



2009 Lodging Cooperative Program

The Park City Jazz Foundation will once again bring the Park City Jazz Festival to Park City and the Deer Valley Resort outdoor amphitheater August 21-23, 2009. With this year's festival we are pleased to once again offer, a lodging co-op with the Park City Lodging properties. By combining world class Jazz entertainment with outstanding lodging at unbeatable resort town rates, in addition to all the many other amenities that make Park City a fantastic place to visit, we provide the opportunity to increase destination visits and overnight stays!

Our marketing strategy has been to drive all advertising associated with the Festival to the www.parkcityjazz.org website. Here, on a designated "Lodging" page, listing only those properties offering Festival-specific lodging packages, your property will be seen by every traveler looking for the most convenient way to organize their trip to Park City for Jazz Festival weekend. Your Festival-specific lodging package may also include opportunities for hiking, horseback riding, mountain biking, hot air balloon trips, alpine slide, bobsled rides, etc. So, get creative, partner with other vendors and make your property package one that can't be surpassed! By capitalizing on this cultural cornerstone-event of the summer, your Park City lodging property can gain local and visitor room nights from our expected 12,000 festival patrons.

Your participation includes:

1. Opportunity to purchase General Admission tickets at a discounted rate of \$20.00 to package and sell:
 - ✓ Resale value must not exceed \$35.00 the cost of a General Admission ticket
 - ✓ Tickets must be pre-purchased in increments of ten (10)
2. Logo, lodging package summary, price and link from www.parkcityjazz.org to your lodging website.
3. Eight (8) General Admission tickets to any day of the 2009 Festival.

To participate, you will be required to provide the following:

1. One-time \$250 participation fee.
2. Property logo in JPEG format, the link/URL to your property website and description of your Festival-Specific Lodging Package to display on the Park City Jazz Foundation website.
3. Provide four room nights during the time period of Thursday, August 20th through Sunday, August 23rd, in either a one-bedroom/studio condo or standard hotel room.
4. Promote your Jazz Festival-Specific Lodging Package on lodging property website with link to www.parkcityjazz.org.

By capitalizing on this cultural cornerstone-event of the summer, your Park City lodging property can gain local and visitor room nights from our expected 12,000 festival patrons. Participation is simple, fill out the attached participation agreement and return with participation fee:

Ginger Ries
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We look forward to working with you this summer!

Ginger Ries
Park City Jazz Foundation