



## 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: Shreveport-Bossier Convention and Tourist Bureau

CONTRACTOR'S ADDRESS: 629 Spring Street, Shreveport, LA 71101

CONTRACTOR'S FEDERAL ID#72-0695867 or

SOCIAL SECURITY # \_\_\_\_\_

CONTRACTOR'S CONTACT PERSON: Stacey A. Brown, President

CONTRACTOR'S TELEPHONE: 318-222-9391 or 800-551-8682

EMAIL ADDRESS: sbrown@sbctb.org

TOTAL CONTRACT AMOUNT: \$425,000.00 Amendment Amount: N/A

CONTRACT PERIOD: 07/01/2011-6/30/2012

FUNDING AGENCY: DCRT, Office of Tourism

SOURCE OF FUNDS: Agency Appropriation (N/A)  
State: 100%  
Federal \_\_\_\_\_ Percent  
Self-generated \_\_\_\_\_ Percent

Organ. 6786	Object 4160	Sub object	Reporting Cat. 7213
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____
Organ. _____	Object _____	Sub Object _____	Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

Agency appropriation in support of the 42th Bassmaster Classic to be held the weekend of January 24-26, 2012 in Shreveport, Louisiana. Funding to support advertising and promotional activities and to assist with production cost.

---

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

**CORPORATIONS:**

\_\_\_\_\_ **Nonprofit Corporation**  
*(Requires Board Resolution of Authority)*

\_\_\_\_\_ **Business Corporation**  
*(Requires Board Resolution of Authority and Disclosure of Ownership)*

**Louisiana Commissioned Agency (Not for Profit)**

\_\_\_\_\_ *Limited Liability Company*

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

\_\_\_\_\_ *Limited Liability Company*

\_\_\_\_\_ **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: Jack Warner, Deputy Asst. Secretary, Tourism

STATE OF LOUISIANA  
PARISH OF EAST BATON ROUGE  
PARISH OF CADDO

COOPERATIVE ENDEAVOR AGREEMENT

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," and the Shreveport-Bossier Convention and Tourist Bureau, whose domicile is 629 Spring Street, Shreveport, Louisiana 71101; hereinafter referred to as "Contractor" or "SBCTB."

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 La. R.S. 51:1254, the 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, site, attractions, accommodations, and events and the Office of Tourism is mandated to encourage and assist local governmental and private sector development for the promotion of tourism; and

WHEREAS, in accordance with La R. S. 51:1255, the Office of Tourism is mandated to cooperate with all governmental agencies, tourists, promotion agencies, private industry, and private nonprofit associations and organizations in promotion, advertising, and publicity of the state, including cooperative advertising, formation of local promotion groups, and other activities necessary and proper to promote and assist in the expansion of tourism and the tourism industry in Louisiana; and

WHEREAS, in accordance with La. R.S. 33:4574, the Shreveport-Bossier Convention and Tourist Bureau is commissioned, authorized and empowered to expand and increase the economic impact of tourism in Bossier and Caddo Parishes; and

WHEREAS, the State desires to support the Shreveport-Bossier Convention and Tourism Bureau in efforts to successfully plan, coordinate, promote and implement all activities to carry out the **42<sup>nd</sup> Bassmaster Classic -2012** ("Classic"), to be held Friday through Sunday, February 24-26, 2012, on the Red River located between the cities of Shreveport and Bossier. The Classic presents an opportunity to stimulate economic activity for tourism-related businesses located in the northern region of Louisiana; and

WHEREAS, the Bassmaster Classic is a prestigious fishing competition whose participants are considered professionals of bass fishing; the first competitions were held in 1971 on Lake Mead in Nevada. Originally the competition was held in the fall (1971-1983), but is now scheduled in the late winter. The winner of the tournament is widely recognized as the world champion of bass fishing, as stated on the official winner's trophy; and

WHEREAS, the three-day Classic is a nationally broadcasted spectacle, thereby benefitting the state by promoting tourism development, including nature-based tourism and outdoor recreation. Classic activities involve 24 to 61 anglers/players (61 in 2011) participating in weigh-ins, with approximately twenty-four (24) hours of television coverage between the dates of February 24<sup>th</sup> and March 31<sup>st</sup>, 2012; and

