

ATTACHMENT #2

Business Plan: Indian Wells Winterfest

1. Executive Summary

Indian Wells Winterfest is a highly anticipated annual holiday festival designed to celebrate the joy and spirit of the winter season. The festival aims to create a vibrant and memorable experience for visitors of all ages through a diverse range of events, activities, and sponsorships. With a focus on community engagement and festive celebrations, Indian Wells Winterfest aims to become the premier winter festival in the region. This business plan outlines the key elements and strategies to ensure the success of Indian Wells Winterfest.

2. Festival Overview

2.1 Mission Statement: Indian Wells Winterfest's a holiday festival running from December 1st- January 4th is a magical winter experience for residents and visitors that showcases the local culture, brings the community together, and supports local businesses and resorts all themed around a unique holiday experience.

2.2 Objectives

- Generate increased hotel occupancy and tourism.
- Create a family-friendly festival that attracts a diverse audience.
- Generate revenue through sponsorships, ticket sales, and vendor participation.
- Promote the local economy by partnering with local businesses and artisans.
- Establish Indian Wells Winterfest as a must-attend event for residents and tourists alike.

- Contribute to the community by supporting local charities and non-profit organizations.

3. Festival Components

3.1 Sponsorship Section: Indian Wells Winterfest will offer various sponsorship opportunities for businesses and organizations. Sponsors can benefit from brand exposure, increased visibility, and association with a highly regarded community event. Sponsorship packages may include naming rights, logo placement on marketing materials, stage announcements, and other promotional activities.

3.2 Events and Activities To create an engaging and diverse festival experience, Indian Wells Winterfest will feature the following events and activities:

3.2.1 Live Music Performances: Live music concerts located in proximity to the roller rink as well as the bubble bar. These performances will cater to a wide range of musical tastes and provide a platform for local artists.

3.2.2 Kickoff event: December 1st opening night kickoff party to showcase the new Winterfest. This event will be invite only, and tickets will only be given out to sponsors, Community officials, and VIP's.

3.2.3 Tree Lighting Ceremony: December 2nd a dedicated tree lighting ceremony will take place the night after the kickoff party to open Winterfest to the general public, and generate local media attention.

3.2.4 Roller Disco Rink: A brand new temporary roller disco rink will be installed, allowing visitors to enjoy the thrill of roller skating. This new roller rink will be larger than last year's ice rink and comes in at 86ft x 40ft for a combined square footage of 3,440ft, and will be much more impactful. Skating sessions will be available for both youth and adult skaters, creating a delightful experience for families and friends. All themed to a mix of disco and classic holiday tunes.

3.2.5 Shots in the Night: Special holiday themed Shots in the Night will be offered all month long. These nights will showcase holiday films, music, snacks and drinks.

3.2.6 Igloo Bubble Bar Installation: A special popup inflatable light up igloo bar will be showcased on the clubhouse putting green. This will serve as an entertainment hub as well, and will showcase various games for people to play such as cornhole, giant Jenga, and connect four. The bar itself will showcase various holiday themed craft cocktails, wines, and local craft beers.

3.2.6 Outdoor Snow Globes and Firepits: Four snow globes will be placed throughout the property and will be available to rent out for a \$200 food and beverage minimum. These snow globes will feature seating for six and will have blankets, lights, and dedicated speakers to allow for a true VIP experience. In the same area as the snow globes there will also be four firepits available to rent for a \$100 food and beverage minimum and will allow for seating for four. Both of these offerings will be allowed to utilize bottle service and will have a dedicated waitstaff.

3.2.7 Holiday Cookie and Candy Truck: The IW food truck will be decorated and retrofitted only at night in order to sell various candy and holiday snacks. The food truck will be parked in the valet area and will allow for an immediate walk-up experience to grab a welcoming hot chocolate or caramel apple.

3.2.8 Photos with Santa: Winterfest this year will feature a dedicated Santa site to allow for family's and groups to take photos and memories home with them.

3.2.9 Various Food and Drink Popups: This year we will be showcasing various station throughout the property to purchase various uniquely themed snacks, meals, and warm drinks. All alcoholic drinks however will be served out of the bubble bar.

4. Marketing and Promotion

4.1 Target Market: The target audience for Indian Wells Winterfest includes local residents, neighboring communities, and tourists seeking unique winter holiday

experiences. The festival aims to cater to families, young adults, and seniors alike, creating a welcoming and inclusive atmosphere for all.

