



**TAILGATE
ALASKA**

TENTH ANNIVERSARY RECAP

10 YEARS - STATISTICS

- 3,500 Participants from 25 Countries
 - USA, Canada, Australia, New Zealand, Ireland, England, France, Austria, Italy, Switzerland, Japan, China, Costa Rica, Croatia, Bulgaria, Czech Republic, Scotland, Denmark, Norway, Sweden, Finland, Spain, Chile, Argentina, Russia
- 115 Days of Events
- Zero Fatalities
- 1 incident that required emergency response
- Zero incidents requiring immediate police response
- Passed inspections from:
 - Department of Natural Resources
 - Department of Transportation
 - ABC Board
 - State Troopers
 - DEC

10 YEARS - ECONOMIC IMPACT

- Mcdowell Group Study: \$723 average spend
- Pirmin Wey: \$721.05
- +/- \$2.5M over 10 years

VALDEZ SPEND

TOTAL: \$29,005

- Geo Works: \$7,000
- Petro Management: \$5,000
- Robe River Storage: \$4,400
- Avalanche Center: \$750
- Harris Sand and Gravel: \$1,820
- South Central Hardware: \$1,557
- Safeway: \$3,378
- Captain Joes: \$1,550
- Prospector: \$800
- Copper Valley Telecom: \$650
- Radioshack/VDZ Office: \$450
- Restaurants: \$1,025
- Hotels/Shower: \$625

OUTSIDE VALDEZ SPEND

TOTAL: \$13,900

- Off Duty police officer for event security and safety: \$2,300
- DNR Permit: \$1,000
- Block Festival: \$3,200
- Haydays: \$850
- Utah Snowmobile Show: \$950
- East Idaho Show: \$400
- Trailer Wrap: \$4,000



OTHER COSTS

- Travel: \$4,000
- Insurance: \$2,000
- T-Shirts: \$1,000
- Goggles: \$4,200
- Hats: \$2,400
- Sunglasses: \$5,000
- Content Generation: \$2,000
- Posters: \$6,000

TOTAL: \$22,600



MARKETING OUTCOMES

- ISPO - 5 years as official backcountry spokesperson for European wintersports market
- Promotional Videos: 103,614 total plays
- 3 Television Shows: OutsideTelevsion/Fuel TV
- 12+ Magazine Features
- 500k beer coasters promoting TGAK
- B2B Marketing - Introduced many prominent businesses to Valdez Market

TAILGATE ALASKA 2017



TAILGATE ALASKA 2017



TAILGATE ALASKA 2017



TAILGATE ALASKA 2017



TAILGATE ALASKA 2017



TAILGATE ALASKA 2017



TAILGATE ALASKA 2017



TAILGATE ALASKA 2017

