

MEMORANDUM

TO: Board of Trustees

THROUGH: Mike Bandelin, Interim General Manager

FROM: Paul Raymore, Marketing Director

SUBJECT: Review, discuss, and potentially adopt Policy and Procedure No. 143/Resolution No. 1904 regarding advertisements in the IVGID Magazine and other District publications, at District-owned venues and District-sponsored events. (Requesting Staff Member: Marketing Manager Paul Raymore and Requesting Legal Counsel: Josh Nelson and Anne Branham)

RELATED STRATEGIC PLAN BUDGET INITIATIVE(S): Long Range Principle #6 – Communication

RELATED DISTRICT POLICIES, PRACTICES, RESOLUTIONS OR ORDINANCES

DATE: September 27, 2023

I. RECOMMENDATION

1. That the Board of Trustees review, discuss, and potentially adopt Policy and Procedure No. 143/Resolution No. 1904 regarding acceptance of advertisements for the IVGID Magazine and other District publications, at District-owned venues and District-sponsored events.
2. That the board discuss and provide guidance to Staff on the scope of advertising programs the District should engage in, and potentially expanding the District's formal advertising programs beyond print advertisements in the IVGID Magazine.

II. BACKGROUND

The District presently manages the production of the "IVGID Magazine," which publishes five times per year. The District contracts with CC Media for design services, management of printing and distribution, and management of advertising submissions and rates, but the District has not adopted a formal

policy regarding what is appropriate and acceptable for publication as an advertisement in the IVGID Magazine. In addition, the District owns and operates a number of public facilities and runs a number of public events where advertisements and sponsorship opportunities may exist, including but not limited to the Incline Open Tennis & Pickleball Tournament, IVGID Parks and Recreation facilities and events, Diamond Peak event sponsorships and Lakeview chairlift ad blocks, and the IVGID ball fields.

This draft policy, attached hereto as Exhibit A, establishes the criteria that the District will apply to determine whether third-party-submitted proposed advertisements are acceptable, and clarifies that the District reserves the right to review proposed advertisements in advance and reject those that do not meet the adopted criteria.

In the District's experience, certain types of advertisements can interfere with the District's primary advertising purpose of bringing public awareness to important District issues and generating revenue to benefit District services. This policy advances the advertising program's revenue-generating and public service objectives by prohibiting advertisements that could detract from that goal by creating substantial controversy, interfering with and diverting resources from District operations, and/or posing significant risks of harm, inconvenience, or annoyance to District stakeholders and other members of the public. Such advertisements create an environment that is not conducive to achieving increased revenue for the benefit of District services or to preserving and enhancing the security, safety, comfort and convenience of its operations. The viewpoint neutral restrictions in this policy thus foster the maintenance of a professional advertising environment that maximizes advertising revenue.

In short, the following categories of third-party advertisements will not be accepted under the draft policy:

- Ads that do not qualify as “commercial speech” (i.e., only ads that propose commercial transactions, like buying/selling/economic exchanges are permitted)
- Ads involving trademark/patent infringement
- Obscene, pornographic, and offensive ads (as defined in the policy)
- Defamatory, false, and deceitful ads
- Ads advocating for violence or portraying violence
- Ads directly or indirectly promoting any specific form of religion or religious practice, except for summer camps or similar programs that are open to all children in the community
- Ads that imply the District has “endorsed” any service, product, or point of view without prior written authorization
- Ads for tobacco, firearms, non-carbonated bottled water, cannabis products and services, CBD products and services, and short-term rentals and services
- Ads for ski areas, ski lesson providers, golf courses and golf shops, tennis

and pickleball centers or services, recreation centers, fitness centers and gyms, and wedding and event venues, other than those that the District owns, operates, or manages

- Ads that conflict with federal, state, or local law

In addition, all advertisements submitted for review must clearly identify the sponsor of that ad. Any person who is found to have violated the policy may be prohibited from submitting ad requests in the future. Language will be included when appropriate, clarifying that the views expressed in the ad do not necessarily reflect the District's position. And, the District's GM or designee will retain the right to control the quantity, quality, and placement of all ads, and reject ads that do not comply with the adopted policy.

Finally, staff notes that this policy will not affect the District's ability to utilize existing advertising space to market its own facilities, services, and programs as it sees fit.

DISCUSSION OF POTENTIALLY EXPANDING ADVERTISING SCOPE

Currently, IVGID offers only a limited number of advertising and sponsorship opportunities for local businesses and organizations to support IVGID's venues, programs, events and services through cash or in-kind donations/payments.

These current advertising/sponsorship opportunities, which would all be covered by the proposed advertising policy, include:

- Paid advertisements in IVGID Magazine (managed by CC Media)
 - Options for various size ads from ¼ page to 2-page spread
- Incline Open Tennis & Pickleball Tournament event sponsorship (managed by Tennis & Pickleball Center Supervisor)
 - Sponsors can hang sponsor-provided banner at Tennis & Pickleball Center for full season
- IVGID Parks & Recreation Youth Sports team sponsorship (managed by Sports & Community Programming Supervisor)
 - Sponsors get their name/logo on the back of a team jersey
- IVGID Parks & Recreation event sponsorships (managed by Incline Tahoe Foundation)
 - Sponsors can hang sponsor-provided banners at IVGID/ITF events such as Trail of Treats, Puppy Plunge, etc.
- Diamond Peak event sponsorships (managed by IVGID Marketing Department)
 - Sponsors are generally in-kind donations of prizes for events such as Luggi Foeger Festival & Dummy Downhill.
- Diamond Peak Lakeview Chairlift ad blocks (managed by DPSEF)
 - Diamond Peak Ski Team sells ads on the chairlift safety bar ad blocks on Lakeview chair.

Other advertisements on District property:

- IVGID Ball Fields banners (North Tahoe Little League sponsor banners hung during Little League season)

The District has an interest in securing sponsorships to help offset the cost of hosting special events and community programming, and the advertisements in the IVGID Magazine offset the design and printing costs associated with that publication.

