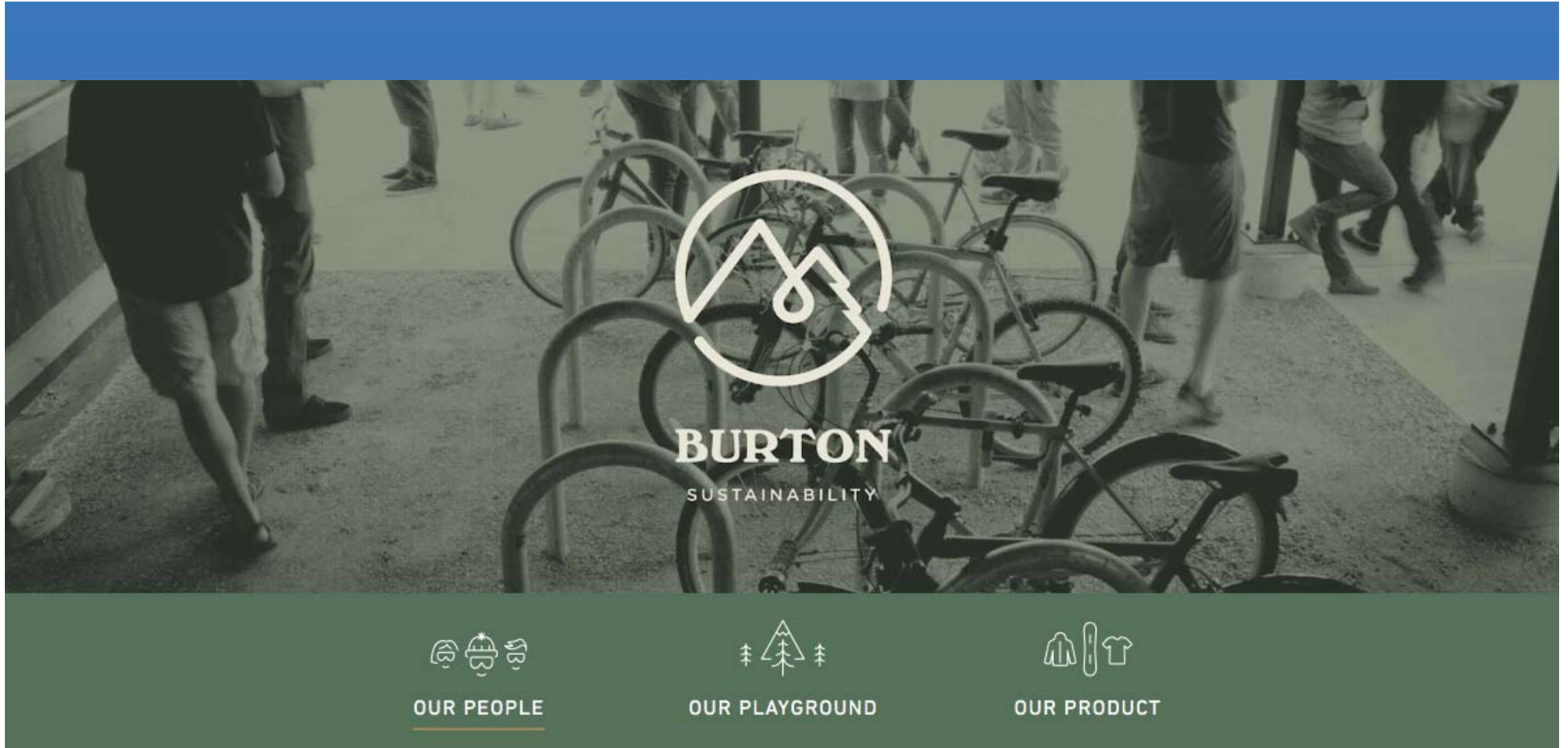
2017 US Open Budget

Marketing **\$4,779,000**

Marketing Campaign / Media Buy	\$69,000
Global broadcast production / distribution	\$792,000
Staffing	\$756,000
Course / Venue build	\$433,000
Event infrastructure	\$580,000
In-town activations	\$450,000
Security / Police / Medical	\$119,000
Branding	\$231,000
Food & Beverage	\$158,000
Lodging	\$770,000
Travel	\$47,000
Shipping / Storage	\$32,000
Prize Money	\$342,000



