



**VILAR PERFORMING
ARTS CENTER**
BEAVER CREEK

VENUE OVERVIEW
& PARTNERSHIP
OPPORTUNITIES

DEAR [insert partner name],

For all of you who have attended a performance below the Beaver Creek Village ice-rink at the Vilar Performing Arts Center, you will know what a special place it is.

The Vilar Performing Arts Center has reliably allowed the cultural pulse of the valley to continue throughout the year for over several decades now, delighting audiences from across the world who visit our beloved resort. The intimacy allows audiences to cozy up to big names with great acoustics in a comfortable indoor setting just steps away from the chair lifts. Our location and elevated artist experience attracts a diverse range of artists across the world spanning a wide range of genres including concerts, comedy, family, classical, dance and Broadway.

We continually upgrade our facility with state-of-the-art equipment designed to attract only the best bookings and are extremely grateful to Beaver Creek Resort Company, our partners as well as our generous patrons from the community for allowing for this to happen.

Thank you for the role you play in keeping the lights on for us throughout the year. We look forward to hosting you for another great night of entertainment soon.

Sincerely,



DUNCAN HORNER

Executive Director, Vilar Performing Arts Center

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**VILAR PERFORMING
ARTS CENTER**
BEAVER CREEK

An intimate 530-seat theater inspired by the Littman's Kunstler Theater in Munich, is a facility of unparalleled grandeur, breathtaking architectural design with the highest quality finish work and acoustics available.

ABOUT THE VAIL VALLEY FOUNDATION: The Vilar Performing Arts Center is managed by the nonprofit organization, [Vail Valley Foundation](#). Located in the heart of the Beaver Creek Village, the cultural complex hosts a variety of acclaimed artistic performances throughout the year including genres like Broadway, classical & opera, comedy, concerts, dance and family.

ABOUT BEAVER CREEK, CO: A premiere resort vacation and recreation destination in North America. Beaver Creek has 1,800 acres of world-class terrain as well as a charming alpine village with an array of dining, shopping, and entertainment offerings.

- 500 VENUE CAPACITY
- TWO 2,200 SQ FT LOBBIES
- 2,000 SQ FT PATRONS LOUNGE
- 32,720 TICKETED VISITORS IN 2019
- 180+ DAYS OF OPERATION PER YEAR
- 130 ANNUAL EVENTS
- 8,000+ STUDENT EXPERIENCES VIA STARS PROGRAM

2020 RECAP

Despite the challenges the pandemic has caused, the Vilar Performing Arts Center has embraced the opportunity by introducing new ways to connect artists with their audiences. We were the first venue in the state of Colorado to bring artists safely back to our stage, as early as May, for livestreamed performances without any audience members present. These performances are known as the Ghost Light Sessions. Over time, we were able to safely space a limited number of people across the auditorium as we continued to livestream throughout the summer to almost 60,000 viewers worldwide. Looking ahead, we've allowed projects to surface such as virtual learning for the arts with middle and high schoolers across the county and surrounding region and even found windows to complete much needed capital improvement projects, such as restoring the Steinway D, introducing security cameras and installing touchless restroom faucets. This winter, we very much look forward to continuing to connect with audiences, both in person and virtually, through producing unique performances through our artist residency program. We will also intersperse this with a few other bookings designed for smaller audiences. Stay tuned! We're not going anywhere but beyond.

 **15 LIVESTREAMED CONCERTS**

 **1 GLOBAL LIVESTREAM WITH JOSHUA BELL**

[See CPR article](#)

