

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

Agency/Program: Louisiana Office of Tourism/Marketing

Recipient: Monroe-West Monroe Convention and Visitors Bureau

- Indicate:**
- Cooperative Endeavor
 - Professional Services Contract
 - Personal Services Contract
 - Consulting Services Contract
 - Social Services Contract
 - Grant: Indicate Specific 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 type="checkbox"/> | <input checked="" type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor? |

Signatures: *Jeanie L. Bourgeois*
Contract Monitor

January 10, 2011
Date

[Signature]
Appointing Authority

January 10, 2011
Date

CONTRACT FISCAL INFORMATION SHEET

PLEASE COMPLETE THIS FORM AND ATTACH TO CONTRACT WHEN IT IS TIME TO ROUTE CONTRACT FOR APPROVALS AND SIGNATURES.

CONTRACTOR'S NAME: **Monroe-West Monroe Convention and Visitors Bureau**

CONTRACTOR'S ADDRESS: **Post Office Box 1436
West Monroe, Louisiana 71294-1436**

CONTRACTOR'S FEDERAL ID#: **72-0796386 01**

SOCIAL SECURITY #: _____

CONTRACTOR'S CONTACT PERSON: **Alana Cooper, Executive Director**

CONTRACTOR'S TELEPHONE: **(318) 387-5691**

EMAIL ADDRESS: **acooper@monroe-westmonroe.org**

CONTRACT AMOUNT: **\$25,000.00**

CONTRACT PERIOD: **From: 10/01/2010 to: 03/25/2011**

FUNDING AGENCY: **Office of Tourism**

SOURCE OF FUNDS:	State: _____	Percent
	State: _____	Percent
	Federal _____	Percent
	Self-generated <u>100</u> _____	Percent

Organ. 6786 Object 3000 Sub Object 59 Reporting Cat. 7113
Organ. _____ Object _____ Sub Object _____ Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

Contractor shall use these funds for advertising, marketing and promotion activities for the Christmas on the River Festival 2010 scheduled to be held in historic Antique Alley in Monroe-West Monroe, November 27 – December 25, 2010. The activities of the event are expected to draw a combined attendance of approximately 21,000 to Northeast Louisiana with an estimated economic impact of \$300,000.

CHECK OFF IF APPLICABLE TO THE CONTRACTOR AND **PROVIDE THE NECESSARY DOCUMENTATION:**

CORPORATIONS:

Nonprofit Corporation
(Requires Board Resolution of Authority)

Profit Corporation
(Requires Board Resolution of Authority and Disclosure of Ownership)

Limited Liability Corporation

Out of State Corporation
(Requires Certificate of Authority to do business in Louisiana and requires agency justification)

Municipality, State (City Convention and Visitors Bureau)

Sole Proprietor
(Requires statement written on company letterhead/stationary stating that the person is indeed the sole owner and as such has the authority to sign on behalf of the company)

Out of State Contractor
(Requires agency justification)

Contractor is a Consultant
(Requires resume if contracting with individual or sole proprietor of a company)

Advance Payment
(Requires justification from contractor and agency approval)

Multiyear Contract
(Requires agency justification)

RFP Contract

STAFF PERSON TO MONITOR CONTRACT: Janis LeBourgeois

Cc: Josh McDaniels, Budget Manager

**STATE OF LOUISIANA
PARISH OF EAST BATON ROUGE**

**COOPERATIVE ENDEAVOR AGREEMENT
For
Louisiana Office of Tourism Competitive Sponsorship Program**

THIS COOPERATIVE ENDEAVOR AGREEMENT is entered into by and between the Louisiana Department of Culture, Recreation and Tourism, Office of Tourism, hereinafter referred to as the "State," or "LOT" and Monroe-West Monroe Convention and Visitors Bureau, Post Office Box 1436, West Monroe, Louisiana 71294-1436, hereinafter referred to as "Contractor."