WHEREAS, Bass Anglers Sportsman Society (BASS), is the organization responsible for organizing the Classic, and will ensure that ESPN provides national coverage of the Classic. ESPN2 will broadcast the programmed coverage of the Classic across several multimedia platforms throughout the event. Fans will also have the ability to follow the competitions by tuning in to the daily launches and weigh-ins by logging on to Bassmaster.com to witness tournament activity, which will provide extensive hourly coverage online; and

WHEREAS, the Shreveport Regional Sports Authority successfully hosted the event in 2009, but has agreed to relinquish responsibilities to the Shreveport-Bossier Convention and Tourist Bureau to coordinate the hosting of this year's event. The Contractor will work in collaboration with various public and private entities and organizations including the City of Shreveport, Bossier City, the Shreveport-Bossier Convention and Tourist, Caddo Parish, Bossier Parish Police Jury, Greater Bossier Economic Development Foundation, and the State of Louisiana, Office of Tourism, together the "Louisiana Partners," to ensure that the 2012 Bassmaster Classic is a success; and

WHEREAS, the public benefit of this endeavor is the promotion of tourism in Louisiana, including nature-based tourism, recreational fishing, and other outdoor recreation opportunities. Because of the nationally televised publicity associated with the Classic, the State has a demonstrable, objective, and reasonable expectation of receiving at least equivalent value in exchange for the expenditure or transfer of public funds. The Classic will assist the State in maintaining awareness and promoting a positive image of Louisiana as a unique and desirable travel destination, proportionate to the obligations undertaken by the State. Louisiana's economy and tourism industry will benefit from this endeavor.

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

### **Scope of Services**

As provided herein and in additional detail in **Exhibits A-F**, the Contractor shall coordinate all activities required to successfully plan, organize, promote and implement the **42<sup>nd</sup> Bassmaster Classic -2012** to be held Friday through Sunday, February 24-26, 2012, on the Red River located between the two cities of Shreveport and Bossier City in the following manner:

Contractor shall:

- a) Work in collaboration with all tourism partners and stakeholders to successfully carry out all activities to coordinate and promote the Classic as noted in the attached Exhibits in order to maximize attendance and the impact on the tourism industry of the region and state.
- b) Work vigorously to maximize interest and participation from well known professional anglers from across the state, region, and country, as well as worldwide anglers in order to stimulate interest from viewers on the national and international levels as outlined in Exhibit C and Exhibit E.
- c) Prominently acknowledge the Louisiana Office of the Lieutenant Governor and Department of Culture, Recreation and Tourism, Office of Tourism as a sponsor of the Classic by prominently displaying the State's official tourism logo "**Louisiana Pick Your Passion**" and the State's official website [www.LouisianaTravel.com](http://www.LouisianaTravel.com) onto the promotional boat that will be used to promote the Classic at various events as noted in Exhibits C and D.
- d) Prominently acknowledge the Louisiana Office of the Lieutenant Governor and Department of Culture, Recreation and Tourism, Office of Tourism as a sponsor of the Classic by inserting the official tourism logo "**Louisiana Pick Your Passion**" in all printed publicity materials, such as, flat maps, advertisements and promotional goods, that are provided at the tournament as well as any mailers that are sent to notify and invite potential competitors to the event. In addition, the Louisiana official tourism logo "**Louisiana Pick Your Passion**"

shall be prominently inserted in website media, television commercials, and other associated publicity outlets.

