



San Geronimo Day, 2010

Dear Taos lodgers –

It's time to sign up for winter Taos Pillow and Powder!

The program is more important than ever this year with TSV's new restrictive lodging/package policy. SkiTaos.org will no longer link to TaosPillowPackages.com (BUT TSV will gladly support the sweepstakes with lift tickets and lessons for the winner) so we will be even more aggressive with online marketing on ski-related websites. We will also increase the frequency of Pillow & Powder email blasts. See the full marketing plan below.

To view last winter's website, go to <http://taospillowpackages.com/?setSeasonID=14>.

Participate!

The buy-in is for the entire season, mid-October – mid-April. Cost for the first package category is \$450, each additional category is \$100 (plus tax). The package categories are:

1. Ski Week Packages
2. Value Ski Specials
3. Romantic / Plush Packages (with or without skiing)
4. Family / Group Specials (with or without skiing)
5. Last Minute Specials for lodging

As a participant, you can enter your own lodging package and hotel pictures on your page – and make changes as often as you wish. Try different packages throughout the season to test which work best, or stay with a tried-and-true offer for the whole season.

To sign up, please call or email Amy Ray with your hotel's information, which categories you'd like to be in, and method of payment (check or credit card). amyray@taoswebb.com; 758-3447

The site goes live in mid October, so sign up today!

Promoting the Site

A brief itemization of how we will market the website this winter:

Ads in Ski New Mexico's Slopes magazine and on skinewmexico.com
Ads in Taos Vacation Guide and on taosvacationguide.com
Ad tiles on TaosSkiValley.com (TSV Chamber)
Ad tiles and features throughout TaosWebb.com
Links/ads on national ski sites (schedule yet to be determined)
Pay-per-click campaigns on Google
Sweepstakes video on YouTube
Links on sweepstakes websites
Taos e-newsletters sent by Town of Taos and TaosWebb
Press releases sent by Griffin & Associates
Refresh SEO
Link exchange campaign



TAOS PILLOW & POWDER PACKAGES
2010-2011 Winter sign-up form

Property _____

Contact person _____

If this is your first time on P&P, please fill out the following information:

- Address
- Phone, 800
- Phone, local
- Fax
- Email
- URL

Indicate which packages you want to offer:

- Ski Week Packages
- Value Specials
- Romantic / Plush Packages
- Family / Group Specials
- Last Minute Specials

Costs:

- * First package category, online mid- October - April: \$450
- * Each additional category: \$100

Payment plan:

- Pay with one check, in advance
 - Pay with credit card
- MC, Visa, or AmEx
Number _____
Expiration date _____
Name on card _____

I agree to payment plan chosen and understand that if payment is not received by due date my property will be removed from the site, reinstated upon payment.

Signed _____

Date _____