WITNESSETH:

WHEREAS, Article VII, Section 14(c) of the Constitution of the State of Louisiana provides that "for a public purpose, the state and its political subdivisions...may engage in cooperative endeavors with each other, with the United States or its agencies, or with any public or private association, corporation, or individual"; and

WHEREAS, in accordance with RS 51:1254, the Louisiana Office of Tourism was established to be responsible for the design, plan, development and implementation of the effective and accurate promotion of Louisiana's history, culture, art, folklife, recreational and leisure opportunities, natural and scenic resources, transportation, cuisine, sites, attractions, accommodations, and events and is also mandated to assist local government and private sector development for the promotion of tourism; and

WHEREAS, in accordance with the Office of Tourism's Master Plan to expand and increase the economic impact of tourism in Louisiana through strong and effective public initiatives, the State desires to cooperate with the Contractor by supporting approved marketing and advertising associated with the implementation of the Christmas on the River Festival 2010 scheduled to be held in historic Antique Alley in Monroe-West Monroe, November 27–December 25, 2010; and

WHEREAS, the activities of the festival includes a myriad of special events and holiday attractions in locations on both sides of the river, to include abundant holiday lighting, a portion of which is synchronized to music and is unique to the area. Other additions will include strategically-scheduled street entertainment, carousel and carriage rides and a gumbo cook-off, and The Little Miss 'Christmas on the River' Pageant, which will ensure local press coverage for the event and is expected to draw a large audience from the area; and

WHEREAS, activities of the event are expected to draw a combined attendance of approximately 21,000 with an estimated economic impact expected to be \$300,000; and

WHEREAS, the LOT Competitive Sponsorship Program encourages events and activities that are creative and innovative in drawing attention to the State's tourism industry by providing funding support for approved marketing and advertising initiatives that are designed to increase attendance, and attract visitors; and

WHEREAS, the Office of Tourism's Competitive Sponsorship Program guidelines also stipulate 50% reimbursement for these approved marketing and advertising activities directed outside a 50-mile radius from the location of the event and at least 66% or two-thirds (2/3) of the designated marketing audience must be outside a 50-mile radius of the event in order that the media be eligible for reimbursement. The marketing and overall media plan have been preapproved by the State through the application process for

reimbursement, prior to implementation; and

WHEREAS, the public purpose of this endeavor is to assist in maintaining awareness and a positive image of the state as a unique and desirable travel destination, proportionate to obligations undertaken by the State. The State will receive recognition at this event through media, printed materials, in related advertisements and other publicity efforts. The State's overall economy and tourism industry will benefit from this endeavor because of increased visitations and increased tax revenue.

NOW THEREFORE, in consideration of the mutual covenants herein contained, the parties hereto agree as follows:

Scope of Services

Contractor hereby agrees to furnish the following services as provided herein and in greater detail in Exhibit A, which is by this reference incorporated herein:

Contractor shall use funding to support approved marketing and advertising associated with the implementation of the Christmas on the River Festival 2010 scheduled to be held in historic Antique Alley in Monroe-West Monroe, November 27–December 25, 2010.

Deliverables

1. In all media, marketing, advertising, and promotional activities, Contractor shall acknowledge the State's support by visibly displaying the State's official **LouisianaTravel.com** logo in all media pieces funded by the State, in the event's official program, signage and other printed publicity pieces at no additional costs to the State and shall acknowledge the State's funding support in all electronic, verbal and printed publicity efforts leading up to and during the event. **Advertising artwork, broadcast scripts and media pieces funded by the State through the competitive sponsorship program must be approved by the LOT Sponsorship Program Manager Leeann Borne, 1051 North Third Street, Room 326, Baton Rouge, LA 70802 or email lborne@crt.state.la.us prior to the placement of the media piece.**

Contractor is permitted to make changes to the approved media/marketing plan, provided that changes meet eligibility requirements to ensure maximum effectiveness, however any such changes to the plan must be sent in writing to the LOT Sponsorship Program Manager Leeann Borne in advance to be approved by the State prior to media placement.

Contractor shall prominently insert the official Louisiana tourism banner ad logo **LouisianaTravel.com** with hyperlink to the **www.LouisianaTravel.com** website which shall be visible on the Contractor's official website **www.monroe-westmonroe.org** and any other websites associated with promoting the festival during the term of the agreement to include leading up to and during the event. The logo can be found at the State's website <http://www.crt.state.la.us/tourism/grants.aspx>.