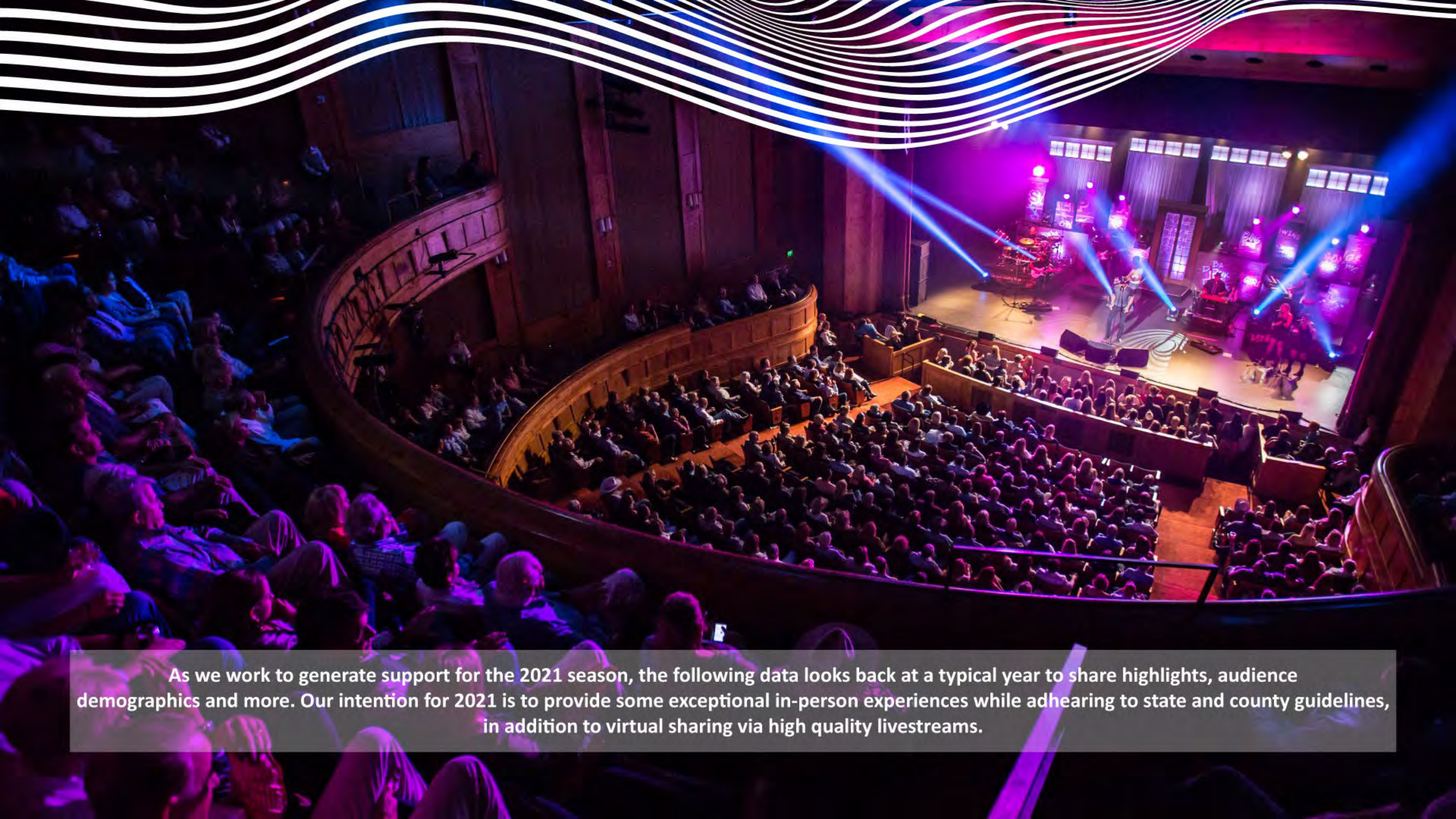
 **2,914 HOURS WATCHED**
From 5/7/20 - 9/1/20

 **55,993 LIVESTREAM VIEWS**
From 5/7/20 - 9/1/20

 **TOP WATCHED CONCERT – ROCKY MOUNTAIN GRATEFUL DEAD REVUE: 29,600**

 **WORLDWIDE VIEWSHIP: USA, CANADA, MEXICO, BRAZIL, UNITED KINGDOM**

 **96 ARTISTS, PRODUCTION CREW, & STAFF HIRED AS A RESULT OF PROGRAMMING**



As we work to generate support for the 2021 season, the following data looks back at a typical year to share highlights, audience demographics and more. Our intention for 2021 is to provide some exceptional in-person experiences while adhering to state and county guidelines, in addition to virtual sharing via high quality livestreams.



