



**THE CHILDREN'S MUSEUM OF LAKE CHARLES  
23<sup>RD</sup> ANNIVERSARY CELEBRATION EVENT**

**Event Budget**

Sources of Revenue

Cash on hand	\$2156.25
Participant and Entry Fees	\$543.75
Sponsorships	\$0.00
LOT Sponsorship	\$3119.75
In Kind Donations	\$500.00
<b>Total Expected Revenue</b>	<b>\$6319.75</b>

Expense Categories

Staff Salaries	\$1000.00
Related Benefits	\$100.00
Travel	\$0.00
Operating Services	
Advertising/Media	\$3119.75

Publication Name	Market (s)	Ad Size	Issue Date	Circulation No.	Actual Cost
The Jambalaya News	SWLA	FRONT AND STORY	4/21/11		2000.00
The Jambalaya News	SWLA	3/8 PAGE	4/21/11		375.00
The American Press	SWLA	2X2ce	4/13/11		69.00
The American Press	SWLA	3X5C	4/17/11		346.50
The American Press	SWLA	2X2ce	4/20/11		415.50
The American Press	SWLA	3X5C	4/22/11		744.25
<b>TOTAL</b>					<b>3119.75</b>

Printing	\$100.00
Equipment Off Maint.	\$0.00
Rent	\$1000.00
Telephone	\$50.00
Postage	\$150.00
Utilities	\$300.00
In Kind Staffing	\$500.00

**Total Anticipated Expenses \$6319.75**

**Balance (Income) \$0.00**



SCOTT ANGELLE  
LIEUTENANT GOVERNOR

State of Louisiana  
OFFICE OF THE LIEUTENANT GOVERNOR  
DEPARTMENT OF CULTURE, RECREATION & TOURISM  
OFFICE OF TOURISM

PAM BREAU  
SECRETARY  
JIM HUTCHINSON  
ASSISTANT SECRETARY

August 10, 2010

Mr. Dan Ellender  
The Children's Museum of Lake Charles  
327 Broad Street  
Lake Charles, LA 70601

Dear Mr. Ellender:

This document is considered a Letter of Agreement (LOA) between the Louisiana Office of Tourism (State or LOT) and The Children's Museum of Lake Charles to support the **Children's Museum 23rd Anniversary** taking place on April 8 - 9, 2011 in Lake Charles, LA.

This letter serves three purposes: (1) to establish mutual agreement upon the level of support to be provided by the Office of Tourism; (2) to clarify functional support for specific activities to be held in conjunction; and (3) to provide for leveraging the State's investment by ensuring support of a function or project that parallels with Louisiana tourism goals and objectives.

The Louisiana Office of Tourism will provide event marketing assistance with funding not to exceed **Three Thousand Seven Hundred Fifty Dollars (\$3,750)**, to be applied towards the costs of marketing and advertising your event. All advertising, broadcast and marketing materials for the event must visibly display the official LouisianaTravel.com logo or mention the website as a source for more information (broadcast) and must be submitted to the LOT Sponsorship Manager for approval at least 7 business days prior to placing the ads. The logo must also be prominently displayed on the event/organization's website homepage and include a hyperlink to LouisianaTravel.com. As part of the deliverables, LOT/OLG staff must be granted access to monitor the event should this request be made by the State. The event must support the mission of the Office of Tourism, which is to promote Louisiana as a unique and desirable premier business and vacation destination.

At the conclusion of the event, your organization shall submit an original invoice to the State for not more than the agreed upon amount along with the LOT final report form within 45 working days after the event or by July 8, 2011, whichever comes first, in order to qualify for reimbursement. Your organization shall also provide documentation of advertising by submitting proof of media purchase (vendor invoice and acceptable proof of implementation) that validates the use of the LouisianaTravel.com logo. Trades or in-kind services for marketing and advertising expenses are not eligible for reimbursement. Requests to change the event's media/marketing plan must be sent in writing to the Sponsorship Manager and approved prior to media placement. Upon verification of activities in compliance with the requirements of the sponsorship application and this agreement, payment will be authorized for processing and released by the Louisiana Office of Tourism, Sponsorship Manager.

The official LouisianaTravel.com logo and final report form are available for download at <http://www.crt.state.la.us/tourism/industrypartners.aspx#Sponsorship>.

To indicate your review and approval of the terms of the application and this Letter of Agreement, please sign and return this document to the Louisiana Office of Tourism, Attn: Leeann Borne using the address provided below. Please note that no payments will be authorized for release without a signed agreement by both parties (State and Contractor) and all revisions to this LOA must be approved in writing by both parties.

APPROVED:  
  
James L. Hutchinson, Assistant Secretary  
Department of Culture, Recreation & Tourism  
Office of Tourism  
Date 8/16/10

APPROVED:  
  
Dan Ellender  
The Children's Museum of Lake Charles  
Organization Tax ID#: 32-1115596  
Date 8/19/10