2. At least fourteen (14) days prior to the festival, Contractor shall provide complimentary tickets and/or passes to the events (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 with the terms of this agreement and the application guidelines. Any tickets or passes should be sent to **Charlotte Galloway, DCRT, Office of Tourism, 1051 North Third Street, Room 342, Baton Rouge, LA 70802, or mailed to Post Office Box 94291, Baton Rouge, LA 70804-9291, for tracking purposes.**

3. Contractor shall provide opportunities for a representative of the Office of Lieutenant Governor, or the Department of Culture, Recreation and Tourism, Office of Tourism to address attendees at the event should this request be made by the State.
4. Contractor also agrees to submit a **Final Report** at the conclusion of the event (**Exhibit C**) which shall include but is not limited to details of the associated activities and events, the estimated attendance, a comparative analysis of attendance in the last three years if applicable, and information regarding the effectiveness of this endeavor with regard to the economic impact, goals and objectives, deliverables and performance measures as outlined in **Exhibit A**. Contractor shall submit documentation of acknowledgement of the State as a sponsor, and supporting documentation for all reimbursement requests, to include proof of media purchases (invoices with ad tear sheets, broadcast logs from purchasing agents, copies of ads and sources, associated media/press clippings). Contractor shall also submit copies of news releases, newspaper clippings, flyers, programs, agendas, schedules of activities and other items of proof relating to the event and associated publicity. **Contractor agrees to submit the Final Report (Exhibit C) by February 25, 2011.** The final report form can be downloaded from the Louisiana Office of Tourism State website at <http://www.crt.state.la.us/tourism/grants.aspx>.

Entire Agreement/Order of Precedence Clause

This Agreement, together with the LOT Competitive Sponsorship Application Guidelines, the application submitted by the Contractor, and any exhibits specifically incorporated herein by reference, 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 Guidelines and Contractor's application) shall take precedence, followed by the provisions of the LOT Guidelines, and then by the provisions of the Contractor's application.

Payment Terms

In consideration of the services described above, the State hereby agrees to reimburse the Contractor in an amount not to exceed **TWENTY-FIVE THOUSAND AND NO/DOLLARS (\$25,000.00)**. Travel and other expenses for the event are not reimbursable under the terms of this agreement and the Competitive Sponsorship Program guidelines, therefore will not be paid or reimbursed. Payment will be made only on approval of Janis LeBourgeois, Contract Monitor, /her designee, supervisor, and/or successor.

If progress and/or completion to the reasonable satisfaction of the State are obtained, payments shall be disbursed as follows:

Upon receipt of the **Final Report (Exhibit C)** of the event, the State shall reimburse the Contractor for approved reimbursable expenses as per the attached **Exhibit B**, Budget, not to exceed 50% of the cost of approved eligible media purchases, up to the maximum amount payable under this agreement. Contractor shall submit the invoice and **Final Report** with supporting documentation for approved marketing and advertising as specified above. All deliverables including the **Final Report (See Exhibit C)** and invoice to the State must be received by the State no later than **February 25, 2011**.

Eligible 50% reimbursable expenses include approved: advertising, marketing & media publicity outlets such as: newspapers, magazines, radio, television, billboards, direct mail and internet marketing

Ineligible reimbursable expenses include: promotional items, posters/flyers, guides, directories, programs, videos, and social media

Payment is also contingent upon the approval of this agreement by the director of the Louisiana Division of Administration, Office of Contractual Review and the availability of funds.

If it is found that the Contractor defaulted on the agreement, breached the terms of the agreement, ceased to do business, or ceased to do business in Louisiana, the Contractor shall be required to repay the State in accordance with the State's terms.

If it is determined by the Contract Monitor or by an audit that state funds were expended on non-reimbursable expenses, Contractor will be required to repay the state in accordance with the State's terms.

Contractor is informed that no funds appropriated under Act 11 of the 2010 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 entity (e.g., a contractor, contracting party, grantee, etc.) executes a copy of an Agreement (e.g., contract, grant, etc.) and submits to the State, for approval, a comprehensive Budget showing all anticipated uses of the appropriation, an estimate duration of the project, and a plan showing specific goals and objectives for the use of such funds, including measures of performance. The State shall submit the Agreement, the Budget, and any other required information to the Legislative Auditor for approval at ebudgets@lla.la.gov.