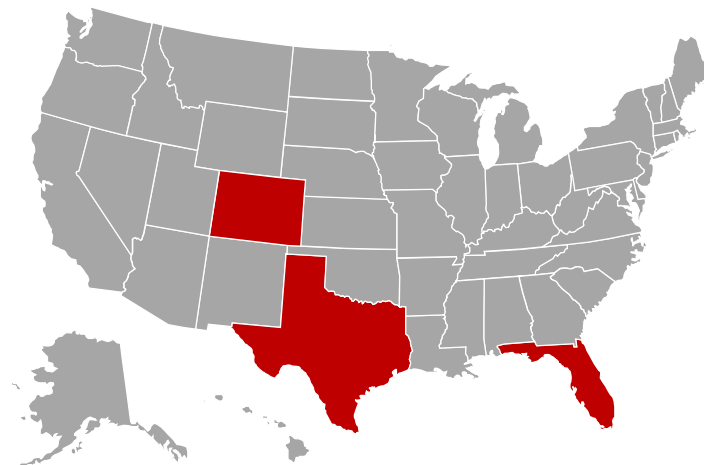
2019 RESEARCH INFORMATION



TOP CATEGORIES: ARTS & CULTURE,
TRAVELER, SPORTS ENTHUSIAST

DEMOGRAPHICS

Male vs. Female	42% / 58%
Average Adult Age	52
Education	88% have 4 year degree or higher
Mean HHI	74% earn more than \$100K



TOP STATES OF ORIGIN

54% Local, 14% In-State, 29% Out-of-State

1. Colorado
2. Texas
3. Florida

2019 NUMBERS

PRINT

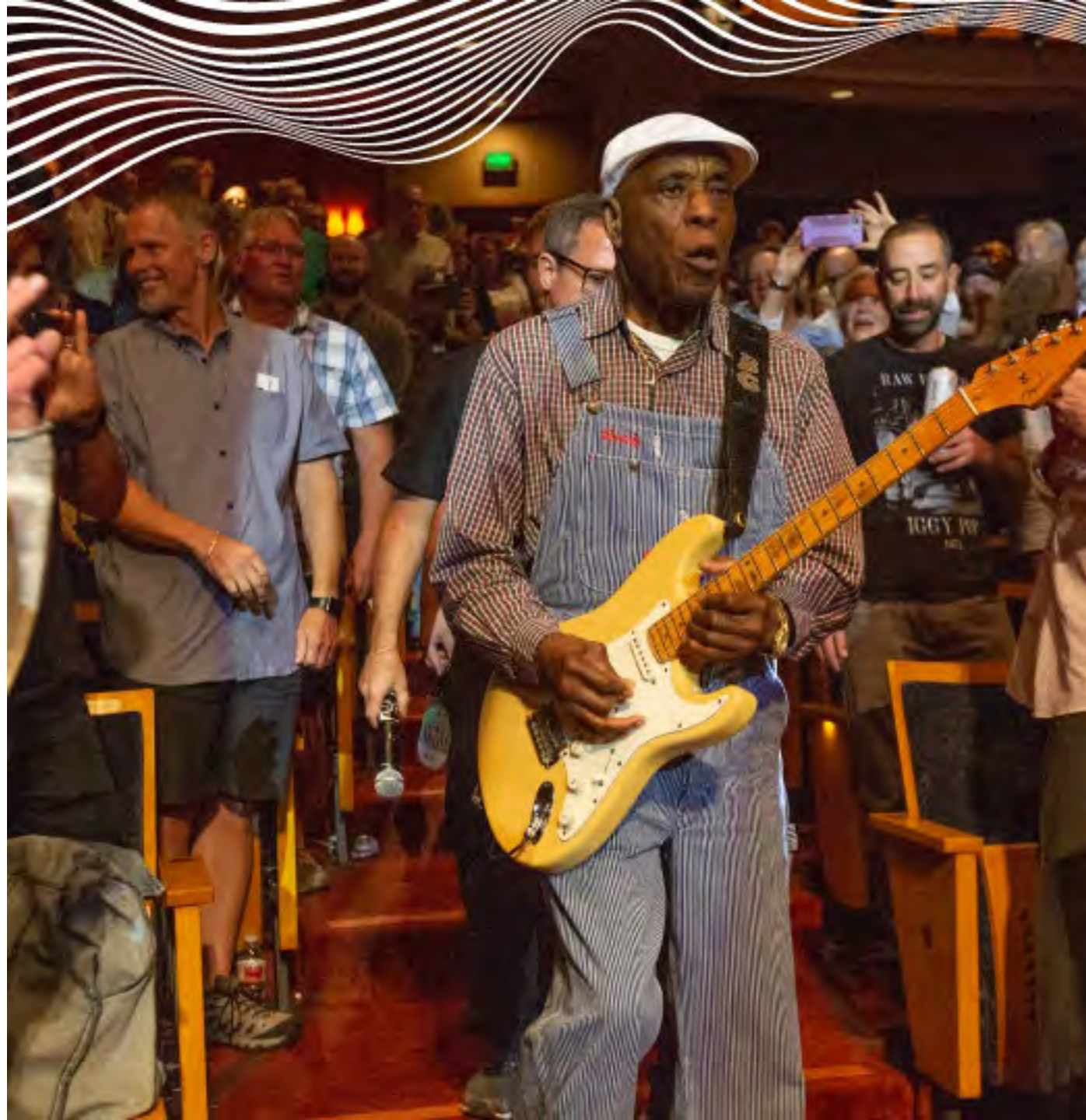
13,284,700 IMPRESSIONS
\$280,067 MEDIA VALUE