Sustainability Efforts



Sustainability – Carbon Neutral USO

At this Year's Burton US Open, Burton and Vail Mountain teamed up with a goal of creating a carbon-neutral event. Once we have the final energy consumption totals, we will calculate all emissions generated from the event for Scope 1 and 2 – (fuel and electricity used for snowmaking, snow-moving, power from sponsor village, VIP, concert area, etc.), and then we are working with Vail to split the cost of purchasing carbon offsets that will offset the emissions generated during the event so that it turns out to be an overall carbon neutral event.

"All the signage seen along the halfpipe and on the big towers promoting the event is recycled. People want to work support a brand that has strong values. If you are a snowboarder or skier enjoying the outdoors, then you really ought to be supporting brands that are doing what they can for the environment."

Ali Kenney, Director of Global Sustainability, Burton Snowboards



TOWN OF VAIL

Sustainability Efforts

- Recycled all event coroplast, printed fabrics, printed mesh scrim, and the majority of our vinyl signage
- Distributed repurposed reusable bags, laptop and tablet cases from 2016 event signage for Protect Our Winters and Earth Day giveaways
- Composting stations located throughout venue, including Vail F&B prep areas
- Use of compostable cups, silverware and plates
- Event staff dedicated to collecting and sorting trash and recycling
- Staff, contractors and media leveraged public transportation
- Burton promoted the Protect Our Winters Phone It In campaign where event attendees stopped by the Protect Our Winters booth to Phone It In and take immediate action against climate change and they could win custom Burton USO upcycled merchandise!