- e) Prominently acknowledge the State's support verbally at speaking engagements and other media efforts that promote the Classic, advise the State on added publicity opportunities that may be available as a sponsor, and obtain information regarding the use of the State's official tourism logo from the Office of Tourism, Programs and Services Department.
- f) Encourage Bass Anglers Sportsman Society (BASS), to obtain permission to prominently insert the State's official tourism logo "**Louisiana Pick Your Passion**" on the sponsor page of <http://www.bassmaster.com/bassmaster-classic-official-sponsors> for the duration of the event, and insert the official tourism logo with link on the official Louisiana North Coalition website <http://www.exploreloouisiananorth.org>, as well as the Shreveport-Bossier Convention and Tourist Bureau's official home page <http://www.shreveport-bossier.org>, for the entire duration of this agreement, with strong consideration to maintain the logo and link on those websites beyond.
- g) Actively encourage all Louisiana Partners in the collaboration to support the State's overall tourism industry by including and maintaining the State's official tourism logo "**Louisiana Pick Your Passion**" in their printed publicity materials and on websites, providing a link to [www.LouisianaTravel.com](http://www.LouisianaTravel.com) to encourage tourism development throughout Louisiana. Please note that the mark **Louisiana Pick Your Passion** is owned by the Louisiana Department of Culture, Recreation and Tourism and can only be used with the permission of DCRT.
- h) Utilize funds as noted in Exhibit B for payment of the Rights Fee, transporting and shuttle services during the event, advertising promotions, and facility rentals and ensure all sponsorship benefits as detailed in Exhibit C.
- i) Provide the State with complimentary entry tickets/passes, including parking access in quantities necessary for the Office of the Lieutenant Governor and the Office of Tourism representatives to monitor and participate in activities, if tickets/passes are required for participation. Tickets/passes shall be provided to the State at least fourteen (14) days prior to the activity. The State must also be given access to any available media attending the event in order to promote Louisiana tourism.
- j) **Progress and Final Report** – Upon successful completion of services or with any request for payment, Contractor shall submit a **Progress or Final Report (Exhibit F)** of activities, which shall include a summary of services that have been provided to include information consistent with the specific goals, objectives and performance measures as outlined in Exhibit A. The **Final Report** shall include a list of marketing initiatives; number of tournament participants; estimated number of observers; network coverage and viewer statistics; internet media and number of visitor inquiries, successes, challenges, opportunities, added partnerships that resulted; and statistical information regarding the economic impact of the endeavor on the region and state, such as tax revenue generated, the number of hotel nights generated and the economic impact on businesses. Contractor shall also provide photos of activities including the promotional boat on display at various locations, copies of printed publicity/collateral materials and advertisements (particularly those that acknowledge the State's support), and copies of media/press clippings derived from the event's activities. **Contractor agrees to submit the Final Report not later than June 30, 2012.**

### **Payment Terms**

In consideration of the services described above, the State hereby agrees to pay Contractor up to a maximum amount of **Four Hundred Twenty-Five Thousand Dollars and 00/cent (\$425,000.00)**. Travel and other reimbursable expenses constitute part of the total maximum payable and shall not be paid or reimbursed separately. Payment will be made only on approval of Jack Warner, Deputy Assistant Secretary of the Office of Tourism, his supervisor, designee or successor.

Upon successful completion of the event to the reasonable satisfaction of the State, payments shall be disbursed as follows:

With any request for reimbursement of expenditures, Contractor shall submit a **Progress Report** or a detailed **Final Report** (Exhibit F) with the last payment request, as described above in the Scope of Services, and an **Itemized Cost Report** listing all incurred expenses, accompanied by an original invoice for the total amount being requested. The Itemized Cost Report must be accompanied by attached supporting documentation for all incurred expenses in accordance with the attached budget (Exhibit B). Upon verification of allowable expenses in compliance with the budget and verification that all services and cost represented in reimbursement requests are in compliance with the terms of this agreement, the Contract Monitor will authorize the release of payment. The **Final Report and invoice must be received not later than June 30, 2012.**

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

Contractor is informed that no funds appropriated under Act 12 of the 2011 Regular Legislative Session shall be transferred to a entity which is not a budget unit of the State unless the Contractor executes a copy of the Agreement and submits to the State 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. The Louisiana Office of Tourism shall submit the Agreement, the Budget, and any other required information to the Louisiana Legislative Auditor for approval.

#### **Taxes**

Contractor hereby agrees that the responsibility for payment of taxes from the funds thus received under this contract and/or legislative appropriation shall be the Contractor's obligation and identified under the Federal tax identification number 72-0695867.