DIGITAL & EMAIL

6,097,047 IMPRESSIONS
\$24,627 MEDIA VALUE
12,065 EMAIL

WEBSITE

699,361 IMPRESSIONS
\$17,484 MEDIA VALUE





2019 MARKETING & PR SUMMARY

29,374,717

TOTAL IMPRESSIONS

\$461,778

TOTAL MEDIA VALUE

PUBLIC RELATIONS

2.1 MILLION

TOTAL REACH

\$84,000

PUBLICITY VALUE

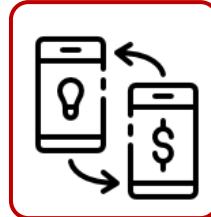
AVAILABLE SPONSORSHIP BENEFITS

The Vail Valley Foundation sponsorship team is happy to customize a sponsorship & hospitality package based on your budget, goals, timing, and objectives. Please contact your sales representative for more information.



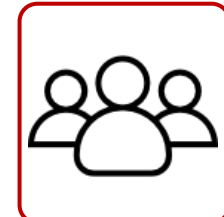
TITLE SPONSORSHIP & UNDERWRITING

Tie your brand name to an entire series or a specific show at the Vilar Performing Arts Center.



MARKETING, MEDIA & CONTENT

Logo inclusion on local, regional and national marketing campaigns via traditional, digital and social efforts. Work with us to create custom brand content!



ON SITE BRANDING & EXPOSURE

Brand exposure via lobby screens, stage announcements, tasteful sampling/tabling efforts, give-a-way items, and category exclusivity



CONSUMER EXPERIENCES

Offer world class VIP experiences to your customers and partners: VIP tickets, lodging, ski access & equipment rentals, F&B, meet and greets, and more.



CONCESSIONS & VENUE ACCESS

Reach targeted consumers via concessions offerings and promotions. Receive access to utilize the VPAC for private events, gatherings or no cost buy-outs.



VIP HOSPITALITY & ARTIST ACCESS

Enjoy tickets to shows, complimentary beverages, Beaver Creek lodging, and access to performers and artists.

RENT THE VILAR PERFORMING ARTS CENTER

We are well equipped to produce any style of event you can imagine. From our top of the line equipment, beautiful interior, and experienced, dedicated staff; we are here to make your event something extraordinary. **Learn more about renting the VPAC [here](#).**



THEATER

The theater can seat up to 530 people including the balcony. This space lends itself well to various types of live performances, movie screenings, lectures, meetings, product launches, fundraisers, award ceremonies, and more. Included in the theater rental is upper & lower lobby space with a max capacity of 120 in each lobby.



THEATER STAGE

The stage can be utilized for performances and so much more. Consider hosting a private dinner party or wedding reception on stage. This unique area has ample room for a 150-person dinner party with plenty of space for a dance floor and a band.



MAY GALLERY

The May Gallery has been completely remodeled with upgraded AV capabilities. This space has a max capacity of 120 standing or 60 seated at round dinner tables. The space can be used for receptions, corporate meetings, private dinners and cocktail parties, wedding receptions, baby showers, and other events.



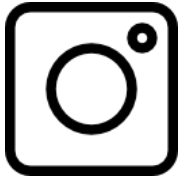
PRODUCTION CAPABILITES

- Video Livestreaming
- State-of-the-art digital sound system
- Lighting system with extensive moving light inventory
- Up to 3 follow spots
- 12 available channels of wireless microphones
- And so much more!

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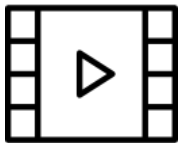
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[@mountaingamesvail](#)



[Flickr Gallery](#)
For high-res photos, contact Ruthie Hamrick
Senior Marketing Manager at rhamrick@vvf.org



[Venue YouTube Channel](#)



THANK YOU!

We look forward to connecting and, in partnership with you, making the 2021 Vilar Performing Arts Center winter season the best-to-date.

DAVE DRESSMAN

VP of Sales & Sponsorship
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