

**Office of Lt. Governor/
Department of Culture, Recreation & Tourism
Funding Agreement Checklist**

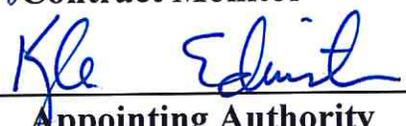
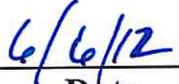
Agency/Program: Office of Tourism

Recipient: Louisiana Sports Hall of Fame Foundation

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific Program Competitive Grant Program
 - Line Item Appropriation
 - Letter of Agreement

- | Yes | No | |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include budget worksheet? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include anticipated uses? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include estimated duration of the project? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement include goals, objectives, and measures of performance? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement indicate requirement of written progress report every six (6) months? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Does the agreement notify the recipient of Louisiana Audit Law (R.S.24:513)? (See attached schedule) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been approved by the appointing authority? |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor? |

Signatures:

 _____ Contract Monitor	 _____ Date
 _____ Appointing Authority	 _____ Date

Grantee: Louisiana Sports Hall of Fame Foundation
Event: Louisiana Sports Hall of Fame Grand Opening
Grant # 558

Grant Amount: \$24,838.00

STATE OF LOUISIANA
DEPARTMENT OF CULTURE, RECREATION AND TOURISM
OFFICE OF TOURISM
GRANT AGREEMENT

Marketing Grant

BE IT KNOWN, the Department of Culture, Recreation and Tourism, Office of Tourism of the State of Louisiana (hereafter sometimes referred to as "State" or "LOT") and the Louisiana Sports Hall of Fame Foundation, 500 Front St. Natchitoches, LA 71497, Phone: (318) 238-4255 and Email: lisababin@lasportshall.com (hereafter sometimes referred to as "Grantee") do hereby enter into this agreement ("Agreement") under the following terms and conditions.

1. Scope of Work

Grantee hereby agrees to market the Louisiana Sports Hall of Fame "Grand Opening" ("Event") scheduled to be held June 28-30, 2013 in Natchitoches, Louisiana, as set forth in its LOT-approved Marketing Plan and Media Plan (Exhibits A1 and A2) and Budget (Exhibit B).

The goal of this LOT Marketing Grant Program is to fund activities that significantly increase tourism visibility and vitality in Louisiana. Specifically, this grant will assist the LOT in fulfilling its public purpose and statutory mandate to expand and increase the economic impact of tourism on Louisiana through strong, effective public initiatives, and to achieve the following program objectives: (1) to facilitate development of statewide tourism products that will attract visitors and enhance the visitor experience; (2) to strengthen Louisiana's tourism partnerships and alliances to support the State's tourism industry as a whole; and (3) to increase visitation, length of stay and tourism expenditures in Louisiana.

a. Qualifying Marketing Expenses. Upon completion of the Event, the Grantee may request reimbursement of up to 50% of the actual incurred cost for qualifying marketing expenses (as defined in the LOT Grant Application Guidelines) associated with implementing the LOT-approved Marketing and Media Plans for the Event. Qualifying marketing expenses include the actual placement costs of media; however, it does not include the costs associated with ad creation or media production. Reimbursement shall not exceed the total grant award, and State funds from any other source may not be applied towards the mandatory cash match to be provided by the Contractor.

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b. LOT as Official Sponsor. Reimbursement will only be allowed if the LOT has been acknowledged as an official sponsor of the Event, as set forth herein and in the LOT Grant Application and Guidelines. Grantee must provide complimentary tickets and/or passes to events and activities should any fees be required for admission in a quantity necessary for all appropriate staff to represent Louisiana tourism and monitor the event to ensure compliance and for economic development purposes. Grantee shall contact the State regarding such access at least fourteen (14) days prior to date(s) of grant-funded activity when possible. The Louisiana Office of Tourism must be acknowledged as an official sponsor of the Event, as follows:

- Grantee shall prominently display the official Louisiana Office of Tourism logo on the Grantee's official websites and the official websites of the Event. The logo can be downloaded from <http://www.crt.state.la.us/tourism/grants.aspx>.
- Grantee shall include a link from the official Louisiana Office of Tourism logo to the LOT's official tourism website www.LouisianaTravel.com.
- Grantee shall prominently display the official Louisiana Office of Tourism logo in all grant-funded printed materials and other visual advertising and publicity, regardless of media.
- For broadcast announcements and scripts, Grantee shall include the following phrase *"Visit LouisianaTravel.com to plan your trip today."*

c. Event Advertisements. Prior to placing the media, the Grantee shall submit to the Contract Monitor for approval all creative artwork or broadcast scripts to ensure the qualifying of marketing and advertising materials that will be funded by the State through the Competitive Grant Program. The materials must include the official Louisiana Office of Tourism logo and/or verbiage, as applicable and as described above. Unapproved ads may not be eligible for reimbursement.

d. Changes to Agreement. If the Grantee wishes to propose any changes to its LOT-approved Media Plan, Marketing Plan, Budget or Scope of Work, the Grantee must submit such proposed changes to the State in writing for approval (email is acceptable), in advance, prior to implementing such changes. The Contract Monitor will contact the Grantee within seven (7) business days to notify as to whether the change has been accepted. Grantee shall not request an

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increase in the maximum amount of the Grant award. Any item that is submitted to the State for reimbursement, and is not listed in the Scope of Work, Marketing Plan, Media Plan, or Budget, that has not been preapproved by the Contract Monitor will not be considered an eligible expense and may not be approved for payment. Any substantial change to this agreement will require a written amendment, executed by all parties, as set forth herein.

e. Communication. Close communication with the Contract Monitor throughout the term of this Grant Agreement is a requirement and is a benefit to both the Grantee and the State to ensure complete compliance with the grant intent. Grantee is required to submit a written notification to the Contract Monitor regarding any changes in the Grantee's contact information. Should a period of three months or more lapses without contact, the State may initiate the process of revoking this Grant.

2. Payment Terms

In consideration of the work described above, State hereby agrees to pay Grantee a maximum sum of **TWENTY-FOUR THOUSAND EIGHT HUNDRED THIRTY EIGHT AND 00/100 DOLLARS (\$24,838.00)**. Travel and other expenses not specified in the terms of this agreement are not reimbursable. The Contract Monitor will ensure that all terms and conditions are met prior to authorizing the release of payment.

Payment is contingent upon the availability of funds that are appropriated by the Louisiana Legislature or may be accrued to the State from other sources. The grant amount shall be paid in accordance with the following requirements:

a. One Payment. Only one payment will be made under this Grant Agreement upon satisfactory completion of the Event. Payment will be made on a reimbursement basis for incurred expenses as specified within this agreement and the Grant application guidelines. Grantee shall mail or hand deliver to the Contract Monitor an original invoice to the State, a Final Report (**Exhibit C**), and all supporting documentation required to verify that qualifying marketing expenses were actually incurred by the Grantee in compliance with the terms of the Grant Agreement.

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b. Original Invoice. The original invoice to the State shall be in the amount that reflects 50% of the qualifying marketing expenses actually incurred by the Grantee up to the maximum amount of the Grant award. The document submitted as invoice for reimbursement must contain 1) the word "invoice," 2) must not exceed the total grant award 3) must be submitted on Grantee's letterhead, 4) must reference the Event, and 4) must be accompanied by supporting documentation for qualifying marketing expenses for actual incurred cost as detailed in the Final Report (Exhibit C). The original invoice may be mailed or delivered to the Contract Monitor.

c. Final Report. Upon completion of the Event, the Grantee shall submit a Final Report (Exhibit C). The Final Report (Exhibit C) may be mailed or delivered to the Contract Monitor. The Final Report form can be downloaded from LOT's website, <http://www.crt.state.la.us/tourism/grants.aspx>.

Grantee shall complete each section of the Final Report, as applicable, including:

- Grantee Information
- Reimbursable Media – A report of qualifying marketing expenses actually incurred by the Grantee. List all media types under the appropriate category.
- Support documentation for Media Buys/Proof of Media Purchases – Media invoices and acceptable proof of implementation
- Final Report Summary

LOT reserves the right to require additional information, documentation and/or added deliverables in order to adequately verify compliance with the terms of the Grant Agreement.

Grantee will not receive reimbursement for cancelled media or media not placed by the Grantee for any other reason. Only actual qualifying marketing expenses incurred by the Grantee are eligible for the 50% reimbursement.

d. Payment. The Contract Monitor shall review and verify the original invoice, Final Report (Exhibit C), and all supporting documentation for compliance with the Grant Agreement. Upon approval, Contract Monitor shall authorize the invoice for payment. Reimbursement usually takes 4 -6 weeks for full processing.