The issues:

1. Currently, there is no central contact within or outside the District who can facilitate advertising/sponsorships across all District events, venues and publications. Because of this, the District may be missing out on bigger dollar sponsors who would be interested in getting their name/brand out within the Incline Village/Crystal Bay community in a more holistic way. (e.g. a local Realtor who wanted to sponsor ALL of IVGID's community events in 2023.)
2. There is no consistency or clarity on where sponsorship dollars are allocated in IVGID budgets, and what these dollars can/should be used for.

A different model:

The Tahoe Donner Association has a more holistic advertising/sponsorship program, which has become a significant source of revenue for the organization over the years. They work with CC Media (same vendor we work with on the IVGID Magazine) who handles all sales for Tahoe Donner's paid advertising and event sponsorship programs. See attached Media Kit and event sponsorship decks.

Tahoe Donner's Marketing Department is responsible for fulfillment of all advertising contracts, which allows them to have more creative control and quality control of the finished product. For example, all sponsor banners at their venues/amenities are produced by the same company at the exact same sizes, making for a more polished/professional look.

CC Media already has a list of potential advertisers/sponsors and is able to attract larger sponsors who are looking to get their company's name/brand in front of Tahoe Donner's members and guests all year long. Plus, they have dedicated ad sales staff who specialize in selling advertisements and event sponsorships.

The opportunity:

During initial conversations with CC Media, they expressed enthusiasm for

expanding the scope of their advertising/sponsorship sales for IVGID to encompass more potential placements, including:

- Print ads in IVGID Magazine (ongoing/continuing)
- Banners at IVGID ball fields
- Banners at IV Tennis & Pickleball Center
- Banners inside IV Recreation Center gymnasium & pool
- Event sponsorships
- Ads in IVGID's email newsletters
 - Parks & Rec monthly updates
 - BOT meeting recaps
 - Diamond Peak email newsletters
- Golf cart GPS screens
- Print ads on Diamond Peak trail maps
- Outdoor ads on Diamond Peak ski racks (12 total)
- Print ads in Public Works News insert

CC Media would handle all advertising/sponsorship sales for the District on a commission basis (except for the IVGID Magazine, which operates under a separate agreement), and would take a percentage of all ad/sponsor dollars (likely 25-30% commission rate). The excess revenue would be available to the District to support the venues, events or community programming initiatives throughout the community.

Staff is seeking direction from the Board of Trustees on whether there is interest in expanding the scope of our current advertising programs, and if so, if Staff should flesh out a potential District-wide advertising sales agreement with CC Media and bring that back to the Board for approval.

III. BID RESULTS

IV. FINANCIAL IMPACT AND BUDGET

No direct impact by adoption of the policy; fiscal impacts associated with a subsequent agreement with CC Media or another company to modify the District's current advertising approach more broadly will be separately analyzed at that time. Ads published in the IVGID Magazine support the production of the magazine.

V. ALTERNATIVES

Below are alternatives to the recommended action:

1. Adopt the proposed policy.
2. Decline to move forward at this time with this proposed amendment.
3. Suggest changes to the proposed policy and bring it back for discussion at

the next meeting.

VI. COMMENTS

VII. BUSINESS IMPACT/BENEFIT

This item is not a "rule" within the meaning of Nevada Revised Statutes, Chapter 237, and does not require a Business Impact Statement.

VIII. ATTACHMENTS

1. IVGID Districtwide Advertisement Policy - Res 1904, PP 143
2. Tahoe Donner 2023 Media Kit
3. Tahoe Donner Summer Music Series Sponsorship Deck

IX. DECISION POINTS NEEDED FROM THE BOARD OF TRUSTEES

1. Review, discuss, and potentially adopt Policy and Procedure No. 143/Resolution No. 1904 regarding acceptance of advertisements for the IVGID Magazine and other District publications, at District-owned venues and District-sponsored events.
2. Provide direction to Staff on whether to expand District's current advertising programs.
3. Provide direction to Staff on whether to draft an agreement with CC Media for sales support of expanded advertising programs.



Resolution 1904
(Policy and Procedure No. 143)

IVGID Districtwide Advertisement Policy

WHEREAS, the Incline Village General Improvement District (IVGID) publishes or displays advertisements in IVGID publications and at IVGID facilities; and

WHEREAS, IVGID wishes to adopt this policy to outline the rules and regulations regarding these advertisements to ensure compliance with law and best practices; and

NOW THEREFORE BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT, that it hereby adopts the attached Districtwide Advertising Policy.

BE IT FURTHER RESOLVED, that the attached Policy and procedures will remain in effect until changed or rescinded by the Board of Trustees.

* * * * *

I hereby certify that the foregoing is a full, true and correct copy of Resolution No. 1904, Policy and Procedure Resolution No. 143, as amended and adopted by the Board of Trustees of the Incline Village General Improvement District on the 27th day of September, 2023, by the following vote:

AYES, and in favor thereof,
NOES,
ABSENT,

Heidi W. White
District Clerk



Policy and Procedure No. 143, Resolution 1904

IVGID Districtwide Advertisement Policy

The Incline Village General Improvement District (“IVGID” or the “District”) is a general improvement district organized pursuant to NRS Chapter 318. As part of its services to local residents and visitors to the area, the District publishes regular editions of the “IVGID Magazine,” and owns and operates a number of publicly available facilities such as parks and tennis courts, among other things. In addition, the District owns and operates a number of public facilities and runs a number of public events where advertisements and sponsorship opportunities may exist, including but not limited to the Incline Open Tennis & Pickleball Tournament, IVGID Parks and Recreation facilities and events, Diamond Peak event sponsorships and Lakeview chairlift ad blocks, and the IVGID ball fields. To support the publication of the IVGID Magazine and facilitate oversight of advertisement/sponsorship opportunities at other District venues and events, the District accepts paid advertisements and sponsorships from third parties (hereafter, collectively referred to as “Advertisements”), subject to rates published by the District for such purposes and this Policy.