#### **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 notation), without prior written consent of the State, provided however, that claims for money due or to become due to the 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**

In accordance with La. R.S. 24:513, it is hereby agreed that the Legislative Auditor of the State of Louisiana and/or the Office of the Governor, Division of Administration and/or the Department of Culture, Recreation and Tourism auditors shall have the option of auditing all accounts of Contractor that relate to this contract.

## **Fiscal Funding Clause**

The continuation of this contract is contingent upon the legislative appropriation of funds to fulfill the requirements of the contract. 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.

## **Term of Contract**

This contract shall begin on **July 1, 2011** and shall terminate on **June 30, 2012**.

## **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, 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, 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 final judgments of sums of money to any party for loss of life or injury or damage to person or property to the extent that any such

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

**Amendment Clause**

Any alteration, variation, modification, or waiver of provisions of this contract shall be valid only when it has been reduced to writing, executed by all parties and approved by the Director of the Office of Contractual Review, Division of Administration.

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on Feb. 24, 2012 (date).

**WITNESSES:**

[Signature]  
Lynne M Coxwell

[Signature]  
LeAnne Weill, Interim Assistant Secretary  
DCRT, Office of Tourism

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on 2/24/12 (date).

**WITNESSES:**

**Department of Culture, Recreation, & Tourism**

[Signature]  
[Signature]

[Signature]  
Charles R. Davis, Deputy Secretary  
Office of the Lieutenant Governor & DCRT

THUS DONE AND SIGNED AT Shreveport, Louisiana on 3/2/12 (date).

**WITNESSES:**

**Shreveport-Bossier Convention and Visitors Bureau**

[Signature]  
[Signature]

[Signature]  
Stacy Brown  
President

## Exhibit A

**Agency Name:** DCRT, Office of Tourism  
**Contractor's Name:** Shreveport-Bossier Convention and Tourist Bureau  
**Contract Monitor:** Jack Warner

### **Goal:**

The goal of this endeavor is to utilize publicity opportunities associated with promoting the 2012 Bassmaster Classic to be held on the Red River in Shreveport-Bossier, Louisiana, February 24-26, 2012, to increase attendance at the event, to attract visitors to Louisiana and to promote nature-based tourism opportunities that are available in Louisiana. It is also an opportunity to promote recreation activities associated with the overall recreational fishing industry of the state, to increase visitor interest in Louisiana for economic purposes, particularly in the northern region of the state.

### **Deliverables include the following:**

- Successful implementation of the 2012 Bassmaster Classic
- Tickets/passes necessary for the Office of the Lieutenant Governor and Office of Tourism to promote tourism and monitor the event
- Itemized Cost Report with supporting documentation for incurred expenses
- Proof of acknowledgement of the State's sponsorship support in printed publicity materials
- Inclusion of tourism representative(s) in publicity efforts as noted in the Scope of Services and Exhibit C
- Participation of representatives from the state's tourism industry in Classic activities, as well as providing the State speaking opportunities to promote Louisiana tourism.
- Copies of promotional materials, media clippings, press releases and other media related information
- Prominent placement of the State's official tourism logo "Louisiana Pick Your Passion" and State's official website [www.LouisianaTravel.com](http://www.LouisianaTravel.com) on the promotional boat for public display
- Prominent placement of the State's official tourism logo "Louisiana Pick Your Passion" in publicity materials and on the official home page of <http://www.exploreloouisiananorth.org>, and the Shreveport-Bossier Convention and Tourist Bureau's official home page <http://www.shreveport-bossier.org/>, with links to [www.LouisianaTravel.com](http://www.LouisianaTravel.com)
- Progress and Final Reports as specified in Exhibit as specified in the Scope of Services and Exhibit F.

### **Performance Measurements:**

Contractor's performance will be measured by: 1) the successful implementation of the Classic; 2) total number of participants; 3) amount of network/media coverage and number of viewers; 4) exposure to Louisiana tourism assets; 5) number of articles written and tourism publicity received as a result of marketing efforts, 6) amount of website recognition provided to the State, on the Shreveport-Bossier Convention and Tourist Bureau and the Louisiana North websites with links to LouisianaTravel.com, 7) the Contractor's ability to adhere to all requirements of the Scope of Services, 8) financial accountability for funds spent, and 9) by the economic impact of the event on the region, measured by number of hotel nights generated, amount of visitor spending and the total amount of tax revenue generated from the event.