4.2 Marketing Strategies

- Multi-channel marketing campaigns will be launched, including social media advertising, local print media, radio spots, and possibly an outdoor billboard.
- Collaborations with tourism boards, travel agencies, and hotels to promote the festival to tourists.
- Engage with local schools, community centers, and religious organizations to encourage participation and attendance from the local community.
- Leverage influencer marketing by partnering with popular local bloggers and social media personalities to promote the festival.

5. Operational Plan

5.1 Festival Venue: The IW Golf Resort features ample space to accommodate the various festival components, including stages, market stalls, food vendors, and the roller disco rink. Ensuring easy accessibility, parking facilities, and appropriate amenities for attendees.

5.2 Vendor and Participant Management: Establish a selection process for vendors and participants to ensure the festival offers high-quality products and services. Provide clear guidelines, contracts, and logistical support to vendors, performers, and volunteers.

5.3 Staffing Recruit: a competent team of event managers, volunteers, security personnel, and support staff to oversee the smooth functioning of the festival. Assign specific roles and responsibilities to each team member and provide adequate training as required.

6. Financial Projections

6.1 Revenue Streams

- Sponsorships: Secure partnerships with local businesses and organizations to generate sponsorships.
- Ticket Sales: Charge an admission fee for entry to specific festival areas and activities.
- Vendor Fees: Collect fees from vendors participating in the marketplace and food stalls.
- Merchandise Sales: Offer festival-branded merchandise and souvenirs for sale.
- Fundraising: Organize charity events and initiatives to raise funds for local causes.

6.2 Expenses

- Venue setup costs
- Marketing and advertising expenses
- Performer fees and contracts
- Staff wages and volunteer support
- Insurance and permits

- Operational and logistical expenses
- Safety and security measures
- Miscellaneous expenses

