

# CORPORATE DISPLAY GUIDELINES

(Adopted November 10, 1999)  
(Revised August 17, 2000)

Purpose: The intent of the guidelines is to preserve, maintain, and enhance the design, theme, and character of the Resort while also ensuring world class events and experiences for Resort Members and Guests.

1. Only seven (7) days maximum sponsor display time for the following events:
  - Culinary Classic – February
  - Culinary Classic – June
  - Arts Festival – August
  - Artisan Golf Classic – September
  
2. The following events are allowed sponsor display time equal to the length of the event plus 3 days:
  - World Mountain Bike Championships
  - Junior Olympics
  - American Ski Classic
  - Birds of Prey World Cup
  
3. The following events are allowed sponsor display time that is equal to the length of the event:
  - Snowshoe Adventure Series
  - Oktoberfest
  
4. Sponsor signs cannot exceed 100 square feet (20' length x 5' width), and must be in designated locations. (See # 5)
  
5. Sponsor displays, i. e. products, tents, vehicles etc., are restricted to the five designated areas shown on the attached map.
  
6. Vertical Event Banners: 2'6" wide by 8' long. The top six feet to be used for the marketing of the event, only two feet at the bottom can be used for Sponsor identification. No more than twelve banners can be placed per event.
  
7. Horizontal Event Banners, (Ice Rink surround): 8' wide by 2'6" high.
  
8. All signage and displays must be appropriately installed, maintained and clean at all times.
  
9. Sponsor products/services must be consistent with the image and class of Beaver Creek Resort.

10. Requests for corporate displays and signage must be submitted to the Beaver Creek Design Review Board at least 30 days prior to the event.
11. No signs or banners are allowed on Resort bridges.

**Variance Process:** If a corporate display request does not comply with the guidelines, a variance from the guidelines shall be submitted to the Beaver Creek Design Review staff. The request will be reviewed within (3) three business days; Design Review staff recommendation will then be submitted to the Beaver Creek Resort Company Board of Directors for final resolution within (5) five business days, if the proposed display:

- Is a compelling benefit to the membership of the resort and/or;
- Serves as a national, international or world-class championship event, and/or;
- Is a nationally or internationally televised event, and/or;
- Attracts and exposes the Beaver Creek Resort to significant national or international media exposure.

Attachments:

- Application
- Site Map

**APPLICATION FOR INSTALLATION OF VEHICLES  
BEAVER CREEK RESORT**

In accordance with the Beaver Creek Resort Corporate Display Guidelines, the following Applicant requests authorization to install a vehicle within the Beaver Creek Resort as follows:

**Applicant:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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

**Phone No.** \_\_\_\_\_ **Fax No.:** \_\_\_\_\_

**Location for Vehicle:** *(please indicate site per attached Vehicle Display Site Map)*

- |   |  |
|---|--|
| <input type="checkbox"/> No. 1 – Covered Bridge Bus Stop  | <input type="checkbox"/> No. 3 – Back Lawn/Hyatt Area* |
| <input type="checkbox"/> No. 2 – Rendevous/Back Lawn Area | <input type="checkbox"/> No. 4 – St. James Area        |
|   | <input type="checkbox"/> No. 5 – Vilar Center          |

*(\*Site No. 3 at the Hyatt also requires approval from the Hyatt Regency Beaver Creek)*

**Dates for Display:** \_\_\_\_\_

**Event Description:** \_\_\_\_\_

**Vehicle Make & Model:** \_\_\_\_\_

**Vehicle Size:** \_\_\_\_\_

**Vehicle Weight:** \_\_\_\_\_

**Other Pertinent Information:**

\_\_\_\_\_  
\_\_\_\_\_

**Please Note:** Applicant must provide an Oil Leak Pad under all vehicles while on display. Access to the display areas must be coordinated with Beaver Creek Security at (970) 845-5840.

The undersigned Applicant acknowledges that Beaver Creek operates under Amended and Restated General Declarations and agrees to comply with all the provision of such Declaration and the Rules, Regulations and Guidelines of the Beaver Creek Resort Company.

