



GREEN SCREEN GRAPHICS

Case Study 4

CLIENT

The Office of Economic Development and Tourism
Killington, VT

SITUATION

Assist in the branding, creative direction and promotion of existing and new events.

CHALLENGE

To attract visitors to distinctly different events while building Killington into a year-round brand.

SOLUTION

Collaborate with client to create interesting and enticing advertising layouts using imagery visually appealing to the targeted demographic.

RESULTS

In less than ten months, the EDT is estimated to have generated over \$1 million in economic impact through these special events; gaining state-wide and national attention for their efforts.

The Town of Killington presents

dockdogs®

SEPT 17-19, 2010
SNOWSHED AT KILLINGTON

As seen on ABC, ESPN, and the Outdoor Channel!

Daily events include: BIG AIR • EXTREME VERTICAL • SPEED RETRIEVE

Pre-Register Online by September 24, 2010 at www.dockdogs.com

Anyone with a Dog and a Ball or Toy Can Compete!

Friday, Sept 17 • 12pm-5pm
Saturday, Sept 18 • 9am-6pm
Sunday, Sept 19 • 9am-5pm

Additional events include:
Pet Adoptions, Vendors, Performances by Green Mountain Race Dogs and more

discoverkillington.com

KILLINGTON HAY FESTIVAL

Vermont's Most Colorful Fall Festival!

- See 35 Giant Hay Sculptures in "Killington's Grass Menagerie"
- Visit the Grist Mill to start the Scavenger Hunt and try the Hay Maze
- Attend one of our weekly events (schedule on back)
- Enjoy "Killington Hay Festival Ale" by Long Trail, or a Harvest Dinner at a local restaurant
- Festival supports the National Audubon Society's bird and habitat restoration in the Gulf of Mexico

Labor Day - Columbus Day

discoverkillington.com

5TH ANNUAL TRICKS N TREATS ULLR JAM BONFIRE

Saturday, October 30, 2010
Green Mountain College in Killington 5-10pm

Live DJ, Viking Competitions, Bonfire and Hay Sculpture Sacrifice Prizes & Giveaways

Tricks N Treats, Ullr Rall Jam, Registration @ 5pm, Jam @ 7pm, Prizes & Giveaways \$12 or \$8 with Costume

Proceeds Benefit Vermont Adaptive Sports

Show off your tricks and wear your best Viking gear as we celebrate Ullr - Norse god of cold and winter - and ask for a season of great snow!

discoverkillington.com

Two Great Courses... One Fantastic Package

The town of Killington boasts two of the most scenic "18 Hole" golf courses you've ever play: the challenging Geoffrey Cornish design of Killington Golf Course and the No. 1 public golf course in Vermont, immaculate Green Mountain National.

Enjoy cool mountain breezes, spectacular views and superb accommodations with a Stay and Play package.

Early Season from \$89/night
Tuesday-Thursday, one round with cart included, 4 people in a 2 bedroom Private condo. \$28/week-Friday-Monday

Peak Season from \$100/night
Tuesday-Thursday, one round with cart included, 4 people in a 2 bedroom Private condo. \$28/week-Friday-Monday

Learn more about dining, nightlife and family-friendly activities at www.DiscoverKillington.com/golftoals

Town of Killington Presents

OLD FASHIONED ICE CREAM SOCIAL and SOAPBOX POLITICAL RALLY

Sunday, September 26 at 2pm

Sherburne Library, River Rd, Killington
rain location: Events Hall

ICE CREAM STUMP SPEECHES APPLE BOBBING BARBERSHOP QUARTET

Featuring all Rutland County House and Senate Candidates, as well as Candidates for Governor, Lt. Governor, Secretary of State and State Auditor

More info: www.discoverkillington.com

discoverkillington.com

Vermont Holiday FESTIVAL

December 9-11, 2010
Snowshed Base Lodge • Killington, VT

3 Great Days of Holiday Fun and Entertainment for all Ages!

For information, call 800-337-1928
More at killingtonchamber.com

THE TOWN OF KILLINGTON PRESENTS

IT'S **COOLER** IN THE **MOUNTAINS**

2010 **FREE SUMMER CONCERT SERIES**