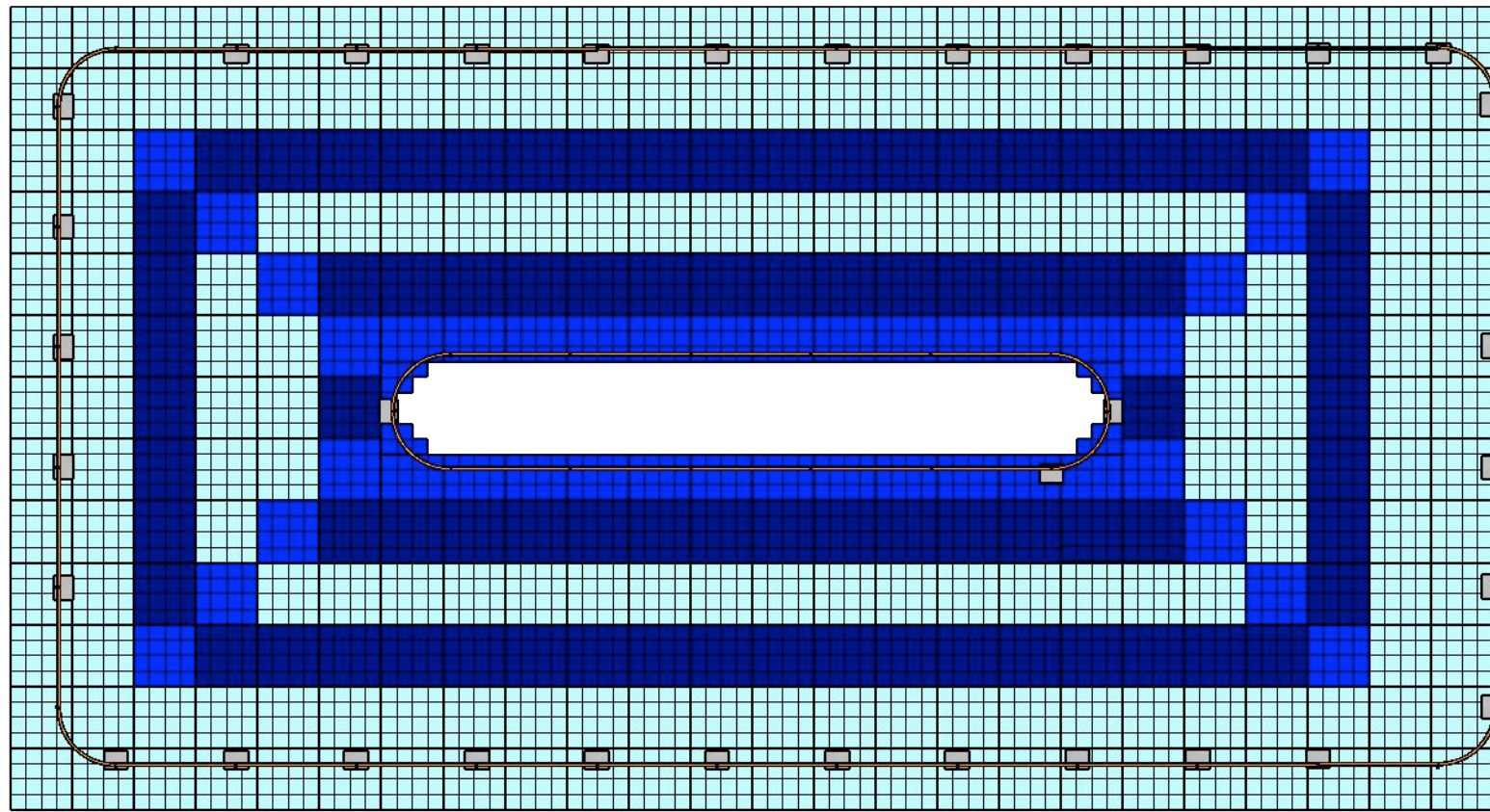
6.3 Initial \$100,000 expense budget

- The initial \$100,000 budget will go towards covering the costs of the 50% deposit on the new roller rink needed to move forward. Cost: \$92,378
- An additional early purchase of the Igloo bar in order to receive a 30% discount as well as allow the IW golf resort to practice setting up the igloo and utilize it for additional functions between August 1st and December 1st. Cost: \$2130
- Purchasing of one bubble tent to allow the team to practice assembling and disassembling as well as use for marketing material. Cost: \$918.87
- Purchase of one seating set of four. To be placed inside the bubble tent in order to display for marketing material, as well as verify quality of seating set. Cost: \$337.80
- Purchase of one fire pit. To be used for display purposes for marketing as well as verifying quality of product. Cost: \$344.43
- Purchase of one set of Govee string lights for inside of bubble tent. To be used for display purposes for marketing as well as verifying quality of product. Cost: \$217.99
- Purchase of one set of Sonos speakers for inside of bubble tent. To be used for display purposes for marketing as well as verifying quality of product. Cost: \$824.04

- Miscellaneous decorations, advertising and marketing material. To be purchased to help enhance the set up as well as allow the team to photograph and advertise early in order to promote sponsorships. Cost \$2,848.87

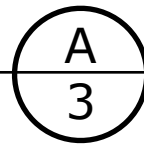
7. Conclusion

Indian Wells Winterfest aims to create a vibrant and memorable winter festival experience for residents and visitors. By leveraging sponsorships, organizing diverse events and activities, and engaging the community, the festival will contribute to the local economy and promote a sense of holiday cheer. Through effective marketing strategies, careful planning, and diligent execution, Indian Wells Winterfest will establish itself as a beloved annual tradition in the region, fostering joy and unity during the winter season.



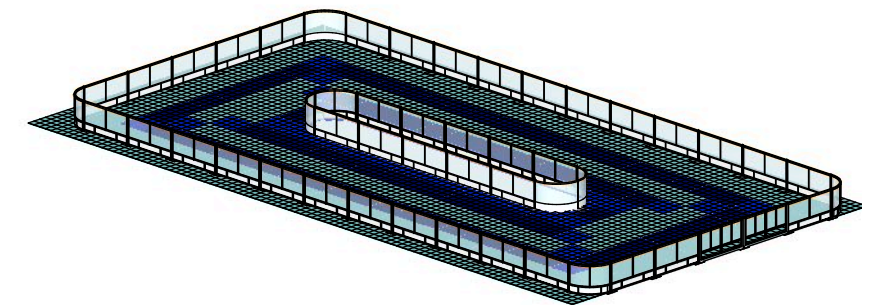
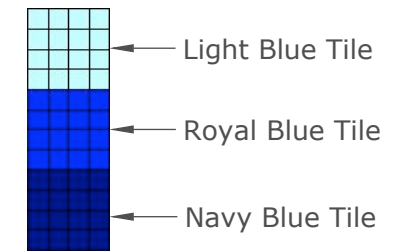
Tile Layout

