



ANTLERS AT VAIL

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Antlers Complimentary Use Summary

The intention of the Antlers Comp policy is to define the reasons and the benefits of using the Antlers condominiums -that are a part of the rental pool- for complimentary use.

There are several underlying principles that form the basis of this strategy:

1. **Support our Marketing Budget.** Being able to use our condominiums in trade for Advertising, Public Relations, hosting Social Media Influencers, and Bloggers or Travel Writers is one of the best tactics we have to allow our property and our services be introduced to a targeted audience. This strategy helps us keep our Marketing Budget lower than the industry average.
2. **Reinforce our relationship with Key Players in our industry.** As an independent small property an important part of our business depends on the relationship we foster with key players in our industry like Vail Resorts, The Town of Vail, Vail Valley Foundation, and Bravo! to name a few. Our flexibility allows us to host PR and/ or FAM (familiarization) trips of various types including national and international Wholesalers and Travel Agents, Meeting Planners, and Travel Writers who could drive business to the Antlers. This strategy not only saves us money but brings us revenue and recognition.
3. **Participate of Sponsorship Events.** The trade value used (free rooms) is generally the entire extent of our commitment to any event who is seeking for sponsorship. This also includes the donation of our Boardroom. Occasionally we will pay dollars for such sponsorship, in which case it naturally comes out of our marketing budget.
4. **Good Corporate Citizenship.** As a part of the Antlers Culture we are committed to support and embrace local (and not-so-local) causes that help the common good. The Antlers Staff has always taken great pride of our support to these organizations which helps with the staff morale and brings amazing recognition to our property.
5. **Employee benefit.** One of the ways to show our gratitude and commitment to the staff is to allow them to enjoy our property as our guests would. A total of three complimentary nights a year are given to every staff member to enjoy with their family members . This is our way to compensate for the lack of “employee rates” or “friends and family rates” benefit that most of the properties in town offer (like the Marriott, Hilton, East West Resorts, or Destination Resorts). This benefit is rated as one of the highest perks to work at the Antlers and very much appreciated by the staff.

Considering that the year-around occupancy at the Antlers and among our competitive set is about 50%, the management would like for each owner to allow us to use their condominium a maximum of 10 nights a year for the purposes described above at the discretion of management. Every effort will be made to ensure that no rental revenue will be sacrificed as a result, meaning that the comp use shall not happen at times of full occupancy.

For transparency purposes management is committed to disclose at any time a comp report to any owner who requests it, including the return on their comp donation to the association.