

Date: September 8, 2015

To: BBSC Board Members

From: ULLR Fest Committee

Re: Update regarding event progress for ULLR Fest, January 23, 2016

Committee members, Don Pribble, Vicki Kuebler and Kim Hovren have been meeting on a weekly basis to discuss soliciting major sponsors, organizing event activities, recruitment of volunteers and development of a marketing strategy.

FACT: Recent Internet search indicates that ULLR Fest in the United States is celebrated only in Breckenridge, CO. ULLR Fest at Bogus Basin would put us on the map.

MISSION: ULLR Fest to be established as a signature event for Bogus Basin Ski Club to produce for the entire community.

GOALS:

1. First and foremost, this is a 'FUN'-raiser (not fund), FAMILY and FRIEND event for Bogus Basin Mountain Recreation Area.
2. ULLR Fest is designed to further assist with developing a strong partnership with the community and Bogus Basin.
3. To attract the highest skier attendance turn-out for Bogus Basin based on 7,000 recorded in 2008, through proposed strategic events throughout the week, culminating with ULLR Fest on Saturday, January 23, 2016, 10:00am - 2:00pm.
4. Most importantly, this event is an opportunity to involve our membership in a common goal to celebrate and work together in the support of Bogus Basin

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09  
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Killed

EVENT HIGHLIGHTS:

- King and Queen Coronation Ceremony
- "Find the ULLR" Medallions hidden on the mountain with prize giveaways when turned in.
- Fry Pan Throwing contest (similar to Bocce Ball.)
- Family Ski Parade down the mountain. - *Family will love*
- Ulllympics Slalom Race for youth and adult prizes.

*Goals  
Say  
Prizes*

- ULLR labeled snowboard raffle
- Logo Contest
- Possible Photo Booth
- Under and Over 21 years of age Outdoor Beverage Stations: ULLR ski-up bar and Coffee & Cocoa Bar.

*# Expense Breakdown  
Revenue*

COMMITTEE UPDATES:

- Hood River Distillers, Inc. has agreed to be the primary major sponsor.
- Bogus Basin has approved of vendor sponsor, Moxie Java, to provide free coffee/hot chocolate beverages to the general public during the hours of ULLR Fest.
- Club volunteers are coming forward to solicit donations, run the contests, man the tents, help set up and clean up after the event, etc.
- The committee has been working closely with the staff of Bogus Basin to address site logistics, technical support and input of ideas ensuring all lines of communication are open, positive and we are all moving toward the same goals.
- Additional groups have expressed interest in participating, i.e., National Ski Patrol, Air St. Lukes, Kirk Luba's Ski Museum, Greenwood's and McU's for ski demo day, etc.
- A local restaurant has indicated a plan to have an ULLR Monday with a percentage of food and beverage sales donated to Bogus Basin. The committee will pursue.
- One of the weekly ski groups has expressed interest in having an ULLR celebration during their scheduled ski day. The committee will again pursue.
- Area news media have been identified and drafts of news releases are prepared for release.

The committee will continue to develop major sponsors, recruit additional volunteers and follow through with the marketing strategy to generate community awareness and enthusiasm.

FINANCIAL REPORT: \$550.00 budget was approved by the board on June 2, 2015. In addition to gaining new BBSC memberships and generous donations by sponsors, the committee's objective is to break even through three donation opportunities:

- "Over 21 Wristbands" to be sold for suggested charge of \$1.00 to participate in the "shot-ski" ski-up outdoor liquor bar and to accept any prizes containing ULLR-labeled peppermint/cinnamon schnapps.
- Raffle tickets to be sold for \$1.00.
- Suggested donation of \$1.00 for photo booth.



**2016 ULLR Fest at Bogus Basin, Saturday, January 23, 2016**

DATE: \_\_\_\_\_  
RETURN FORM ON OR BEFORE November 1<sup>st</sup>, 2015

**Booth Reservation Form**

Return to: **Bogus Basin Ski Club – ULLR Fest at Bogus Basin**  
Don Pribble  
10163 W. Springdale Ct  
Boise, Idaho 83704-2146

Questions: Vicki Kuebler email: [ullrfest@bogusbasinskiclub.org](mailto:ullrfest@bogusbasinskiclub.org) ph: 208.484.3352  
Don Pribble email: [dmp@bogusbasinskiclub.org](mailto:dmp@bogusbasinskiclub.org) ph: 208.484.9030

Please reserve my booth (booth space approx. 10' x 10') for the  
**2016 ULLR Fest at Bogus Basin, Saturday, January 23, 2016**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Person to contact: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Enclosed \$25      Check payable to the Bogus Basin Ski Club

PayPal Go to website: [www.bogusbasinskiclub.org](http://www.bogusbasinskiclub.org) and to download application form.