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The State will reconcile the invoice to the supporting documentation and will reduce the payment in the event of any of the following: 1) the request reflects payment for non-qualifying expenses associated with marketing activities, 2) the State has not been acknowledged as a sponsor in accordance with the terms of the guidelines, 3) inadequate supporting documentation for expenses, or 4) noncompliance with the terms of this agreement. The State will notify the Grantee of any inadequacies or deficiencies and will provide reasonable opportunity to cure. If the Grantee wishes to appeal the State's payment decision, the Grantee must submit a letter in writing to the Contract Monitor within 30 days of notice of the defect.

If it is determined by the Contract Monitor or by an audit that State funds were expended on non-reimbursable expenses, Grantee will be required to repay the State in accordance with the terms of the State. If the Grantee defaults on the agreement, breaches the terms of the agreement, or ceases to do business, it shall be required to repay the State in accordance with the State's terms or requirements.

e. Act 12 Clause. Grantee is informed that no funds appropriated under Act 12 of the 2011 Regular Legislative Session shall be transferred to a public or quasi-public agency or entity which is not a budget unit of the state unless the Grantee executes this agreement and submits to LOT for approval, a comprehensive Budget showing all anticipated uses of the appropriation, an estimate of the duration of the project, and a plan showing specific goals and objectives for the use of such funds, including measures of performance. LOT shall submit this Agreement, the Budget, and any other required information to the Legislative Auditor for approval at ebudgets@lla.la.gov.

3. Responsibility for Payment of Taxes

The Grantee hereby agrees that the responsibility for payment of taxes, if any, from the funds thus received under this agreement and/or legislative appropriation shall be Grantee's obligation and identified under Federal tax identification number 51-0151634.

4. Term of Grant Agreement

This Grant Agreement shall begin on June 1, 2012 and shall terminate on August 15, 2013.

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The Grantee shall not proceed under the terms of this Agreement prior to receiving a fully executed copy of this Agreement from the State.

The Event must be held in Louisiana between June 1, 2012 and August 15, 2013. The Event is scheduled to be held June 28 - 30, 2013. All approved qualifying marketing expenses must be incurred by June 30, 2012.

Grantee must submit to the Contractor Monitor an original invoice, a Final Report (**Exhibit C**), and all supporting documentation due by July 30, 2013.

The Grantee shall be liable for all grant funds not used in accordance with the terms and conditions of this Agreement. If the Grantee is unable to perform the work or deliver the deliverables within the term of the Agreement, the Grantee shall so notify the State in writing (email is acceptable) before the termination date of the Agreement and thereby acknowledge the automatic cancellation of the grant, unless such notification contains a request for an amendment.

Except as provided in Section 1 (d), any alteration, variation, modification, or waiver of provisions of this Agreement shall be valid only when it has been reduced to writing, duly signed and executed by all parties.

5. Entire Agreement/Order of Precedence Clause

This Agreement and any exhibits specifically incorporated herein by reference, together with the LOT Grant Guidelines and addenda issued thereto by the LOT, the application submitted by the Grantee, constitute the entire agreement between the parties with respect to the subject matter.

In the event of any inconsistent or incompatible provisions, this signed Agreement (excluding the LOT Grant Guidelines and Grantee's Application) shall take precedence, followed by the provisions of the LOT Grant Guidelines, and then by the terms of the Grantee's Application.

6. Termination for Cause

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The State may terminate this Agreement for cause based upon the failure of Grantee to comply with the terms and/or conditions of the Agreement, provided that the State shall give Grantee written notice specifying Grantee's failure. If within thirty (30) days after receipt of such notice, Grantee shall not have either corrected such failure or, in the case which cannot be corrected in thirty (30) days, begun in good faith to correct said failure and thereafter proceeded diligently to complete such correction, then the State may, at its option, place Grantee in default and the Agreement shall terminate on the date specified in such notice. From the date of the termination, no payment will be made by the State to the Grantee. In the event the Grantee has received payment above and beyond documented eligible expenses, the Grantee shall return all such funds to the State.

7. Termination for Convenience

The State may terminate this Agreement at any time by giving thirty (30) days' written notice to Grantee. In the event that the Grantee is not in compliance with the terms of this Agreement at the time of termination, no payment will be issued to the Grantee.

