

From: Anne Sutterfield [anne@ltva.org]
Sent: Wednesday, December 30, 2009 10:48 AM
To: info@BlueLakeTahoe.com
Subject: Hot August Nights SLT Opportunity

Dear Lodging Partner,

Now in its 24th year, Hot August Nights held in Reno, appeals to a very upwardly mobile attendee that has above average disposable income. The event promoter has approached Lake Tahoe South Shore with a 2010 turnkey event that stands not only to increase occupancy and revenues, but also garner national television exposure. The following is some preliminary information about the event:

Dates: Friday, July 30, Saturday, July 31 and Sunday, August 1, 2010 (Registration takes place Thursday, July 29)

Proposed event components: Daily Shown-n-Shine and Car Judging, Swap Meet, Sponsor Exhibits, Cool Car Showroom, Poker Walk, Classic Car Auction, Live Entertainment

Lodging participation: The Hot August Nights Newsletter, released on January 15, will announce the event, list rates/offers for lodging participants and provide a direct link to them. The HAN website receives over 760,000 hits per month.

If you wish to participate, please provide rates/offers and valid dates to Anne Sutterfield, NO LATER than January 6, 12pm for inclusion in the announcement. Anne@LTVA.org and/or 530.541.5255 ext 223

While the South Shore event dates are July 30-August 1, you may want to consider extending rates through the entire Hot August Nights event period through August 10, 2010.

We will be providing updated information regarding the event on a timely basis. We hope you find this an exciting addition to our summer event schedule.

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