**Location:** Simplot Lodge, Main lift area. Bring your own canopy, table/chairs. Locations are assigned on first come basis. *Schematic of grounds for set up will be provided upon request.*

**Booth spaces:** Will be assigned upon receipt of your check payable to the Bogus Basin Ski Club and a completed reservation form. Or, through the BBSC web-site, payment and forms can be ascertained. If, you have special requirements, please let us know what they are and we will do our best to accommodate you.

**Booth set-up: Saturday, January 23, 2016 at 8:30am and Event Duration: 10am – 2pm**  
ULLR Fest is a Community Event produced by the Bogus Basin Ski Club

## ULLR Fest Committee Meeting 12-7-15

Attendees: Vicki Kuebler, Don Pribble, Mary Pribble, Kim Hovern, Carol Peterson, Lynne Van Trieste, Michael Bouton and Darryl Kuhrt. Met at Sockeye Grill at 6:30pm

### \$500 Board Approved Budget:

No expenditures to date. Anticipated costs will be the purchase of materials to make the King and Queen costumes; purchase of ULLR medallions/necklaces (\$1 each for plastic medallions with ribbons and \$10 each for metal engraved necklaces); pinwheels or streamers for parade, supplies for baskets and gift bags and miscellaneous gift cards.

### Sponsors

1. Hood River Distillers, Inc. (Ryan Gregory)

Ryan is working with their marketing department to design and send us posters for advertising. Hood River is donating 1 pr. of adult snowshoes for raffle and possibly a shot-ski.

44North (Ken Wyatt)

\$500.00 cash donation. They will also supply numerous logo items, including coffee cups, liquor samples, t-shirts, beanies, etc. These items cannot be handed out to anyone under 21 yrs. of age.

2. Moxie Java  
They will be offering free hot chocolate and coffee from 10am – 2pm
3. Vicki and Don will meet with Chuck, Hayden Beverage, for donation of logo items.
4. Clayton Prouty, Sysco Idaho, Inc. is donating food items for the “after event” thank you party for ski club volunteers, Bogus Basin staff, vendors and ski patrol volunteers.
5. Vicki will continue to explore an additional sponsor for the photo booth, which will cost \$500. (Idaho Camera was suggested.)

### Tents

The club will have two set up. 9 other groups have expressed interest. (Old Glory Ski Museum, Vertigals, Recreation Unlimited, Ski Patrol, SheJumps, BBSEF, Scandinavian Club, Boise Curling Club, and St. Luke’s Air Ambulance. Greenwood’s, McU’s and The Boardroom have scheduled Demo Day. Kim, Vicki and Don are working on the tent reservation form, the Agreement of Event Participation and the Liability Release for vendors and participants.

### Donations

We need a lot of items, especially for skiers and boarders under 21 yrs. of age. Need items for the contest winners and for raffling. Michael will contact Goody's, Ben and Jerry's, Old Time Sodas and Powell's Candy Store. Lynne and Vicki will meet to call ski club members to assist with soliciting items for the gift bags and baskets. We are requesting for board members to either solicit items, or contact Lynne or Vicki with suggestions of possible donors. Bogus Basin has donated (3) day passes.

### Games

Vicki, Don, Kim and JJ McLeod will finalize what games will take place, where they can be set up and who will run them. Vertigals have offered to help with one and Vicki will contact Tina Richards to discuss the details. So far, we have decided on the ULLR medallions hidden on the mountain, the slalom race course and the family parade down the bowl. Vicki will verify the time the lifts will open and if volunteers can ride up early with ski patrol to hide the ULLR medallions.

### Costumes

Fred Uranga reported that Mary Ann Williams has offered to volunteer her time to make simple King and Queen costumes if the club pays for the materials. Kim will make contact with her. We need to get measurements to Mary Ann ASAP. Don is donating Scotch Guard to protect/waterproof the costumes.

### Volunteers

We need many additional volunteers to assist with all aspects. Natalie Angell has provided an updated list of members to contact. Lynne and Vicki will begin calling.

### Selection of King and Queen

A decision has been made and the King and Queen for 2016 will be revealed very soon.

### Miscellaneous Business

Vicki will request that Hood River electronically send Darryl the ULLR logo we have used in the past and talk to Ryan Gregory regarding bumper sticker and adding Bogus Basin.

Kim will contact sponsors to obtain their logos electronically. Kim will also initiate the media blast. Kim will contact College of Idaho regarding their availability and participation.

Kim will check with Bogus to see if they will allow covered fire pits in various locations and ideas for one more game.