8. Fiscal Funding Clause

The continuation of this Agreement is contingent upon the appropriation and availability of funds to fulfill the requirements of the Agreement. If insufficient monies are appropriated to provide for the continuation of the Agreement, or if such funding is reduced by government action and the effect of such reduction is to provide insufficient monies for the continuation of the Agreement, the Agreement shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated. Grantee acknowledges that the funding for this Agreement is subject to congressional, legislative or administrative action, such as mid-year budget reductions, which could result in a mid-year reduction of funds available to fund this Agreement, which may require amendment or termination of this Agreement.

9. Audit

It is hereby agreed that in accordance with La R. S. 24:513, the Legislative Auditor of the State of Louisiana, and/or the Office of the Governor, Division of Administration auditors shall have the option of auditing all accounts of Grantee that are related to this grant.

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10. Liability

The Grantee shall indemnify and hold harmless the State against any and all claims, demands, suits, and judgments of sums of money to any party for loss of life or injury or damage to person or property growing out of, resulting from, or by reason of any negligent act or omission, operation or work of the Grantee, his agents, servants, or employees while engaged upon or in connection with services required or performed by the Grantee hereunder.

11. Non-assignability

The Grantee shall not assign any interest in this grant and shall not transfer any interest in same (whether by assignment or notation), without prior written consent of the State, provided however, that claims for money due or to become due to the Grantee from the State may be assigned to a bank, trust company, or other financial institution without such prior written consent. Notice of such assignment or transfer shall be furnished promptly to the State.

12. Anti-discrimination

The Grantee agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246 as amended, the Federal Rehabilitation Act of 1973 as amended, the Vietnam Era Veteran's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1972, the Fair Housing Act of 1968 as amended, and Grantee agrees to abide by the Requirements of the Americans with Disabilities Act of 1990. Grantee agrees not to discriminate in its employment practices, and will render services under this agreement without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation or disabilities. Any act of discrimination committed by the Grantee, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this Agreement.

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THUS DONE AND SIGNED AT Natchitoches Louisiana on the 14th day of June, 2012.

WITNESSES:

Nate Williams

Schonne Taylor

Louisiana Hall of Fame Foundation

Lisa A. Babin

Lisa Babin

President

Phone: (318) 458-0166

Email: lisababin@lasportshall.com

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on the 6th day of JUNE, 2012.

WITNESSES:

Markus Curcio
Judy A. Holloway

Department of Culture, Recreation, & Tourism

Kyle Edmiston
Kyle Edmiston, Assistant Secretary
Office of Tourism

Exhibit A 1

MARKETING PLAN

Louisiana Sports Hall of Fame
Grand Opening – June 28, 2013 - June 30, 2013
Natchitoches, Louisiana

Event Description

The Louisiana Sports Hall of Fame (LSHOF) is the centerpiece of a new \$18 million Louisiana State Museum complex in downtown Natchitoches that presents the rich history of sports in our state and celebrates the achievements of our greatest athletes. The museum is projected to attract 40,000 visitors and have a significant statewide economic impact during its first year of operation. This marketing plan is designed to create awareness and build excitement leading up to the June 2013 opening and permanently establish this major attraction as a “must-see” for Louisiana sports fans and families.

The grand opening of the Louisiana Sports Hall of Fame Museum on June 28 - 30, 2013, will take place more than fifty years after the first class of sports legends were inducted in 1958. Planning for the Hall of Fame began in 1951, when the Louisiana Sports Writers Association opened discussions on how to honor the state’s outstanding athletes and coaches. The Louisiana Sports Hall of Fame Foundation, a nonprofit 501(c) (3) organization, is proud to sponsor this grand opening.

Free admission during the week of the grand opening will allow visitors to meet a variety of special guests, including current inductees, through book signings, autograph sessions, and sports clinics without charge. Visitors will be able to appreciate local foods and entertainment while enjoying a first-class museum in Louisiana’s oldest city. The Natchitoches Area Convention and Visitors Bureau, the Natchitoches Events Center, and the City of Natchitoches will partner with the museum by offering special rates at local hotels, bed and breakfast guest houses, and restaurants, along with newly developed tours of the city. These partnerships help create an enticing package to increase visitation and the length of stay of tourists to the area.