### **Monitoring Plan:**

Jack Warner, Deputy Assistant Secretary of the Office of Tourism his designee, supervisor or successor will serve as the State's Contract Monitor and will ensure the Contractor's adherence to the terms of this agreement in the following manner:

Contract Monitor will:

- Review information provided in Final Report and Itemized Cost Report to ensure compliance and the achievement of the stated goals and objectives, which will be based on the performance measurements, and will secure any missing deliverables.
- Confirm and verify that all services and deliverables have been completed in accordance with the terms of this agreement prior to authorizing the release of payment.
- Complete and submit to the Office of Management and Finance a performance evaluation within 45 days of the termination date of this agreement.

**Utility of Final Product:**

The activities, benefits, and deliverables made possible under the terms of this agreement will assist the Office of Tourism in promoting awareness of Louisiana's recreational and nature-based tourism assets, particularly related to the recreational fishing industry of the state, promoting a positive image of Louisiana, and positively impacting the overall economy and tourism industry. The benefits include publicity, marketing, and the visitation associated with hosting an event of this nature. The purpose is to increase travel to the state and associated visitor spending resulting in increased tax revenue.

**Exhibit B**

**Shreveport-Bossier Convention & Tourist Bureau  
Bassmaster Classic 2012**

*Projected Revenue*

State of LA (LOT)	\$ 425,000.00
SBCTB	\$ 151,000.00
City of Shreveport	\$ 150,000.00
City of Bossier City	\$ 65,000.00
Greater Bossier EDF	\$ 50,000.00
Bossier Parish Police Jury	\$ 45,000.00
Caddo Parish Commission	\$ 45,000.00
Other Sponsors	\$ 10,000.00

---

***Total Projected Revenue*** **\$ 941,000.00**

*Anticipated Expenses*

Expense Category	Total Expenditures	Shreveport/Bossier Contribution	LOT Contrib
Event Rights Fee	\$400,000.00	\$200,000.00	\$200,000.00
Event Services (supplies, transportation (shuttles), other)	\$200,000.00	\$150,000.00	\$50,000.00
Insurance (Liability & Casualuty)	\$800.00	\$800.00	\$0.00
Legal Services	\$1,500.00	\$1,500.00	\$0.00
Advertising (Marketing & Promotions: Event, Printing Directional Signage, other)	\$180,950.00	\$105,950.00	\$75,000.00
Meals & Entertainment	\$500.00	\$500.00	\$0.00
Office Supplies	<i>Covered by SBCTB</i>	\$0.00	\$0.00
Postage & Shipping (Event)	\$400.00	\$400.00	\$0.00
Printing	\$4,000.00	\$4,000.00	\$0.00
Rent (Century Link Center)	\$95,000.00	\$20,000.00	\$75,000.00
Rent (Shreveport Convention Center)	\$56,000.00	\$31,000.00	\$25,000.00
Security, Traffic Control, & EMT	\$1,450.00	\$1,450.00	\$0.00
Telephone (Event)	<i>Covered by SBCTB</i>	\$0.00	\$0.00
Travel & Lodging (Event)	\$400.00	\$400.00	\$0.00
<b>Totals</b>	<b>\$941,000.00</b>	<b>\$516,000.00</b>	<b>\$425,000.00</b>