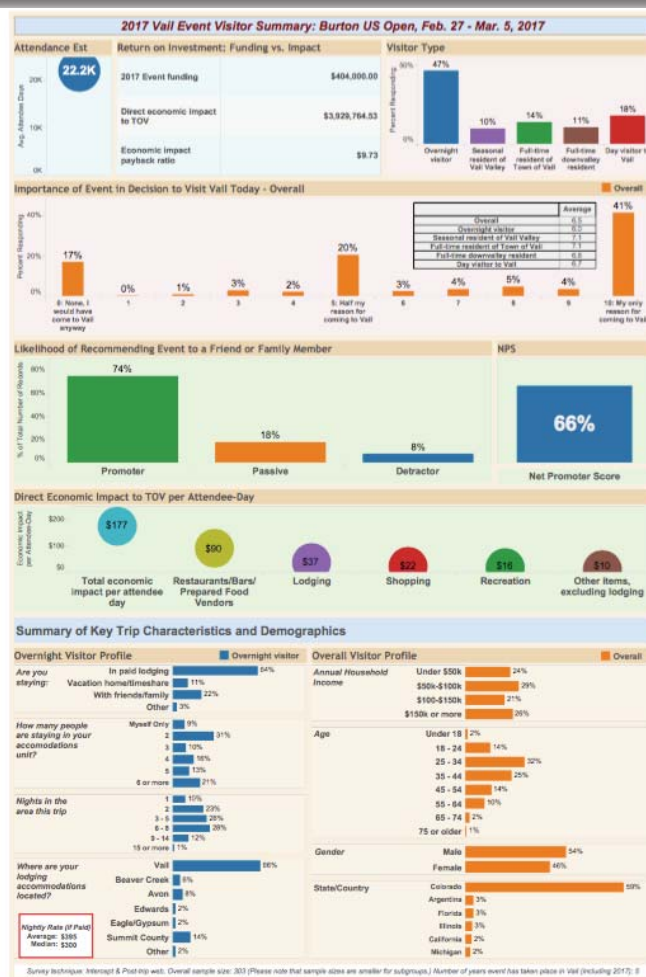


Appendix

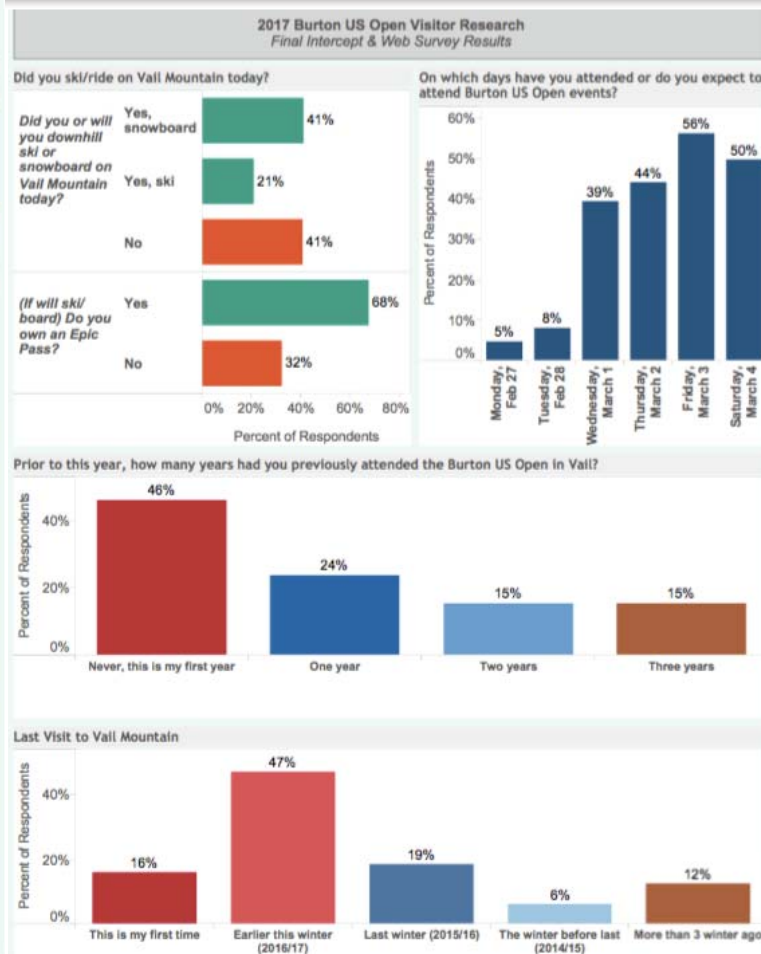
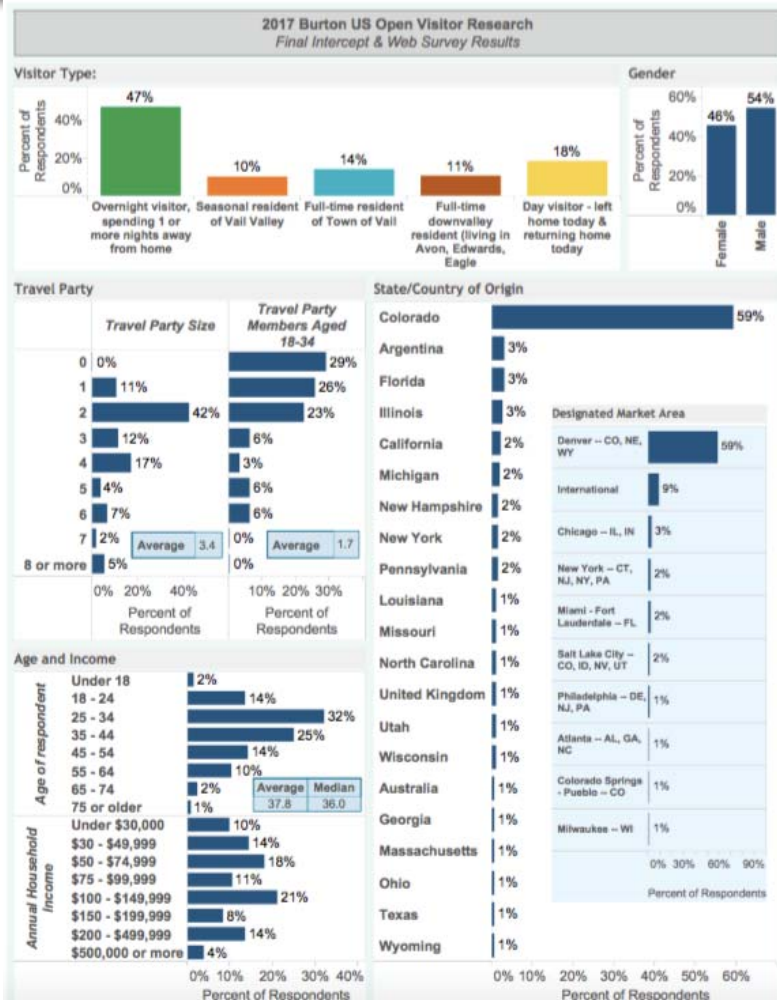