Goals and Objectives

The goals and objectives of the Grand Opening of the Louisiana Sports Hall of Fame Museum include:

- Build awareness for LSHOF as a major attraction and create excitement and participation in the June 2013 grand opening
- Position LSHOF as a Mecca for legions of sports fans – visitors and residents alike – as well as a close-by family-friendly destination
- Increase the pride among our citizens regarding Louisiana’s outstanding athletes, coaches and sportswriters benefiting the state in general
- Expansion of tourism in Louisiana

Target Audiences

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Our target audience cuts across all regions, ages, incomes, genders and ethnicities. Early in the campaign, radio broadcast will be used to create awareness and interest statewide as well as in parts of Texas, Arkansas, and Mississippi. Leading up to the opening, outdoor and consumer print will reach broader audiences statewide, including drive markets in Shreveport-Bossier, Alexandria, and Baton Rouge. This will allow the Sports Hall of Fame Foundation to attract visitors from outside a 50-mile radius from the location of the grand opening. Although the Foundation considers an estimated attendance number of 5,000 visitors to be realistic and achievable, it will strive to surpass this goal.

Marketing and Promotional Strategies

To achieve our goals, the following strategies will be implemented:

- Stretch limited budget with no-cost or low-cost marketing techniques – publicity, speakers bureau, PSAs, Web, and social media
- Build awareness with statewide paid advertising; create excitement around the opening with targeted advertising to key drive markets (Shreveport/Alexandria/Baton Rouge) and active sports fans
- Engage lead partner organization (the Louisiana Sportswriters Association) and sports-centered affinity groups (e.g., the Louisiana High School Athletics Association) as active ambassadors and messengers
- Collaborate with Natchitoches area businesses and civic groups to promote the Grand Opening beginning in December 2012 when thousands of visitors are in town for the annual Christmas Festival

Public Relations Tools & Tactics

- **Publicity**
 - Develop comprehensive print and online press kit to include news and feature materials, image bank, fact sheets, story ideas
 - Launch year-long statewide PR campaign with press conference at annual SHOF induction in July 2012
 - Conduct pre-launch site tours for long-lead media
 - Piggyback on LOT and regional CVB-sponsored press tours
 - Develop opening day publicity strategies, materials, and events
- **Speakers Bureau**
 - Identify, recruit, train, and deploy “Dream Team” speakers bureau of Louisiana Sports Hall of Famers to promote the new venue
 - Book and publicize Dream Team speaker appearances at service clubs, business organizations, sports dinners, etc.
- **PSAs**

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- Work with Louisiana Sportswriters Association to produce and place print, radio, and television public service announcements at member media organizations.
- **Web & Social Media**
 - Design, launch and, populate blog devoted to Louisiana sports history with sportswriters as contributors; link to existing Web site and Facebook pages
 - Leverage special events to gather email addresses to further develop a database for e-newsletters and special announcements
 - Advertise Web and blog sites through low-cost Facebook ad targeting self-identified Louisiana sports fans

Advertising and Promotion

- Paid advertising strategy targets Louisiana residents and sports fans through three major media: outdoor, radio, and magazines. Placement schedules are designed to first establish broad awareness and peak in the weeks prior to the grand opening. See attached media plan.
- The campaign will also employ a variety of promotional techniques, including:
 - Rack cards
 - Banners and building signage
 - Joint promotions and tie-ins with media partners

Additional Deliverables

Along with acknowledging the Louisiana Office of Tourism as an official sponsor of the grand opening in all radio, print, and outdoor media as required by the terms of this grant, the LouisianaTravel.com “Pick Your Passion” logo will appear on event signage recognizing LOT for the grant award. The Louisiana Sports Hall of Fame Foundation will also offer a speaking opportunity to a representative from LOT during the grand opening.

Performance Measures

- **Visitor Surveys:** Staff will perform on-site one-on-one visitor experience surveys during the event. Surveys will include questions on media use and how visitors learned of attraction.
- **Comment cards:** These cards will be available for visitors to share their views about their experience as well as indicate how they learned about the grand opening.
- **Zip Code Tracking:** Upon entrance, patrons will be asked to provide their zip codes to track attendance numbers and their origin in order to measure the reach and effectiveness of the marketing plan.