In keeping with its functions noted above, and to the extent allowable by law, the District does not intend by accepting Advertisements to convert the IVGID Magazine or venues/events that it owns and operates into open public forums for public discourse, debate, or expressive activity. Rather, the District accepts Advertisements as a means of generating revenue to support its operations, and communicating information about District services and events to the public. In furtherance of this limited objective, the District retains control over the nature of Advertisements accepted for publication in the IVGID Magazine, in its venues, and at its events, and maintains such advertising spaces and opportunities as a non-public forum. This Policy prohibits Advertisements that could detract from the District's goal of generating revenue or interfere with the safe and convenient delivery of District services to the public. This Policy is intended to be an objective and enforceable standard for advertising that is consistently applied, and which is consistent with the free speech guarantees of the constitutions of the United States and the State of Nevada. Through this Policy, the District intends to establish the following uniform, viewpoint-neutral standards for advertisements in the IVGID Magazine and in other venues owned and operated by the District:

1. In accordance with the revenue-generating purpose of this Policy, the District shall accept only third-party Advertisements which contain Commercial Speech, which is defined as speech that does no more than propose a commercial transaction, or is an expression related solely to the economic interests of the speaker and its audience (e.g., promotes for sale, lease, or other financial benefit a product, service, or other property interest). Notwithstanding the foregoing, the following types of content will be allowed:



Policy and Procedure No. 143, Resolution 1904

IVGID Districtwide Advertisement Policy

- a. Advertisements that promote IVGID services or programs, including co-sponsorships with third parties that relate to or support IVGID's function and services; and
 - b. Advertisements from other local, state, or federal governmental agencies or legally affiliated entities relating to public programs, services, or events that do not otherwise qualify as Commercial Speech.
2. Advertisements that infringe on any copyright, trade or service mark, title, or slogan without the written consent of the owner of said copyright or mark will not be accepted.
 3. Advertisements that are obscene or pornographic will not be accepted.
 4. Advertisements that may be perceived as offensive to any religious, ethnic, racial, or political group will not be accepted.
 5. Advertisements that are clearly defamatory or contain false, deceitful, or grossly misleading information will not be accepted.
 6. Advertisements that advocate for or portray acts of violence, murder, sedition, terror, vandalism or other acts of violence against persons, animals, or institutions will not be accepted.
 7. Advertisements that directly or indirectly promote any form of religion or religious practice will not be accepted, except that local churches may advertise summer camp or similar programs that are available to all children in the community.
 8. Advertisements that imply or declare an endorsement by IVGID of any service, product, or point of view without prior written authorization from IVGID will not be accepted.
 9. Advertisements for tobacco, firearms, non-carbonated bottled water, cannabis products and services, CBD products and services, and short-term rentals and services will not be accepted.
 10. Advertisements for ski areas, ski lesson providers, golf courses and golf shops, tennis and pickleball centers, wedding and event venues, and recreation centers, fitness centers, and gyms—or services other than those that the District owns, operates, or manages—are prohibited.
 11. Advertisements that otherwise are in conflict with any applicable federal, state, or local law, statute, or ordinance will not be accepted.
 12. All Advertisements must clearly identify the sponsor(s) of that Advertisement.
 13. Any person or entity who has previously violated any provision of this Districtwide Advertisement Policy may be prohibited from posting any Advertisements.
 14. All Advertisements published by the District shall be formatted in such a way as to not be confused with IVGID's editorial content, and any "advertorial" style Advertisements shall clearly state that the content is a paid advertisement. The District reserves the right to place a statement in all publications that says: "*The views expressed in the advertisements in this publication do not necessarily reflect the views of the Incline Village General Improvement District.*"



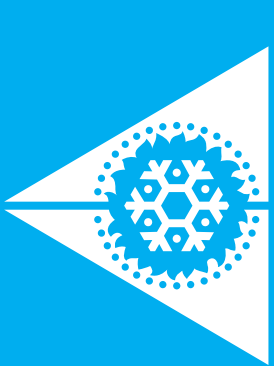
Policy and Procedure No. 143, Resolution 1904

IVGID Districtwide Advertisement Policy

15. Quantity, quality, and placement of all Advertisements will be controlled by and subject to the specific approval of the District's General Manager or designee, who reserves the right to review each Advertisement in advance and reject any proposed Advertisement that does not meet the District's standards as set forth in this Policy.

