



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

Dr. Randall Webb
Northwestern State University
NSU Box 3663
Natchitoches, LA 71497

Dear Mr. Webb:

This document is considered a Letter of Agreement (LOA) between the Louisiana Office of Tourism (State or LOT) and Northwestern State University to support the Natchitoches-NSU Folk Festival taking place on July 16 - 17, 2010 in Natchitoches, 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 **One Thousand Dollars (\$1,000)**, 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:

Dr. Randall Webb
Northwestern State University
Organization Tax ID#: 72-6060783
Date 08/19/10

Event Budget (2010 - 2011)

Name of Contractor: Northwestern State University

Name of Event: 2010 Natchitoches-NSU Folk Festival

REVENUE	Amounts
Ticket sales	\$14,632
Country Store sales	1,742
Donations	6,665
Food Vendor commissions	1,222
Grants:	
SRAC grant	3,965
NEA grant	10,000
Natchitoches Parish Tourist Commission	1,500
Natchitoches Historic District Development Commission	1,500
LOT grant	1,000
LEH grant	2,500
TOTAL REVENUE	\$44,726 ✓

EXPENSES	Amounts
Janitorial Services	\$1,187
Xerox copier	418
Flyers	565
Programs	500
Wristbands	313
T-shirts	886
Spring Newsletters	872
Building/Facility Use	630
Administrative Overhead	630
Awards (Fiddle Championship/Hall of Master Folk Artists)	1,357
Craft Artists	2,800
Music Performances	16,150
Narrative Participants	2,700
Exhibits	150
Technical Services	3,000
Fiddle Judges	150
Festival staff (KidFest)	550
Supplies	109
Advertising/Marketing	
Baldrige-Dumas Communications	600
East Texas Radio Group	1,000
Natchitoches Times	675
A-1 Communications/KZHE	225

Red River Radio Network	500
Cenla Broadcasting	900
Piney Woods Journal	100

TOTAL EXPENSES

\$36,967 ✓