



## 2018 VAIL LACROSSE SHOOTOUT

### OFFICIAL SOUVENIR PROGRAM ADVERTISING OPPORTUNITY

We're beginning to plan our tournament program for the 46th Vail Lacrosse Shootout. Advertising opportunities are available. This summer, we anticipate we'll host approximately 107 lacrosse teams and draw approx. 12,950 lacrosse players, their families and chaperones, coaches, officials, event staff and spectators over the course of the 11 day event. Our tournament program is a great way for you to make these lacrosse participants and fans aware of your business! We'd love to include you this year!

#### **DATES/LOCATION**

The 2018 Vail Lacrosse Shootout will take place in Vail and Edwards June 24 through July 4. We will have approx. 16 High School Boys teams; 25 High School Girls teams; 16 Men's Elite teams; 10 Women's Elite teams; 8 Men's Masters teams; 4 Women's Masters teams; 12 Supermasters teams; 10 Grandmasters teams and 5 Zenmasters teams. We will be using Ford Park, Vail Athletic Field and Vail Mountain School in Vail; Freedom Park in Edwards; and Eagle/Vail field and Homestake Peak School stadium in Eagle/Vail.

#### **YOUR OPPORTUNITY**

**Program ads.** The program will be a 5.375" (w) x 8.375" (h) booklet with color cover. Approx. 3,000 copies will be printed and available at the various field venues, the Vail Welcome Center and the Lionshead Welcome Center. Print ad sizes & prices are:

Full page:	4.625"w x 7.875"h	\$400
1/2 page:	4.625"w x 3.85"h	\$250
1/4 page:	4.625"w x 1.85"h	\$150

#### **Other advertising options:**

- Half page print ad, advertising flyer distribution, and your click through logo on our website. Your advertising flyer (you provide) is distributed to team contacts in every division via an email blast in late April and again in late May, prior to their arrival in Vail. This is a great way to make teams aware in advance of the services you can offer them while they are visiting in Vail! Your click through logo on our tournament website allows teams to become familiar with your services before they arrive and during their stay in Vail. Our website content includes game schedules and highlights of each day's tournament action is posted daily, so the website is viewed frequently by both tournament participants and fans. Cost of this option is \$500.
- Print ad and field banner. You can combine a print ad of any size in the tournament program with banner placement at one of our field venues, for the ad cost plus \$200. Your banner will be in place from June 24 through July 4.

**Economic Impact:** By using economic information from our event reported to the Town of Vail by an independent surveyor following the 2017 tournament, the following amounts can be extrapolated as estimated amounts that 2018 tournament attendees will spend in Vail over the course of the 11 days of the 2018 tournament:

Lodging:	\$1,160,006
Restaurants/Bars/food vendors	\$1,027,720
Shopping:	\$458,060
Recreation:	\$371,400
Other:	\$247,600
<b>Total Spending Generated:</b>	<b>\$3,264,786</b>

**For additional information, ad specs, or to reserve your space, call or email Connie Streich at 303-886-3500 or at [vailaxinfo@comcast.net](mailto:vailaxinfo@comcast.net)**

**DEADLINE FOR AD COPY IS May 24.**

Ads should be emailed to [vailaxinfo@comcast.net](mailto:vailaxinfo@comcast.net). Payment must be received by May 24 as well. We have several payment options: 1) mail your check to International Lacrosse Promotions c/o Connie Streich, 7056 Turweston Lane, Castle Pines, CO 80108; 2) you can call me at 303-886-3500 with credit card information; 3) pay using Paypal; go to <http://vaillacrosse.com/about/registration/>.