In the event the State determines that the Contractor failed to use the funds set forth in its budget within the estimated duration of the project or failed to reasonably achieve its specific goals and objectives for the use of the funds, the State shall demand that any unexpended funds be returned to the state treasury unless approval to retain the funds is obtained from the Division of Administration and the Joint Legislative Committee on the Budget. Contractor shall be audited in accordance with R.S. 24:513. If the amount of the public funds received is below the amount for which an audit is required under R.S. 24:513, the State shall monitor and evaluate the use of the funds to ensure effective achievement of the goals and objectives. The State shall forward to the Legislative Auditor, the Division of Administration, and the Joint Legislative Committee on the Budget a report showing specific data regarding compliance with this Section and collection of any unexpended funds. This report shall be submitted no later than May 1, 2011.

Taxes

Contractor hereby agrees that the responsibility for payment of taxes from the funds thus received under this agreement shall be Contractor's obligation and identified under Federal tax identification number 72-0796386.

Termination for Cause

The State may terminate this agreement for cause based upon the failure of Contractor to comply with the terms and/or conditions of the agreement; provided that the State shall give Contractor written notice specifying Contractor's failure. If within thirty (30) days after receipt of such notice, Contractor 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 Contractor in default and the agreement shall terminate on the date specified in such notice. Contractor may exercise any rights available to it under law to terminate for cause upon the failure of the State to comply with the terms and conditions of this agreement; provided that the Contractor shall give the State written notice specifying the State's failure and a reasonable

opportunity for the State to cure the defect.

Termination for Convenience

The State may terminate the Contract at any time by giving thirty (30) days written notice to the Contractor. The Contractor shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

Remedies for Default

Any claim or controversy arising out of this contract shall be resolved by the provisions of La. R.S. 39:1524 - 1526.

Ownership

All records, reports, documents and other material delivered or transmitted to Contractor by the State shall remain the property of the State, and shall be returned by Contractor to the State at Contractor's expense, at termination or expiration of this contract. All records, reports, documents, or other material related to this contract and/or obtained or prepared by Contractor in connection with performance of the services contracted for herein shall become the property of the State, and shall, upon request, be returned by Contractor to the State at Contractor's expense at termination or expiration of this contract.

Assignment

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

Auditors Clause

It is hereby agreed that the Legislative Auditor of the State of Louisiana, and/or auditors from the Department of Culture, Recreation and Tourism and/or the Office of the Governor, Division of Administration shall have the option of auditing all records and accounts of Contractor that relate to this contract.

Fiscal Funding Clause

The continuation of this contract is contingent upon the appropriation of funds to fulfill the requirements of the contract by the legislature. If the legislature fails to appropriate sufficient monies to provide for the continuation of the contract, or if such appropriation is reduced by the veto of the Governor or by any means provided in the appropriations act to prevent the total appropriation for the year from exceeding revenues for that year, or for any other lawful purpose, and the effect of such reduction is to provide insufficient monies for the continuation of the contract, the contract shall terminate on the date of the beginning of the first fiscal year for which funds are not appropriated.

Terms of Contract

This contract shall begin on **October 1, 2010** and shall terminate on **March 25, 2011**.

Discrimination Clause

The Contractor agrees to abide by the requirements of the following as applicable: Title VI of the Civil Rights Act of 1964 and Title VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972, Federal Executive Order 11246, the 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 1975, the Fair Housing Act of 1968, as amended and Contractor agrees to abide by the requirements of the Americans with Disabilities Act of 1990.

Contractor agrees not to discriminate in its employment practices, and will render services under this contract without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation, or disabilities.

Any act of discrimination committed by Contractor, or failure to comply with these statutory obligations when applicable shall be grounds for termination of this contract.

Indemnification Clause

Contractor 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 any negligent act or omission, operation or work of the Contractor, his agents, servants, or employees while engaged upon or in connection with the services or performed by the Contractor hereunder.