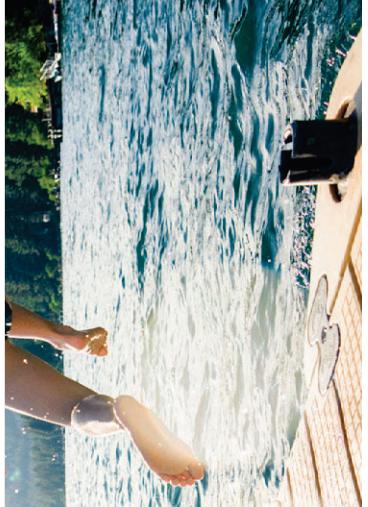
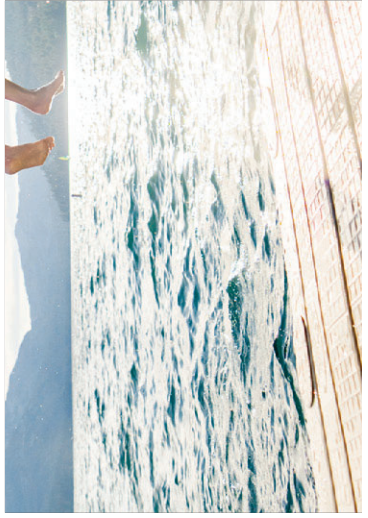
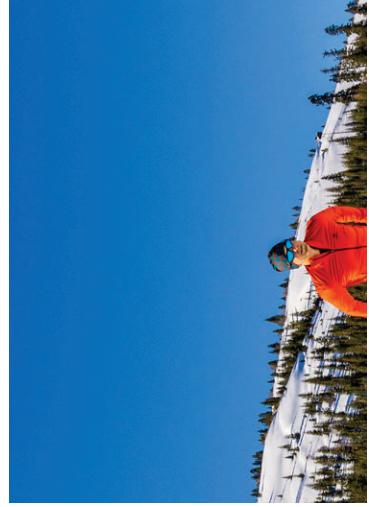
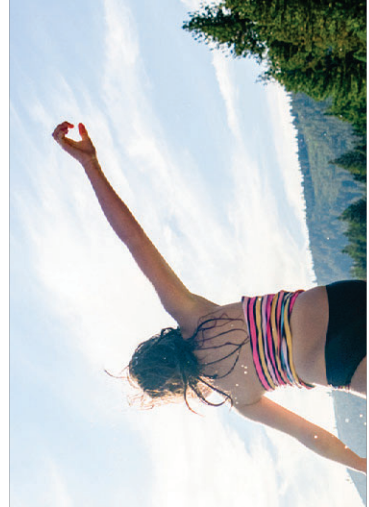
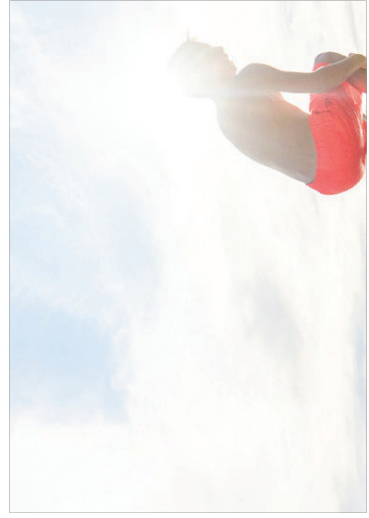
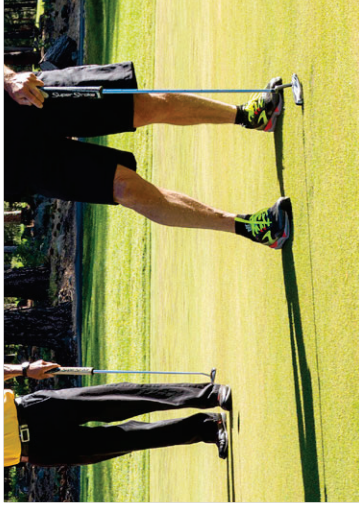
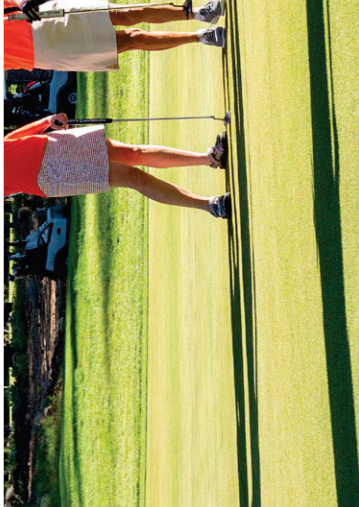
The District reserves the right, from time to time, to amend, suspend, modify or revoke the application of any or all of these standards as it deems necessary to comply with legal mandates, or to facilitate its primary functions, or to fulfill the goals and objectives referred to herein. All provisions of this Policy shall be deemed severable.

District contracts granting advertising rights shall include this Policy as an attachment. The District reserves the right to contract with third party companies or agencies to manage and oversee the District's Advertisement sales, but all such sales must be contingent upon compliance with this Policy.



TAHOE DONNER™

2023 MEDIA KIT



In the late sixties, a former Navy pilot and professional football player purchased 4,020 acres in Truckee, California, in the heart of the Sierra Nevada mountain range. He envisioned a family resort community with beautiful mountain homes, ample open space and “every recreational facility a family could want right at their fingertips,” including a golf course, ski resort, tennis center, equestrian facility, pools and lakefront beach club, among others. It had never been done before.

Tahoe Donner opened in 1971 with 1/3 acre lots starting at \$8,000. The community was an immediate success, exceeding \$20 million in home site sales before the golf course or ski hill even opened. Truckee’s convenient location on Interstate 80 made it accessible to visitors from Reno, Sacramento and the San Francisco Bay Area, and the wide range of accessible amenities inspired thousands of families to make Tahoe Donner their High Sierra home.

Today **Tahoe Donner is Northern California’s largest resort community** and **one of the largest in the U.S.** The community includes nearly 6,500 homes on 7,300 acres, which combine to a **real estate value of \$4.7 billion**. Tahoe Donner has more than **25,000 member homeowners** invested in its ongoing success. Additionally, each year more than **750,000 visiting guests** enjoy Tahoe Donner and its unrivaled access to everything that makes North Lake Tahoe great.



TAHOE DONNER AT A GLANCE

750K
ANNUAL VISITORS

7,300
ACRES

25K
MEMBERS

6,473
PROPERTIES

\$4.7B
TAHOE DONNER
REAL ESTATE VALUE

\$75M
IN TOTAL ASSETS

60+ MILES
OF TRAILS

ENDLESS
WAYS TO
PLAY

LOCATION + CLIMATE



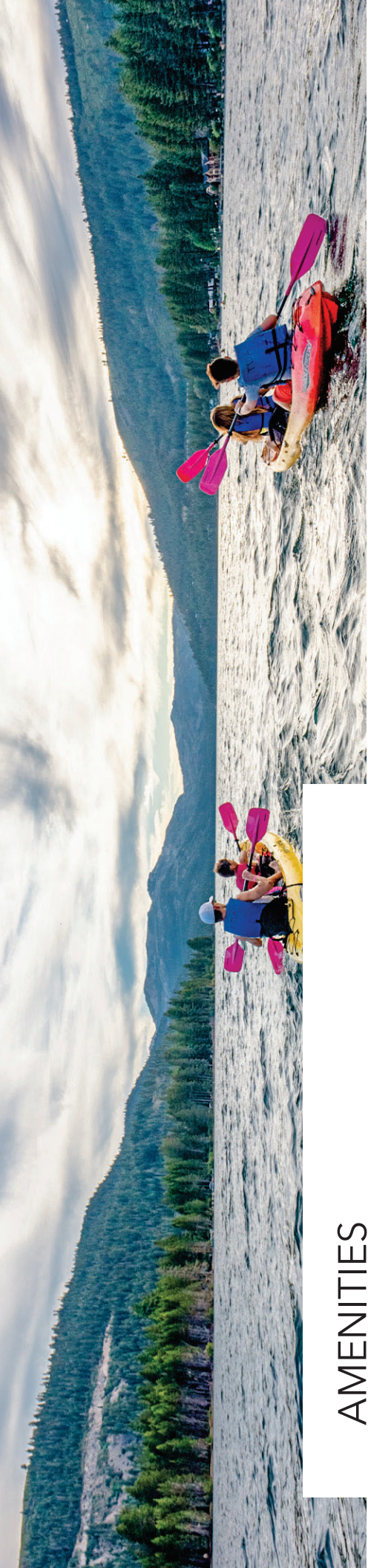
200 miles northeast of San Francisco
100 miles east of Sacramento
40 miles west of Reno
12 miles north of Lake Tahoe



