



**Sample what the Sierra Nevada region has to offer...
Bijou Community Park, South Lake Tahoe, CA
Saturday, September 14, 12pm-5pm**



LODGING PARTNER OPPORTUNITIES

Why sign up to be a Sample the Sierra Vendor?
Showcase your business to more than 1,500 event attendees.
Reinforce loyalty with current relationships and find new quality business partners from the Sierra Nevada region.
Gain national media exposure from renowned publications such as Huffington Post, CNN Travel, and the LA Times.

In past years Sample the Sierra generated over 6 million media impressions valued at **\$542,474** including:

- 3.4M impressions generated by online advertising and content
- 263K impressions generated by Tahoe South's digital outdoor campaign
- 303K impressions generated by print advertising and content
- 208K impressions generated by social media
- 1.9M impression generated by radio ads and content

Here are some statistics of the customer you are likely to gain from this event:

- 98% of guests will visit a participating restaurant after attending the festival
- 75% of visiting guests will drive up to Tahoe for the holiday weekend and will spend an average of \$900 during their 3 night stay (party of two)
- 39% of guests will stay overnight
- 31% of guests are local to the area

Sample the Sierra aims to increase the awareness of our region's bounty, heritage, culture and activities

...What else can you ask for?





**Saturday, September 14
12 -5pm**

**Bijou Community Park
South Lake Tahoe, CA**

**A Farm to Fork Festival
celebrating the
Sierra Nevada Region**

Lodging Partner Information

Business Name: _____

Contact Name: _____

Address: _____

Booking telephone: _____

Phone: _____ Fax: _____

E-mail: _____

Please include the following information:

- We will partner with Sample the Sierra by offering a discount or lodging package for guests that call with the code:

Please list your Sample the Sierra discount or lodging package:

- We are interested in offering Sample the Sierra Tickets in our lodging package.

Thank You!

Please email this form to

Emily@TahoeChamber.org by July 1

along with a hi-res copy of your logo and

brief description of your property.