Amendments in Writing

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 and approved by the Director of the Office of Contractual Review, of the Louisiana Division of Administration.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on 15 day of December 2010

WITNESSES:

Department of Culture, Recreation, & Tourism

Carilla Deters

Charles R. Davis
Charles R. Davis, Deputy Secretary

[Signature]

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on 9th day of December 2010.

WITNESSES:

Office of Tourism

[Signature]
Marlene Curcio

Jim Hutchinson
Jim Hutchinson, Assistant Secretary

THUS DONE AND SIGNED AT Monroe, Louisiana on 17th day of December 2010.

WITNESSES:

Monroe-West Monroe Convention & Visitors Bureau

Jill M. Snow

Alana Cooper Ewald
Alana Cooper, Executive Director

Vicki L. [Signature]

EXHIBIT A

Agency Name: Office of Tourism
Contractor's Name: Monroe-West Monroe Convention & Visitors Bureau
Contract Monitor: Janis LeBourgeois

Brief Description of Services: Under the Louisiana Office of Tourism's Competitive Sponsorship Program guidelines, the Contractor is being provided funding support for approved marketing and advertising activities associated with the implementation of the Christmas on the River Festival 2010 scheduled to be held in historic Antique Alley in Monroe-West Monroe, November 27-December 25, 2010.

Detailed Goals and Objectives: The goal of this endeavor is to utilize this event as an opportunity to assist in maintaining awareness and a positive image of the state as a unique and desirable travel destination. The State will receive recognition at this event through media, printed materials, in related advertisements and other publicity efforts and Louisiana's overall economy and tourism industry will benefit from increased visitations to the state and increased tax revenue.

The marketing and overall media plan has been preapproved by the State through the Competitive Sponsorship application process. The State's objective is increased attendance at the event supporting the goal of attracting visitors, increasing tourism expenditures, and presenting Louisiana's tourism and cultural resources to all segments of the population who are attending the event.

Deliverables: Deliverables include successful implementation of the event, copies of printed promotional pieces developed for marketing and advertising, documentation for expenditures associated with marketing, advertising and promotional activities, complimentary tickets/passes for events, the placement of the tourism logo in publicity materials, and the hyperlink to LouisianaTravel.com in only one click prominently displayed on the Contractor's website, opportunities for the State to represent Louisiana tourism by speaking to attendees, the invoice and the Final Report upon conclusion of the event (Exhibit C).

Performance Measures: Contractor's performance will be measured by the ability of the Contractor to adhere to all terms of this agreement and the guidelines provided in the approved application completed for Competitive Sponsorship to include reporting, supporting documentation for expenses and by the information provided in the Final Report to include the selection of media outlets, publicity received by the State as a result of the event, number in attendance and the economic impact of the event.

Monitoring Plan: Contractor's performance will be monitored and evaluated to ensure compliance with all terms of the agreement in the following manner:

- Contract monitor will review and verify submitted invoice(s) and supporting documentation for eligible approved marketing, advertising and promotional expenses in accordance with the approved plan prior to authorizing any release of payment to Contractor.
- Contract monitor will review the information provided in the final report to ensure compliance and to measure the effectiveness of this endeavor with regard to stated goals and objectives.
- Contract monitor will submit an evaluation of the Contractor's performance to the DCRT, Office of Management and Finance within 45 days of the termination or expiration of this Agreement.

Utility of Final Product: The purpose of this endeavor is to support marketing, advertising, and promotional activities for an event that supports the State tourism goal of maintaining awareness and a positive image of the state as a unique and desirable travel destination, proportionate to obligations undertaken by the State. The Louisiana Office of Tourism will receive recognition at this event through media, printed materials, in related advertisements and other publicity efforts. Louisiana's overall economy and tourism industry will benefit from this endeavor through increased visitations and increased tax revenue.

Exhibit B

EVENT BUDGET

Name of Contractor: Monroe-West Monroe Convention and Visitors Bureau

Name of Event: Christmas on the River 2010

Anticipated Income or Revenue

Please include anticipated funding including cash, participant fees, and all sponsorships including the Louisiana Office of Tourism (LOT), in order to establish the need for funding.