Average snowfall of
360 inches



Over 300 days of
annual sunshine



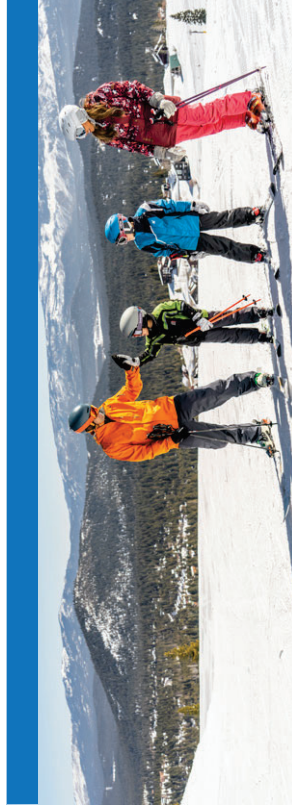
AMENITIES

Tahoe Donner owns and operates a wide range of recreational facilities for year-round adventure. Many amenities provide unique advertising opportunities.

750,000+
ESTIMATED ANNUAL
AMENITY VISITS

AMENITIES

- Downhill Ski Resort
- 18-Hole Championship Golf Course
- Cross Country Ski Center
- Trout Creek Recreation Center + Pools
- Beach Club Marina
- Snowplay Tubing + Sledding Center
- Bikeworks
- Tennis Center
- Equestrian Center
- Day Camps
- Campground
- 60+ Miles of Trails
- 3 Year-Round Restaurants
- 4 Seasonal Restaurants



DOWNHILL SKI RESORT

AWARDED MOST FAMILY-FRIENDLY SKI RESORT IN THE WEST BY LIFTOPIA

Annual Visitors: 47,000

Skiable Acres: 120

Average Annual Snowfall: 360"



CROSS COUNTRY SKI CENTER

RATED #1 XC SKI AREA IN TAHOE 7 CONSECUTIVE YEARS BY SIERRA SUN READERS POLL | RANKED #2 XC SKI AREA IN NORTH AMERICA IN 2017, #3 IN 2018 AND #5 IN 2022 BY USA TODAY

Annual Visitors: 35,000

Number of Trails: 79

Skiable Terrain: 100+ kilometers

Acres of Terrain: 2,800+



18-HOLE CHAMPIONSHIP GOLF COURSE

AWARDED BEST GOLF COURSE IN TAHOE BY SIERRA SUN READERS POLL IN 2016, 2018, 2019 AND 2021
\$2.2M RENOVATION COMPLETED IN 2021

Annual Visitors: 25,000

Course: 18-hole, par 72 championship course

Total Yards: 7,002 yards



ALDER CREEK ADVENTURE CENTER

HOME OF:

- Bikeworks
- Equestrian Center
- Trail network headquarters
- Restaurant + bar with indoor and outdoor seating
- Cross Country Ski Center



AUDIENCE OVERVIEW

Advertising with Tahoe Donner ensures that affluent and active audiences will be exposed to your brand.

MEMBER STATS



72%
SECOND
HOMEOWNERS

Second homeowners primary residences are primarily concentrated in San Francisco Bay Area and Sacramento.

28%
FULL-TIME
RESIDENTS

52%
MALE

48%
FEMALE

AGE PROFILE

0-6	4%
7-18	16%
19-30	13%
31-45	21%
46-64	14%
65+	32%



85.4%
HAVE A 4-YEAR
OR GRADUATE-
LEVEL DEGREE



63.5%
MEDIAN INCOME
OF \$150K OR
HIGHER

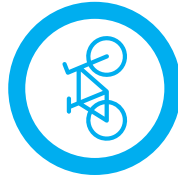


\$1,172,500
MEDIAN HOME
PRICE

INTERESTS



SKIING



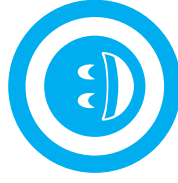
BIKING



GOLF



WATER
SPORTS



OTHER
RECREATIONAL
AND FAMILY
ACTIVITIES

VISITOR STATS

650,000 visitors annually

Passionate about outdoor recreation and nature; very tech savvy

Reside primarily in San Francisco Bay Area and Sacramento

ADVERTISING OPPORTUNITIES
PRINT | DIGITAL | ON-SITE



PRINT ADVERTISING

Tahoe Donner News is the official monthly publication of Tahoe Donner. The high-quality, full-color magazine combines feature stories, event and recreation opportunities, HOA business, gear guides and other content of interest to Tahoe Donner members and visitors.

All advertisers are included in the Business Directory printed in the magazine twice a year, in the May and November issues. Other highlights that attract extra attention from readers are the Annual Report in May, the Summer Fun Guide in June, and both the Annual Budget and Winter Fun Guide in December.



RATES

	1X	3X	6X	12X
BACK COVER	NA	NA	NA	\$2,400
INSIDE COVER (FRONT OR BACK)	NA	NA	NA	\$2,100
SPREAD	\$5,725	\$5,225	\$4,250	\$3,800
FULL PAGE	\$2,900	\$2,625	\$2,125	\$1,925
1/2 PAGE*	\$1,800	\$1,700	\$1,500	\$1,300
1/3 PAGE*	\$1,200	\$1,100	\$1,000	\$925
1/4 PAGE	\$1,150	\$925	\$825	\$700
1/6 PAGE	\$900	\$800	\$675	\$600

*Can be in a horizontal or vertical format. See specs on page 15.

