

# MARKETING & EVENTS FUND (MRV-ME)



## VISION

To develop, support and sustain multiple events throughout the year in the Mad River Valley for visitors, second-home owners, neighbors and residents.

## GOALS

- Foster and support events, especially during non-peak times, in the Mad River Valley.
- Subscribe all MRV Chamber members for at least one share of the MRV-ME fund.
- Simplify and consolidate efforts and further event success by making event support/marketing easier and more efficient.

## STAKEHOLDERS SUBSCRIBE

Mad River Valley Chamber of Commerce (MRV) members subscribe to one or more Shares of the MRV-ME fund annually. A Share is priced 50% of their annual dues (up to a maximum of \$1500). Virtually all subscribers commit to 2 or more Shares.

## FUNDING & MARKETING EVENTS

~80% MRV-ME fund is used to incubate, support and sustain valley events by providing grants (or matching grants) to worthy events that give visitors, second-home owners, neighbors and residents the opportunity to experience the Mad River Valley. ~20% is used to help market those events as well as other opportunities that market the Valley



## EVENT ORGANIZERS APPLICATION PROCESS



- Applicants must report on participant numbers, revenue estimates and fund usage.
- Awardees required to provide MRV with 4+ premium tickets for their funded event for marketing and/or internal use.
- Awardees encouraged to partner with MRV to co-market their events.
- All shareholders vote on which events receive funds, pro-rata to their number of shares.

## BENEFITS

- Coordinated and simplified event support
- Full participation in packaging and event marketing
- Access to purchase 1 x Sugarbush All-Mountain Weekday Non-Holiday pass for \$299 + tax per share
- Investment in marketing the Valley as a Destination

## WHAT THE EVENT ORGANIZERS ARE SAYING

Feedback from organizers is a crucial component of the MRV-ME fund. They say with additional funding, they could:

- Solicit less from local businesses and community members, market events to a larger audience,
- Provide new and larger awards, keep ticket prices affordable and marketable.



## CONTACT

802-496-3409  
info@madrivervalley.com