## Exhibit C

### Sponsorship Benefits for Office of Tourism

#### 1.) Promotional - Wrapped Boat

- a.) The Bassmaster Classic boat will be placed and/or featured in several area parades, parked in high traffic areas and will be placed at local sponsoring businesses for publicity purposes.
  - It is estimated that it will be seen by over 1,000,000 people in the months leading up to the event.
  - The LOT logo “Louisiana Pick Your Passion” and LouisianaTravel.com will be prominently printed on the promotional boat provided by the Contractor (See Exhibit D).
- b.) Boat Public Appearance Schedule
  - **Dec 10** - Benton Christmas on the Square Festival and Parade- parade rolls at 3pm
  - **Dec 26<sup>th</sup>** – Independence Bowl Fan Fare & Pep Rally at 11 am
  - **Sat Feb 11** - Krewe of Centaur Mardi Gras Parade - The largest parade rolls at 4:30pm
    - Approximately 300,000 estimated attendance
    - **Opportunity** for the Lt. Governor, staff, and other stakeholders to ride on the boat in the parade and throw promotional items from the boat
  - **Sat Feb 18** – Krewe of Gemini Mardi Gras Parade rolls at 4:30pm
    - Approximately 300,000 estimated attendance
    - **Opportunity** for the Lt. Governor, staff, and other stakeholders to ride on the boat in the parade.
    - **Another Opportunity** LOT throws being flung from the boat
  - **Sun Feb 19** – Highland Mardi Gras Parade rolls about 1pm
    - Approximately 50,000 estimated attendance
    - **Opportunity** for stakeholders to ride on the boat in the parade an throw promotional items from the boat
- c.) Events and places the boat will be parked – this is not a complete list
  - CenturyLink – during large events
  - Local Sponsor’s Business
  - Area Boat shows

#### 2.) Louisiana North Booth

- a.) Louisiana North has a booth at the Bassmaster Classic Expo on Feb 24 – Feb 26, 2012
  - Times:
    - Friday; Feb 24, 2012 (11 am – 8pm) opens to the public at noon
    - Saturday; Feb 25, 2012 (10am – 7pm)
    - Sunday; Feb 26, 2012 (10am – 4pm)
  - **Opportunity** to have LOT’s information and promotional items handed out.

#### 3.) Friday February 24, Saturday February 25 and Sunday February 26, 2012

- a.) Follow the Anglers and cruise the Red River on the Spirit of Red at Red River Marina South in Bossier City
  - Time TBA – approximant 6:30am – 11am

- **Opportunity** for the Lt. Governor, staff, and other stakeholders of the State to go out on a 35 passenger sightseeing boat and view the anglers in action. Refreshments will be provided. The Spirit of the Red is an enclosed passenger boat with large windows for viewing pleasure.

**4.) Friday February 24, 2012**

- a.) First weigh-in at Century Link in Bossier City
- 2:15pm – 6:30pm
  - Estimated attendance 4,500 to 5,000

**5.) Sunday February 25, 2012**

- a.) Final weigh in – this is the big show. Location Century Link in Bossier City
- 3pm – 6pm
  - Estimated attendance 7,500
  - **Opportunity** - VIP passes for LOT and DCRT staff and guests will have access to refreshments and seating in the arena for the final weigh in.
  - Lt. Governor to address guests in the promotional tent (1-3 pm)
  - **Another Possible Opportunity.** To have the Lt. Governor address the crowd from the stage