STATS

CONTENT

83% Features member stories, events, recreation opportunities and more

17% Advertising

CIRCULATION

7,000

(~6,200 mailed to primary residences, 800 at amenities and local businesses)

READERSHIP

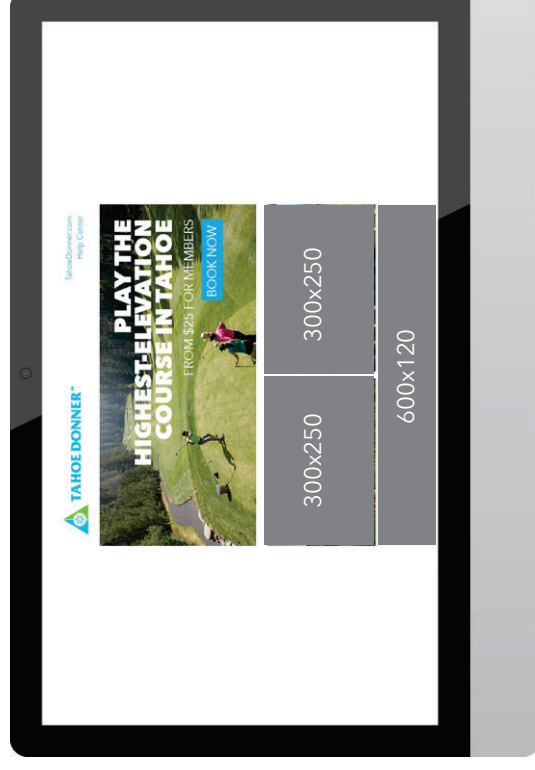
25,000+

DEADLINES + FILES

- Tahoe Donner News is published monthly. Reservations are due the 5th of the month prior to publication date.
- Artwork is due the 12th of the month prior to publication date for all months except the December issue, which is November 9th.
- We only accept PDF files with all imagery and fonts embedded within the file.
- Ad resolution must be 300 dpi. Be sure all art is saved in CMYK with no spot colors.
- Please send files less than 10MB via email to peggy@cc.media. For larger files, use a file sharing service.
- See sizing specifications on page 15.

EMAIL MARKETING

Tahoe Donner offers unique banner-style advertising opportunities in various email marketing efforts to homeowners and visiting guests. The open rate and click rate of Tahoe Donner emails are more than double industry averages, offering substantial value and proven access to a highly desirable audience. All email communications are sent via Mailchimp, which includes a wide range of analytical functions.



RATES + SPECS

OFFERING	SUBSCRIBERS	AD DIMENSIONS	COST	OPEN RATE	CLICK-THROUGH RATE
WEEKLY (4x per month)	7,420	600x200 FEATURED 600x120 LARGE 300x250 STANDARD	\$350 / MONTH	57%	0.08% 0.05% 0.04% (Email Total: 10.33%)
<i>Advertisers must provide artwork for all three ad sizes; placement will rotate weekly. Space is limited to six vendors per email.</i>					
GM UPDATE TO MEMBERSHIP (1x per month)	11,052	600x275	\$375 / MONTH	62%	0.20% (Email Total: 6.76%)
BOARD OF DIRECTORS MEETING RECAP (1x per month)	11,052	600x275	\$375 / MONTH	58%	0.59% (Email Total: 4.65%)
HOLIDAY OR SPECIAL EVENTS	22,769	600x275	INQUIRE	56%	0.44% (Email Total: 15.63%) Industry Average: 2.3%

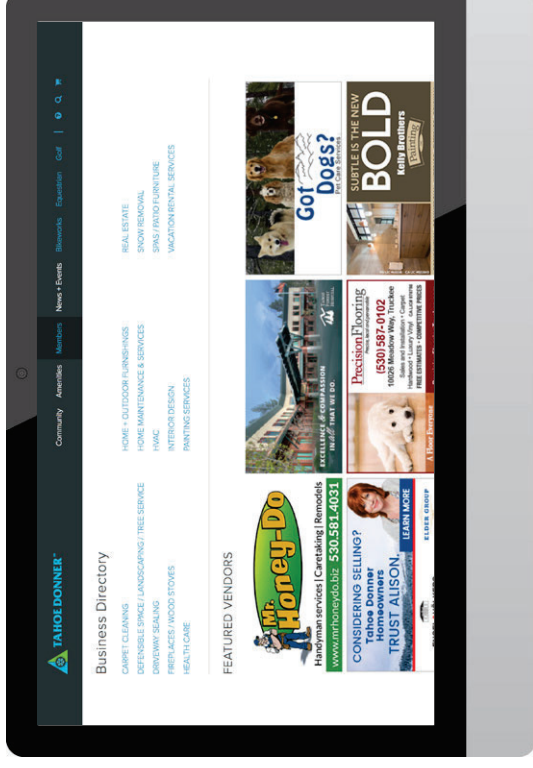
Email advertising with Tahoe Donner is only available to advertisers with a print advertising commitment. All ads should be JPG, PNG or GIF image file types.

ONLINE BUSINESS DIRECTORY

Tahoe Donner has a strong online presence with more than 5,900 page views per day, most being the result of organic search. Tap into this persistent audience by advertising in Tahoe Donner's Online Business Directory at tahoedonner.com/businessdirectory.

The Online Business Directory includes your company name, a line of copy and contact information, including your phone number and website. This information will also be printed in *Tahoe Donner News* twice annually.

Add a Featured Vendor Tile with a full-color company logo and imagery to have an even greater impact.



RATES + SPECS

OFFERING	COST
DIRECTORY LISTING	\$1,000 / YEAR
ADD FEATURED TILE	\$600 / YEAR

FILE TYPE + SIZE

- 300x150 JPG

OVERALL WEBSITE STATS

PAGE VIEWS / MONTH	AVERAGE SESSION TIME	AGE
179K+	136 seconds	18-24 11%
		25-34 25%
		35-44 19%
		45-54 17%
		55-64 16%
		65+ 12%
SESSIONS / MONTH	LOCATION	
66.8K	95.5% USA	
UNIQUE USERS / MONTH	GENDER	
32.2K	48% male	52% female

DIGITAL AMENITY SCREENS

Tahoe Donner has a total of 15 video screens in multiple locations available for advertising. Still ads (JPG) can display with potential for video content (without sound).