<u>Sources of Revenue</u>	<u>Amounts</u>
Cash on hand	\$ 55,000
Participant and Entry fees	\$ 2,250
Sponsorships/Grants	\$ 22,900
LOT sponsorship	\$ 25,000
In-kind donations	\$ 10,000
Total Expected Revenue	\$115,150

Anticipated Expenses

Please provide a comprehensive budget for the entire project. **Note: this is a sample format;** therefore budget line item categories may be modified based on actual expectations. Note that the goal for Louisiana Office of Tourism is to fund advertising and publicity efforts associated with the project.

<u>Expense Categories</u>	<u>Total amount</u>	<u>LOT</u>
Out-of-area Marketing (see attached marketing plan)	\$ 55,000	\$25,000
Local marketing	\$ 8,000	
Printing	\$ 1,500	
Rentals (Restrooms, Tenets, Kids Rides, Carriage)	\$ 9,050	
Postage	\$ 800	
Utilities	\$ 10,000	
Other (Entertainers, Pageant Items, Music)	\$ 7,100	
Vinyl Signs & Sponsor Banners with Poles	\$ 2,500	
Other Charges (Premier Party)	\$ 4,200	
Security	\$ 1,000	
Acquisitions-Purchase of Lights (addition block & conversion to LEDs)	\$ 8,000	
Installation of New Lights	\$ 8,000	
Total anticipated expenditures	\$ 115,150	\$25,000

(Budget categories listed above reflect a typical budget and may be adjusted by the State and/or recipient to reflect actual categories necessary for each individual project or program.)

Exhibit C

**Louisiana Office of Tourism Competitive Sponsorship
Final Report –FY 2010-11**

NOTE: Please submit with an Executive Summary and original invoice upon completion of the event or activity.

Event Name: Christmas on the River 2010
 Event Date: November 27–December 25, 2010
 Organization: Monroe-West Monroe Convention and Visitors Bureau
 Sponsorship Award Amount: \$25,000.00
 Primary Contact for Event _____
 Phone Number _____
 Email _____

SECTION II: Reimbursable Media

Reimbursable Items If awarded a sponsorship, 50% of the grand total spent on pre-approved eligible media will be reimbursed up to the total amount of the award.

***List only approved advertisements eligible for reimbursement through the Competitive Sponsorship Program.

Print Placement (Magazine, Newspaper)

Publication Name	Audience Reach	Ad Size/ Color	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				\$	\$

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 Description	Dates	Actual Cost	50% request of LOT
Totals				\$	\$

Postage for Direct Mail

Direct Mail Piece	Target Audience/Mailing List Group	Quantity	Dates	Budgeted Cost	50% request of LOT
Totals				\$	\$

Grand total spent on approved advertising \$ _____
 Requested amount to be reimbursed (50%), not to exceed sponsorship award \$ _____

LOT STAFF USE ONLY

LOT Approved Reimbursement Amount \$ _____

Section III: Reimbursement Documentation for Proof of Media Purchase

Note: All media must contain the LouisianaTravel.com logo to be eligible for reimbursement.

- **Vendor invoice:** Submit itemized media invoice reflecting date, description and dollar amount
- **Proof of implementation:** Documentation can include any of the following:
 - Original Tear sheets for print advertisements
 - Broadcast log reports
 - DVDs or CDs of broadcast advertisements
 - Screenshots for online advertisements
 - Photographs of billboards
 - Mailing lists, addresses and postage receipts are required for direct mail
 - Other _____, LOT Sponsorship Manager will determine if proof is acceptable.

Section IV: Final Report Format (Only for Letters of Agreement. Cooperative Endeavor Agreement final report format will be detailed in contract.)

- A 1–2 page typed detailed summary on the outcome of the event and the impact it had on tourism in the area. Which should include:
 - Measurement of fulfillment of goals
 - Economic impact
 - Attendance or Registration Numbers
 - Event’s benefit to the state (Measurements of success to include but not limited to the following: admissions revenue, registration fees collected, number of hotel room nights/ occupancy rates/ADR, food and beverage tax and average visitor spending, etc.)
 - Media relations report including, but not limited to, copies of news releases, newspaper clippings from newspapers, flyers, programs and other deliverables as detailed in your Letter of Agreement or Cooperative Endeavor Agreement.