



SCOTT ANGELLE
LIEUTENANT GOVERNOR

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

PAM BREAUX
SECRETARY

JIM HUTCHINSON
ASSISTANT SECRETARY

August 10, 2010

Ms. Judy Cathey
Sabine Parish Tourist and Recreation Commission
1601 Texas Hwy.
Many, LA 71449

Dear Ms. Cathey:

This document is considered a Letter of Agreement (LOA) between the Louisiana Office of Tourism (State or LOT) and Sabine Parish Tourist and Recreation Commission to support the **Zwolle Tamale Fiesta** taking place on October 7 - 9, 2010 in Zwolle, 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 **Four Thousand Two Hundred Fifty Dollars (\$4,250)**, to be applied towards the costs of approved eligible advertising media directed outside a 50-mile radius of the event. At least 66% or two-thirds (2/3) of the designated media audience must be outside a 50-mile radius of the event for the media to be eligible. 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. Reimbursement will not exceed 50% of the cost of approved eligible media purchases, but not more than the awarded sponsorship amount. 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:


Judy Cathey
Sabine Parish Tourist and Recreation Commission
Organization Tax ID#: 72-0866517

Date 8/23/10

Name of Contractor: Sabine Parish Tourist Commission

Name of Event: Tamale Fiesta

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>
Admissions	\$30,000.00
Arts & Crafts	\$ 3,000.00
Ball	\$ 4,000.00
Beer & Drink Sales	\$10,000.00
Carnival	\$ 1,000.00
Contests	\$ 500.00
Educational Program	\$ 500.00
Interest Income	\$ 500.00
5-K Race	\$ 2,100.00
Food Booths	\$ 2,100.00
Mudbog	\$ 7,000.00
Pageant	\$ 3,000.00
Posters	\$ 6,500.00
Souvenirs	\$16,000.00
Tamales	\$20,000.00
Marketing Funds provided by Tamale Committee	\$ 3,200.00
Marketing by Sabine Parish Tourist Commission	\$ 4,250.00
<u>Marketing by Louisiana Office of Tourism</u>	<u>\$ 4,250.00</u>
Total Expected Revenue	\$117,900.00 ✓

Anticipated Expenses:

Please provide a comprehensive budget for the entire project.

<u>Expense Categories</u>	<u>Total Amount</u>
Admissions	\$ 100.00
Appreciation Supper	500.00
Advertising	11,700.00
Queen's Ball	4,000.00
Beer & Drink Sales	4,900.00

Clean – Up	1,000.00
Carnival	455.00
Contests	800.00
Educational Program for Parish 3 rd graders	500.00
Entertainment	7,500.00
Interest Expense	1,000.00
5 – K Race	1,800.00
First Lady Lunch, Kings Breakfast	300.00
Grounds Expense (Maintenance and payment on festival grounds)	22,370.00
Kick Off Supper	2,000.00
Louisiana Fairs & Festival Dues	950.00
Misc. Expenses	2,000.00
Mudbog	12,500.00
Parking	1,000.00
Queens – Level Miss Pageant	2,500.00
Parade	1,500.00
Tamale Poster Expense	4,500.00
Queen's Expenses	2,500.00
Rentals, Chairs, & Tents	5,000.00
Security	275.00
Souvenirs for sale	10,000.00
Tamale Making Demonstration	250.00
Tamales for sale	16,000.00
Total Expenses	\$117,900.00 ✓