RATES + SPECS

COST

\$4,000 / YEAR

\$750 / MONTH

\$2,500 / SEASON (6 months)

FILE TYPE + SIZE

- 1920x1080 JPG

- 300 dpi

- Inquire about video formats

STATS

TIME PER SCREEN

10 seconds

PLAYS A DAY

360

AVG NUMBER OF ADS

12

PLAYS A MONTH

10,800

SCREENS PER LOCATION

DOWNHILL SKI RESORT

6 | 47K visitors

CROSS COUNTRY SKI CENTER

3 | 35K visitors

BEACH CLUB MARINA

1 | 42K visitors

TENNIS CENTER

1 | 17.5K visitors

GOLF COURSE / LODGE RESTAURANT

1 | 74K visitors

TROUT CREEK FITNESS CENTER

2 | 147K visitors

NORTHWOODS CLUBHOUSE

1 | 110K visitors

EVENT SPONSORSHIPS

Tahoe Donner's wide range of events and recreational amenities ensure that there are always fun and unique ways to connect with our many guests. Sponsorships vary per event and are customized to each sponsor. Inquire for specific opportunities and details.



MARQUEE EVENTS

WILD WEST FEST
LABOR DAY WEEKEND
1K+ | ALL AGES

FALL FESTIVAL
MID-OCTOBER
2K+ | ALL AGES

ADDITIONAL EVENTS

- Light Up the Night
- Tree Lighting Ceremony – Late November
- New Year's Eve Light Parade and Fireworks Show
- Easter Eggstravaganza
- Downhill Closing Day and Downhill Dummy Event
- Annual Meeting of Members
- BBQ Sponsor Booth Only – Late June
- And more

Detailed information and pricing for event sponsorships is available upon request.

ADDITIONAL OPPORTUNITIES

Tahoe Donner offers access to members and visitors who are passionate about outdoor adventure and have the means and opportunity to invest in their passions. Additional placement options are available, and we are excited to connect and explore unique ways to advertise through our resort community.



GOLF CART AD UNITS

The Golf Course has a fleet of 80 carts. Each cart has a 1/2 page ad unit that can be rotated out easily.

Annual Visitors: 20K

RATES + SPECS	OFFERING	SIZE
\$2,000 / SEASON		8.5" x 5.5"

SOLD FOR 2023



TRAIL MAPS

Tahoe Donner offers three seasonal maps for members and guests—Downhill, Cross Country and Summer: Hiking, Biking and Equestrian. Ad units are available on each map.

Annual Distribution: 30K

RATES + SPECS	OFFERING	SIZE
\$2,500 / AD	SUMMER	4" x 4"
\$2,500 / AD	XC SKI CENTER	4" x 4"
\$2,500 / AD	DOWNHILL SKI RESORT	4" x 2"

Max 2 ads per map
Ads should have 0.125" bleed on all sides



WINTER TICKET AD UNITS

Tahoe Donner offers ad space on the back of the Cross Country Ski Center and bottom of Snowplay tickets. The volume of tickets is 40K a season.

Seasonal Distribution: 40K+

RATES + SPECS	OFFERING	SIZE
\$4,000 / SEASON	XC SKI CENTER	4.75" x 3"
	SNOWPLAY	3.25" x 1"

SOLD FOR 2023

Ads should have 0.125" bleed on all sides



DEFENSIBLE SPACE / GREEN WASTE BROCHURE + EMAIL

Promoting rules, requirements and best practices for defensible space and green waste options, as well as promoting the Tahoe Donner Online Business Directory for where to find vendors.

RATES + SPECS

OFFERING **SIZE**

\$375 / EMAIL 300x250

\$450 / BROCHURE 3.57"x1.79"



WEEKLY FUN GUIDE + EMAIL

Tahoe Donner Weekly Fun Guides run for 10 weeks during the summer (500 prints per week). Tahoe Donner Fun Guides are also produced for four holiday weekends, with an associated email sent to 16K subscribers.

RATES + SPECS

OFFERING **SIZE**

~~\$4,000 / YEAR~~ VARIES

NO BIDDING FOR 2023



AMENITY BANNERS

Large format banners can be displayed at the Tennis Center, Driving Range and Rec Pool at the Trout Creek Recreation Center. The number of impressions can easily surpass 180K over the summer season.

RATES + SPECS

OFFERING **SIZE**

\$6,000 / SUMMER 10'x6'

KEY SPECS + CONTACTS

SALES CONTACTS

Laura Partridge

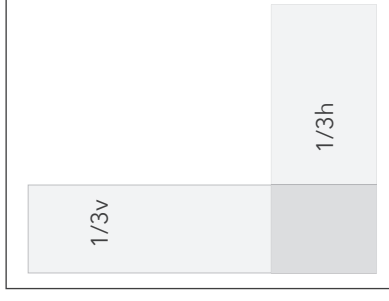
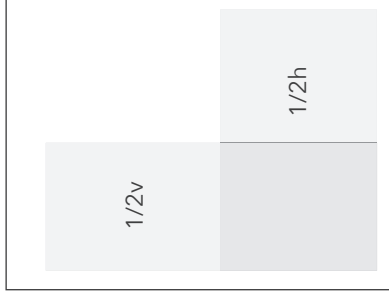
laura@cc.media
(775) 742-9850 (mobile)

CCMedia

75 McCabe Drive #19876
Reno, Nevada 89511
(775) 327-4200
www.cc.media

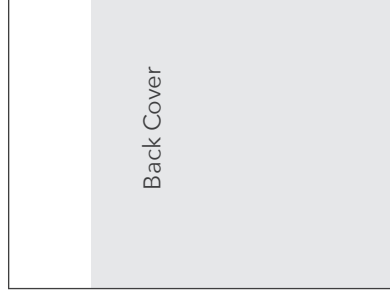
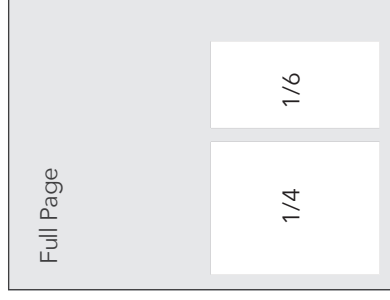
Peggy McElfish

peggy@cc.media
(775) 548-6562 (mobile)