Timelines

Grantee: Louisiana Sports Hall of Fame Foundation Grant Amount: \$24,838.00

Event: Louisiana Sports Hall of Fame Grand Opening

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2012 3rd Quarter

- Launch campaign at LASHOF induction news conference
- Activate “Dream Team” speakers bureau
- Radio ads begin on LSU statewide football network
- Create and place broadcast, print, and online PSAs
- Create sports history blog
- Develop press kit
- Recruit “Dream Team” speakers bureau

2012 4th Quarter

- LSU radio advertising continues
- Create and launch monthly countdown e-newsletter

2013 1st Quarter

- Launch Facebook ad campaign with links
- Develop advertising and promotions creative materials
- Media site tours and previews
- Finalize grand opening PR and program plans

2013 2nd Quarter

- Outdoor, magazine, and regional radio ads break
- Pre-opening day media event
- Grand opening event (June 28 - 30, 2013)

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Exhibit A2

MEDIA PLAN FOR MARKETING GRANTS

Form should be typed and submitted with ALL Marketing Grant applications.

All qualifying marketing and advertising must be directed toward areas outside a 50-mile radius of the Event. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

Print Placement (Magazine, Newspaper)

Publication	Market (s)	Ad Size	Issue Date	Circulation No.	Budgeted Cost	50% request of LOT
Louisiana Life	Statewide	Full 4c	May/June 2013	34,000	\$3,256.00	\$1,628.00
SB Magazine	Shreveport	Full 4c	June 2013	20,000	\$866.00	\$433.00
CENLA Focus	Alexandria	Full 4c	June 2013	20,000	\$1,200.00	\$600.00
Country Roads	Baton Rouge southeast LA	Full 4c	June 2013	30,000	\$2,300.00	\$1,150.00
LSU Alumni Magazine	National	Full 4c	Summer 2013 (May)	25,000	\$2,000.00	\$1,000.00
Totals					\$ 9,622.00	\$4,811.00

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Budgeted Cost	50% request of LOT
LSU NetworkRadio	Louisiana Statewide (plus some Arkansas/Mississippi)	Twelve 30 second spots on LSU football pre-game show	August 2012 through November 2012	\$13,500.00 (Limited Space Available)	\$6,750.00
Red River Radio	Areas of Louisiana, Texas, Mississippi and Southern Arkansas	Fifty-nine 15/20 second spots on NPR	April 2013 through June 2013	\$1,540.00 (Nonprofit Rate)	\$770.00
Totals				\$ 15,040.00	\$7,520.00

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Budgeted	50% request of
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				Cost	LOT
Interstate 10	Baton Rouge, Louisiana	Standard	April 1, 2013 through June 30, 2013	\$5,188.00	\$2,594.00
Interstate 49	Alexandria, Louisiana	Standard	April 1, 2013 through June 30, 2013	\$5,038.00	\$2,519.00
Interstate 49	Shreveport, Louisiana	Standard	April 1, 2013 through June 30, 2013	\$6,688.00	\$3,344.00
City	Baton Rouge, Louisiana	Digital	June 1, 2013 through July 1, 2013	\$3,600.00	\$1,800.00
City	Alexandria, Louisiana	Digital	June 1, 2013 through July 1, 2013	\$2,000.00	\$1,000.00
City	Shreveport, Louisiana	Digital	June 1, 2012 through July 1, 2013	\$2,500.00	\$1,250.00

Totals \$ 25,014.00 \$

12,507.00

Total Budgeted Cost of Marketing \$ 49,676.00

Total Grant Request of LOT \$ 24,838.00

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Exhibit B

UPCOMING EVENT BUDGET (2012- 2013)

Name of Organization: Louisiana Sports Hall of Fame
Name of Event: Grand Opening

Anticipated Income or Revenue .

<u>Sources of Revenue</u>	<u>Amounts</u>
Cash on hand	\$ 5,000.
Admission/Ticket Sales	\$ 25,000.
Participant and Entry Fees	\$ N/A
Vendors	\$ N/A
Other Earned Income (Merchandise)	\$ N/A
Federal Grants (List Sources)	\$ N/A
State Grants (List Sources)	\$ N/A
Community/Foundation Grants	\$ 13,000
Corporate Support	\$ 13,000
Fundraising	\$ N/A
LOT grant	\$ 24,838.
In-kind donations	\$N/A_____
Total Expected Revenue	\$80,838.

Anticipated Expenses

Please provide a comprehensive budget for the entire project.