TOWN OF VAIL

Appendix A: Burton Dash Analysis

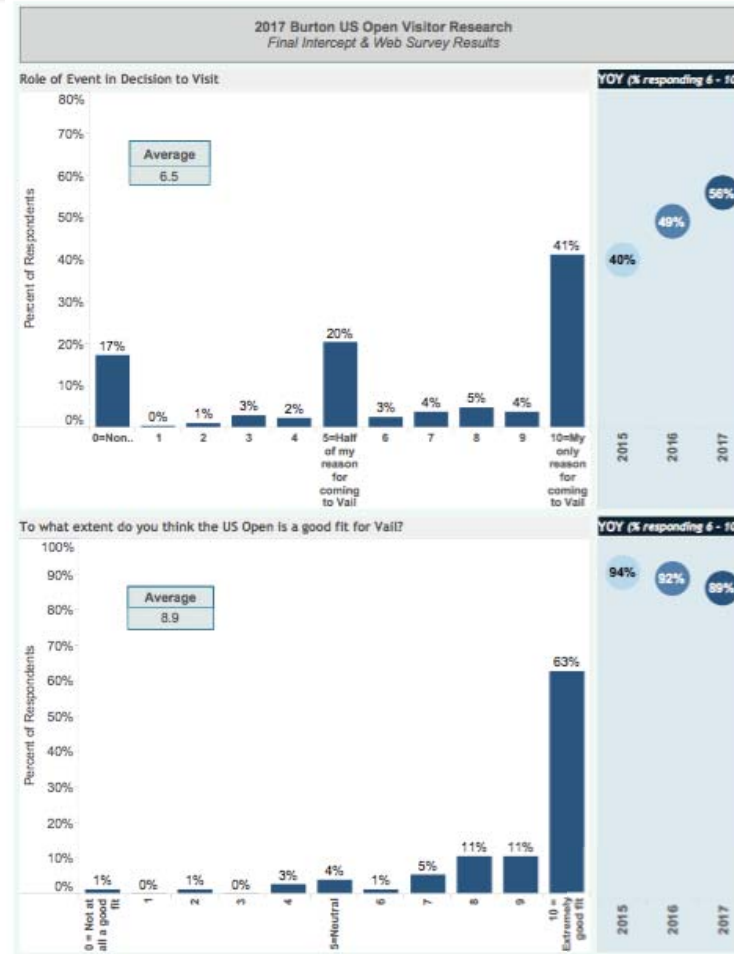
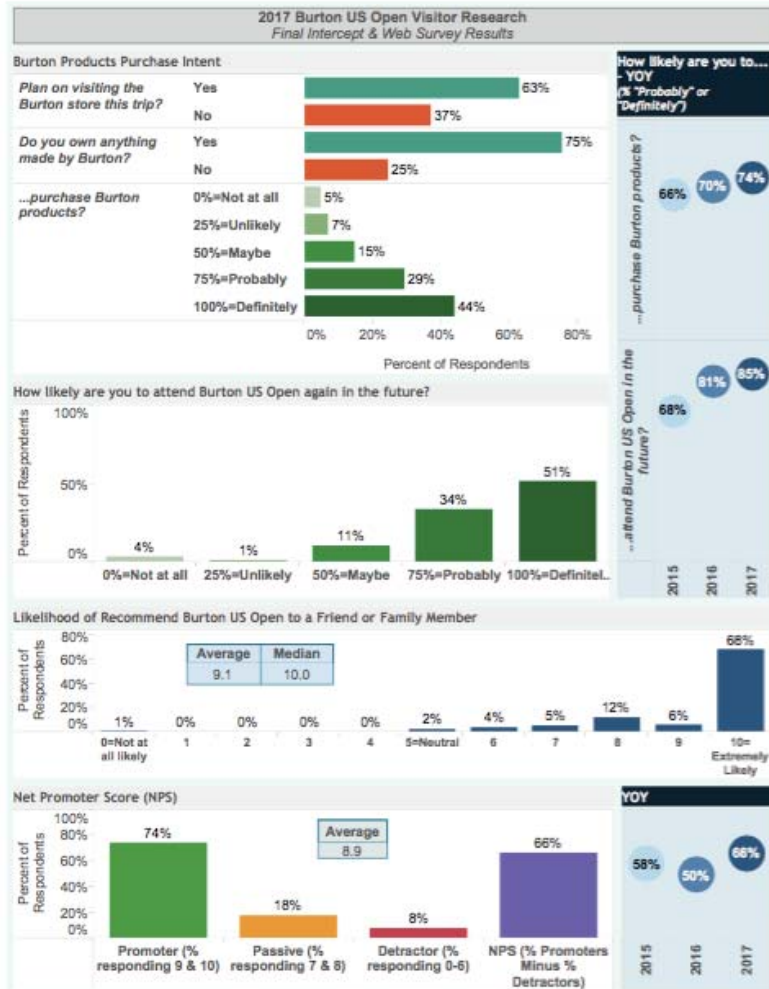