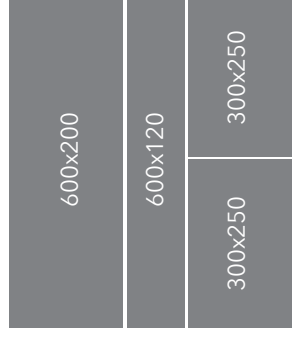
MAGAZINE PRINT SPECS

BACK COVER	9w x 9.77h with 1/8" bleed
INSIDE COVER (Front or Back)	9w x 12h with 1/8" bleed
FULL PAGE	9w x 12h with 1/8" bleed
1/2 PAGE (Horizontal or Vertical)	H: 8w x 4.993h V: 3.906w x 10.155h
1/3 PAGE (Horizontal or Vertical)	H: 8w x 3.280h V: 2.542w x 10.155h
1/4 PAGE	3.906w x 4.993h
1/6 PAGE	2.542w x 4.993h

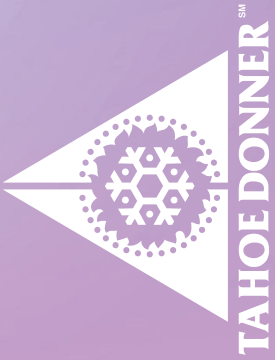


EMAIL AD SPECS

FEATURED AD	600x200
LARGE AD	600x120
STANDARD AD	300x250
SPECIAL EMAIL AD	600x275







SUMMER CONCERT SERIES

SPONSORSHIP OPPORTUNITIES

GROOVES BY THE GREEN
MUSIC BY THE MEADOW



EVENT OVERVIEW

After seeing great success with live music events in 2022, Tahoe Donner is hosting a variety of musicians this summer at two different high-traffic locations: Pizza on the Hill at the Northwoods Clubhouse and the newly renovated Pavilion at The Lodge Restaurant & Pub.

This packet provides event details and sponsorship opportunities for you and your business to consider for these two live music events this season - Music by the Meadow at Pizza on the Hill and Grooves by the Green at The Lodge Pavilion.

EVENT DETAILS

GROOVES BY THE GREEN

When: Every Friday starting July 28

Time: 5-7PM

Where: Lodge Pavilion at The Lodge Restaurant & Pub

Promotion: Marketing launch begins mid-May

MUSIC BY THE MEADOW

When: Every Saturday starting July 8

Time: 5-7PM

Where: Pizza on the Hill at the Northwoods Clubhouse

Promotion: Marketing launch begins mid-May



AUDIENCE OVERVIEW

Advertising with Tahoe Donner ensures that affluent, active and adventure-seeking audiences will be exposed to your brand.

MEMBER STATS



72%
SECOND
HOMEOWNERS

Second homeowners primary residences are primarily concentrated in San Francisco Bay Area and Sacramento.

28%
FULL-TIME
RESIDENTS



52%
MALE



48%
FEMALE



85.4%
HAVE A 4-YEAR
OR GRADUATE-
LEVEL DEGREE



63.5%
MEDIAN INCOME
OF \$150K OR
HIGHER



\$1,172,500
MEDIAN HOME
PRICE

AGE PROFILE

0-6 **4%**

7-18 **16%**

19-30 **13%**

31-45 **21%**

46-64 **14%**

65+ **32%**

INTERESTS



SKIING



BIKING



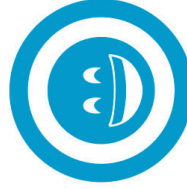
HIKING



GOLF



WATER
SPORTS



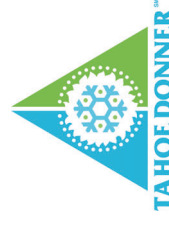
OTHER
RECREATIONAL
AND FAMILY
ACTIVITIES

VISITOR STATS

650,000 visitors annually

Passionate about outdoor recreation and nature; very tech savvy

Reside primarily in San Francisco Bay Area and Sacramento



SPONSORSHIP PACKAGE - \$2,500

BRANDING + PROMOTION AT A MINIMUM OF 13 FREE CONCERTS DURING JULY + AUGUST

Website

- Logo + link on dedicated event pages
- Inclusion on main Summer Concert Series landing page

Print + Digital Advertising

- Logo on applicable event print and digital materials
- KTKE radio mentions
- Sponsor logos featured on 3'x8' event banners at concerts (provided by Tahoe Donner)
- Included in event press release
- Logo inclusion in *Tahoe Donner News*: ad in June + feature story in July
- Logo featured in eight TD Weekly Activity Guides (500 prints per week distributed at TD amenities)

Social + Blog

- One blog about event with sponsors included (50 words provided by sponsors about your business with links)
- Three social mentions + tags in event social posts
- One sponsor-specific post (1080x1080px at 300dpi images provided by sponsors)

Day-Of Event

- Live reads from bands throughout concerts (can change content weekly)
- Specialized restaurant menus featuring sponsors on concert days



SPONSOR DELIVERABLES + KEY TIMELINES

DELIVERABLE	DUE DATES
Company logo - vector files (AI or EPS ONLY) for inclusion on all print and digital promotional materials - sponsorship approval will be requested prior to release	Monday, May 15
Sponsor approval of logo placement	Monday, May 22
Blog post content - 50 words about the sponsor	Friday, May 26
1080x1080px social image at 300dpi	Friday, May 26
25-word promotional script for emcee live reads during concerts (can change weekly)	Monday before concert dates



BECOME A SPONSOR

SPONSORSHIP LEVEL (SELECT ONE):

MAX 4 SPONSORS

Summer Music Series Sponsor: \$2,500

BUSINESS NAME

_____ (As you would like it to appear on all marketing materials/advertising)

Address _____

Contact Name _____ Phone _____

Email Address _____

Signature _____ Date _____

For more information, please contact:

CCMedia | Laura Partridge
laura@cc.media | 775.742.9850

CCMedia | Peggy McElfish
peggy@cc.media | 775.327.4200

Payment Terms: 50% payment is due upon signing of contract. CCMedia will invoice sponsors the remaining 50% balance due June 27, 2023.