<u>Expense Categories</u>	<u>Total Amount</u>
Staff salaries & benefits	\$ 4,500
Travel	\$ 1,500.
Professional & Contract services	
<i>Catering</i>	\$ 7,500.
<i>Sound</i>	\$ 2,000.
<i>Entertainment</i>	\$ 2,500.
Printing.	\$ 5,000.
Insurance	\$ 1,000.
Security Services	\$ 1,500.
Qualifying Marketing and Advertising	
<i>Print advertising</i>	\$9,622.
<i>Radio advertising</i>	\$15,040.
<i>Outdoor advertising</i>	\$25,014.
Other charges (Itemize)	
Graphic design	\$4,000.

Total anticipated expenditures \$78,176.

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Exhibit C

Louisiana Office of Tourism Marketing Grant

Final Report Form FY 11-12

SECTION I: Grantee Information

Name of Event _____
 Event Date _____
 Organization _____
 Grant Award Amount _____
 Primary Contact for Event _____
 Phone Number _____
 Email _____

SECTION II: Reimbursable Media; Qualifying Marketing Expenses

Reimbursable Items –All qualifying marketing and advertising must be directed toward areas **outside a 50-mile radius of the Event**. Qualifying marketing expenses include the actual placement costs of media, but not associated ad creative or media production expenses.

***If awarded a grant, 50% of the grand total spent on qualifying marketing expenses will be reimbursed up to the total amount of the award.

***List only qualifying marketing expenses eligible for reimbursement through the LOT Marketing Grant Program.

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost	50% request of LOT
Totals					\$ _____	\$ _____

Broadcast Placement (Radio/Television)

Station Call Letters	Designated Marketing Area (DMA)	Spot Length / Frequency	Broadcast Dates	Actual Cost	50% request of LOT
Totals				\$ _____	\$ _____

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Grant # 558

Grant Amount: \$24,838.00

Outdoor Placement (Billboards)

Location	City, State	Size	Dates	Actual Cost	50% request of LOT
Totals				\$ _____	\$ _____

Online Placement (Website)

Web Site Name	Web Site Address	Target / Reach	Dates	Actual Cost	50% request of LOT
Totals				\$ _____	\$ _____

Grand total spent on qualifying marketing expenses
 \$ _____

Requested amount to be reimbursed (50%) of qualifying marketing expenses, not to exceed grant award
 \$ _____

LOT STAFF USE ONLY

LOT Approved Reimbursement Amount \$ _____

Section III: Reimbursement Documentation for Proof of Media Purchase

Note: All media must include the official Louisiana Office of Tourism logo to be eligible for reimbursement.

- **Proof of Charge from Vendor:** Submit itemized media invoice reflecting date, description and dollar amount. If media is purchased from a third party (e.g. media buying house or advertising agency), Grantee must provide an invoice from the third party agent **and** an invoice from the media outlet from whom the media was purchased (e.g. Southern Living, USA Today, etc.)
- **Proof of implementation:** Submit proof that activity was performed. Documentation can include any of the following:

Grantee: Louisiana Sports Hall of Fame Foundation Grant Amount: \$24,838.00
Event: Louisiana Sports Hall of Fame Grand Opening
Grant # 558

- Original ad placement tear sheets for print advertisements
- Broadcast log reports indicating actual broadcast times and dates
- Screenshots for online banner advertisements
- Billboard photographs showing content
- Other _____ (LOT Contract Monitor will determine if the proof is acceptable.)

Section IV: Final Report Summary Format

- A 1–2 page typed detailed summary on the outcome of the Event taking into consideration the goals, objectives and measurable outcome regarding the impact that the Event had on tourism in the area and the state, which should include:
 1. **Objectives Achieved**-List accomplishments in compliance with the overall goal of impacting tourism.
 2. **Measurements of Performance**- include but are not limited to the following: estimated attendance, admissions revenue, event registration and entry fees collected, number of hotel room nights/ occupancy rates/ADR, food and beverage tax and average visitor spending, etc.
 3. **Local/State/Regional Economic Impact**
 4. **Media Relations** -Grantee shall include supporting documentation for media relations which may include but are not limited to the following: copies of news releases, newspaper clippings, flyers, programs, itineraries, photographs and programs.
 5. **Profitability of the Event**

The final report summary should include all five (5) headings mentioned above.