1" = 10'-0" (1:120)



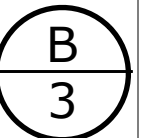
Rink Board Spaces:

- Outer Ring: (28 boards with 2 doors, 30 boards with 1 door)
- Inner Ring: 20



Isometric Tile Diagram

1" = 20'-0" (1:240)



**William Cooper, Winterfest Producer and Project Manager, City of Indian Wells,
Cell: (760)-409-4122, Email: IWwinterfest@gmail.com**

[Prospective Sponsor's Name] [Prospective Sponsor's Organization] [Address] [City, State, ZIP]

Subject: Sponsorship Opportunity for Indian Wells Winterfest

Dear [Prospective Sponsor's Name],

I hope this letter finds you well. I am writing to introduce you to an exciting opportunity to support and collaborate with Indian Wells Winterfest, an eagerly awaited holiday festival that will be taking place from December 1st to January 4th in Indian Wells, California.

Indian Wells Winterfest is a community-driven event that aims to bring together residents and visitors to celebrate the joyous holiday season. Our festival promises a variety of family-friendly activities and attractions, creating a magical atmosphere for all attendees. As a highly regarded organization like [Prospective Sponsor's Organization], we believe that your partnership with Indian Wells Winterfest would be mutually beneficial.

By becoming a sponsor of Indian Wells Winterfest, [Prospective Sponsor's Organization] will gain significant visibility and exposure among a diverse audience, including local residents, tourists, and media outlets. Additionally, your sponsorship will align your brand with the festive spirit of the holiday season and demonstrate your commitment to supporting community events. Below, you will find a detailed breakdown of the sponsorship opportunities available:

1. Platinum Presents Sponsor (\$10,000+):

- Prominent logo placement on all event marketing materials
- Recognition as one of the exclusive Platinum Sponsor in press releases and media coverage
- Two reserved front row tables of eight at the VIP kickoff party
- Dedicated wall branding either near the roller disco rink or in other prominent points of entry
- Social media mentions and promotional posts highlighting your brand
- Access to close off Winterfest one night only for a personal holiday party with all access
- Acknowledgment during VIP kickoff party, and during public tree lighting ceremony.
- Dedicated VIP seating for sixteen at all Winterfest events

2. Golden Lights Sponsor (\$5,000+):

- Logo placement on event marketing materials
- Recognition as a Gold Sponsor in online, press releases and media coverage
- Reserved table for eight at VIP kickoff party
- Social media mentions and promotional posts highlighting your brand
- Advertising signage attached to one of the bays at Shots in the Night
- Priority access to your sponsored golf bay at Shots in the Night
- Access the ability to plan company outings and events at Winterfest
- Dedicated VIP seating for eight at all Winterfest events

3. Silver Snowflakes Sponsor (\$2,500+):

- Logo placement on event marketing materials
- Recognition as a Silver Snowflakes Sponsor online and media coverage
- Dedicated one meter board advertising on the roller disco rink
- Three VIP access tickets to opening night kickoff party
- Dedicated VIP seating for three at all Winterfest events

4. Bronze Bells Sponsor (\$500+):

- Logo placement on event marketing materials
- Recognition as a Bronze Bells Sponsor online and media coverage
- Two VIP access tickets to opening night kickoff party

Please note that the sponsorship packages mentioned above are flexible, and we are open to discussing customization based on your organization's specific goals and budget.

In addition to the aforementioned benefits, we are committed to providing our sponsors with ongoing recognition and appreciation throughout the festival. This includes logo placement on our festival website, onsite logo placements and branding throughout, mentions in our newsletters, and acknowledgment during stage announcements.

We are eager to discuss the potential partnership further and answer any questions you may have. I will follow up with you shortly to explore how [Prospective Sponsor's Organization] can benefit from supporting Indian Wells Winterfest. In the meantime, please feel free to contact me at (760)-409-4122 or IWwinterfest.com.

Thank you for considering this partnership opportunity. We look forward to working with you to make Indian Wells Winterfest a resounding success and a memorable experience for all.

**Warm regards,
William Cooper, Producer and Project Manager, Indian Wells Winterfest**