Appendix B: Burton Intercept Survey



TOWN OF VAIL

Appendix B: Burton Intercept Survey



TOWN OF VAIL

Appendix C: Contract Deliverables

2017 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 :10 second of Town of Vail footage in one or more USO television programs, Burton to produce;
2) The right to Town of Vail mention in all radio advertising and promos to be aired throughout the Vail Valley on KZVR;	17) The right to quality talent for the Solaris USO concerts;
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;	18) The right to visibility via Burton's global television distribution;
4) The right to Town of Vail name on the USO media releases;	19) The right to an increased paid USO marketing/social media push and presence into key domestic and international Town of Vail markets;
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;	20) The right to a continued Town of Vail merchant outreach and support program surrounding the USO (Apres All Day Program) - Larkspur, Red Lion, Pazzos, Garfs
6) The right to Town of Vail name and/or logo I.D. on twenty (20) Rider/Competitor bibs;	21) The right to the expansion of the Rightlet program to Golden Peak;
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;	22) The right to a TOV to be included in the NEW USO App
8) The right to Town of Vail name and/or logo I.D. on the 8'x8' USO awards backdrop;	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.
9) The right to a minimum of fifteen (15) Town of Vail PA mentions at the USO at Golden Peak and Solaris;	24) The right to the creation of a fun, community driven event in Solaris (Broomball Tournament);
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;	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.
11) The right to integrated TOV onsite signage visually into the webcast and television programming globally;	26) The right to expanded grass roots/local community marketing
12) The right to twenty-five (25) pairs of USO VIP credentials (50 total credentials);	27) Focus on marketing to the early season visitor with the goal of having them return to Vail for the USO
13) The right to ten(10) thirty second (:30) spots to be aired on the Big Screens during the USO;	28) The right to target the spanish speaking market with specific USO messaging.
14) The right to place a printed collateral piece in one thousand one hundred (1100) USO gift bags;	
15) The right to receive twenty-five (25) USO gift bags;	

