



V I L A R
P E R F O R M I N G
A R T S C E N T E R

VPAC STREET TEAM AMBASSADOR PROGRAM

Are you a music lover? Would you love to get access to the amazing shows in the Vilar Performing Arts Center's summer 2009 lineup? Then the VPAC Street Team Ambassador program is the place for you! We are looking for excited concert-goers to be a part of our team. Get out into the community and help us promote VPAC events and in return, earn free tickets to VPAC performances.

WHO SHOULD JOIN THE STREET TEAM?

- College students
- Music fans
- Retirees
- Educators
- Part-timers
- Moms/Dads with Spare Time
- Actors / Artists
- Hipsters too!

WHAT DO I DO ON THE STREET TEAM?

- Place show posters around town in highly visible places
- Distribute show flyers and VPAC info at events throughout the Valley
- Work at the VVF info table during events throughout the Valley
- Work with the local hotel property concierges to help them promote shows to their guests
- Talk to everyone you meet about the upcoming shows
- Be a VPAC ambassador among your friends and family with postings on Facebook, Twitter, etc to help promote events

You can volunteer as little or as much as you like to help us promote our season lineup! In return, you'll earn free tickets to VPAC performances.

Contact Information:

**Gena Buhler, Theatre Manager, VPAC; gbuhler@vvf.org; 970-748-6651
John Merritt, Street Team Captain; jmerritt@vvf.org; 970-748-6643**

Visit us at: www.vilarpac.org

HELPFUL HINTS:

When talking about VPAC:

- Refer to the theatre as either VPAC, Vilar PAC, The Vilar Center or Vilar Performing Arts Center. Please try to stay away from referring to us as "The Vilar"
- VPAC is located in the heart of the Beaver Creek Village, just under the ice skating rink.
- Parking is free during the summer, but can be limited, so be sure to come early!
- VPAC seats 535 people, on two levels (orchestra/parterre & balcony). The orchestra pit is open during select events as well.
- VPAC has a bar/concessions area that opens 30 minutes before the start of the performance. We usually just serve beer & wine; however for some of the larger shows, we open a more extensive bar which includes other alcoholic beverages.
- The box office can be reached at 970-845-8497 and is open M-F from 11am-5pm
- Tickets can also be purchased online at www.vilarpac.org
- **And most importantly: If someone asks you a question and you do not know the answer, it's okay to say that you do not know.** If you are at an event, the street team captain should be able to answer your questions.

Posters:

The best strategy is to post flyers in spots of high visibility, or where people stand around waiting (like bus stops, smoking areas, etc). Windows of shops are also a great place for effective flyering. When posting in windows, be sure to hang double sided for full exposure.

Be sure to obtain permission from the Owner/Manager before posting any information and keep a list so that we can be sure to change over the posters so that outdated information is not posted around town.

Flyers/Buck Slips:

These have been created to easily get information into people's hands. They can be displayed at local businesses, on their counters or distributed during events around the Valley. Remember that we want to maintain a clean/green image, so please do not put them on parked cars, or let the flyers/buck slips fly off into the wind.

Collateral Materials:

We will have the following materials for distribution:

- VPAC Season Poster
- VPAC Season Flyer (buck slip)
- VPAC Season Rack Card
- VPAC Season mini card (great for keeping in your pocket!)
- Show Posters (each show will have it's own unique poster)
- Show Flyer (buck slip)
- VPAC Family Film Series Poster
- Show Rock Sign Insert
- Concierge Show Info Sheets

**Materials will be available for pickup at either the VPAC box office (Beaver Creek), or at the Vail Valley Foundation offices (Avon). When signing up, please be sure to let us know where your preferred pick-up location is.