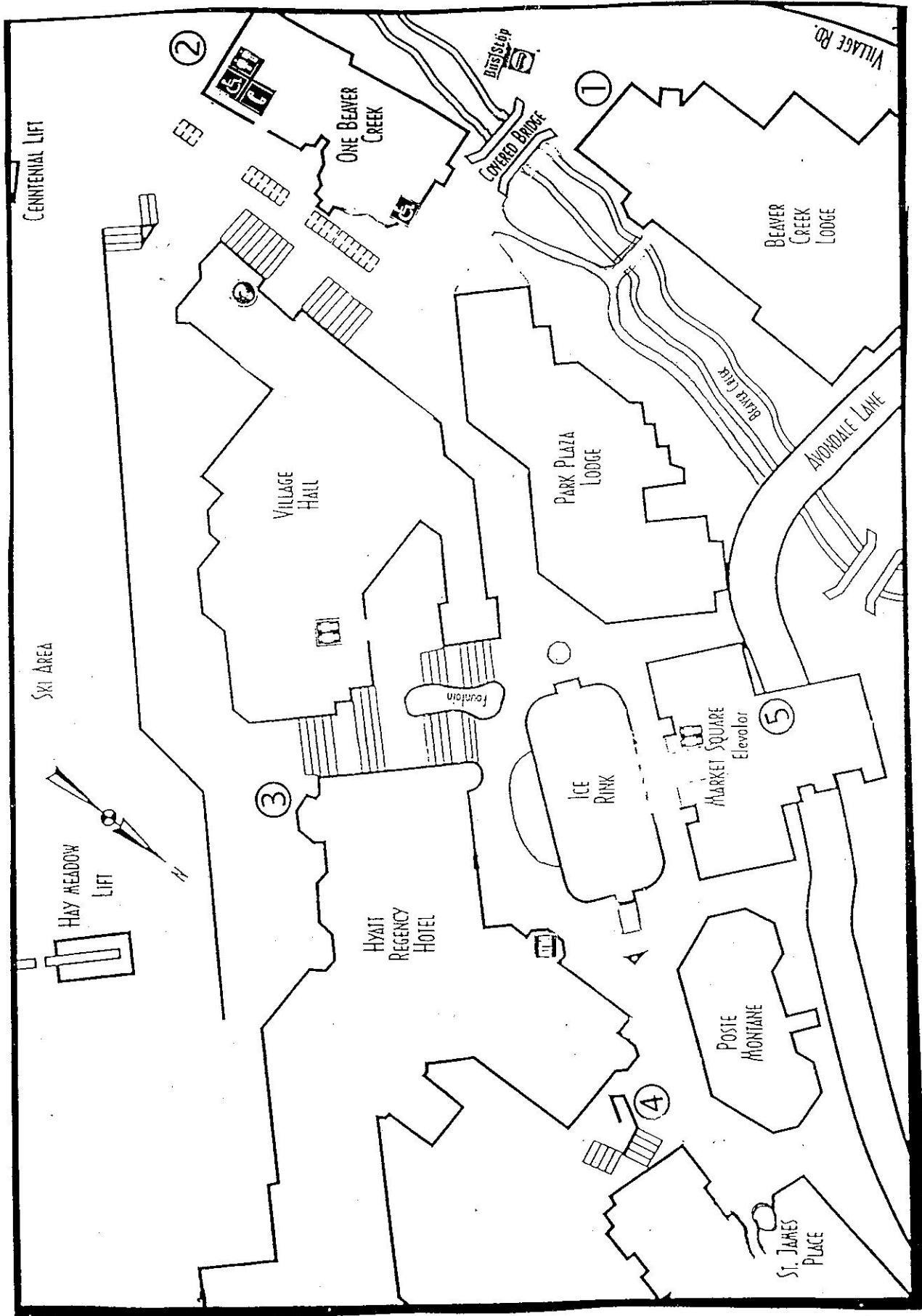
\_\_\_\_\_  
Applicant

\* \* \* \* \*

**BCRC Approval** \_\_\_\_\_ **Date:** \_\_\_\_\_

**BC Security Notified** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Hyatt Regency Notified for Site No. 3** \_\_\_\_\_ **Date:** \_\_\_\_\_



BEAVER CREEK RESORT  
VEHICLE DISPLAY SITES

- ① Cover Bridge Site
- ② Rendezvous Site
- ③ Hyatt BackLawn Site
- ④ St. James Site
- ⑤ Vilar Center Site