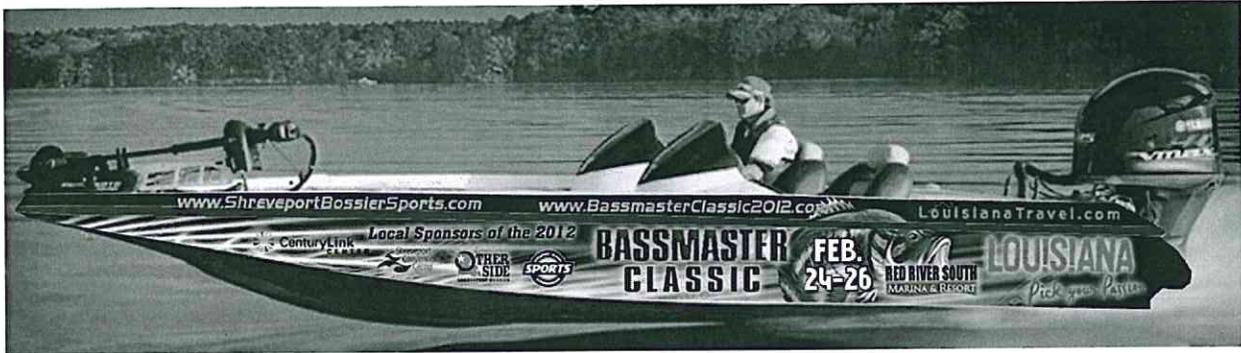
**6.) Flat Map**

- a.) The Flat Map will be handed out at all three venues and at several hotels during the Bassmaster Classic weekend, and will include the event schedule including information regarding event dates and times, locations and shuttle schedules.
- 15,000 will be printed and handed out
  - The LOT logo “Pick Your Passion,” and LouisianaTravel.com will be inserted on the flat map

**7.) Other Publicity Benefits**

- a.) Bassmaster will produce a sweepstakes after the tournament, utilizing their database of approximately 500,000+, to promote fishing in Louisiana
- b.) Bassmaster will highlight approximately 10 different areas of Shreveport/ Bossier and Northwest Louisiana throughout the broadcast programs
- c.) An interview of the Lt Governor will be posted on Bassmaster’s website
- d.) The State of Louisiana will be acknowledged at each weigh-in. (The weigh-in is the on-stage event)
- e.) LOT will be allowed to have a representative in the Media Room and attend media events, and present a media package.
- f.) The LOT/DCRT official logo will be used in all appropriate SBCTB marketing efforts for the event
- g.) The LOT/DCRT official logo will be placed on all appropriate promotional material of SBCTB

Exhibit D



## Exhibit E

# SHREVEPORT/BOSSIER CONVENTION & TOURIST BUREAU OUT-OF-MARKET ADVERTISING OVERVIEW 2012 BASSMASTER CLASSIC

## TEXAS

### Tyler/Longview, TX

One TV station and two radio stations. Includes on-air and online components (web ads and streaming spots). Schedules will be two-three weeks prior to the event, approximately February 4 – 24. There will also be a promotional giveaway for a “Bassmaster Classic VIP Dream Experience Getaway”.

### Lufkin/Nacogdoches, TX

Five-station radio package with Townsquare media. Schedule to run for two weeks prior to event, approximately February 11 – 24. Includes on-air and online streaming spots, plus online web ads.

Online web ads with local TV station.

There will also be a promotional giveaway for a “Bassmaster Classic VIP Dream Experience Getaway”.

### Waco

One TV station and one radio station. Includes on-air and online components (web ads and streaming spots). Schedules will be two to three weeks prior to the event, approximately February 4 – 24. The radio station is based out of the Dallas/Fort Worth market and has a large geographic coverage, including the Waco market. There will also be a promotional giveaway for a “Bassmaster Classic VIP Dream Experience Getaway”.

## OKLAHOMA

### Tulsa

One TV station and two radio stations. Includes on-air and online components (web ads and streaming spots). Schedules will be two to three weeks prior to the event, approximately February 4 – 24. There will also be a promotional giveaway for a “Bassmaster Classic VIP Dream Experience Getaway”.

## LOUISIANA

### Statewide

Moon Griffon Radio Show – Two-hour daily radio show broadcast on 15 stations throughout Louisiana markets. Schedule to run approximately two weeks prior to event. We are also discussing the possibility of broadcasting his show live from the Expo, on Thursday prior to the event with live “call-in interviews” prior to the event. A previous “call-in interview” with Chris Jay was taped on Wednesday, Dec. 21.

### Lafayette

One TV station and one radio station. Includes on-air and online components (web ads and streaming spots). Schedules will be two-three weeks prior to the event, approximately February 4 – 24. There will also be a promotional giveaway for a “Bassmaster Classic VIP Dream Experience Getaway”.

### **Monroe**

One TV station and two or three radio stations. Includes on-air and online components (web ads and streaming spots). Schedules will be two to three weeks prior to the event, approximately February 4 – 24. There will also be a promotional giveaway for a “Bassmaster Classic VIP Dream Experience Getaway”.

### **OTHER**

**Lakecaster Magazine** – Monthly magazine targeted and distributed to anglers and hunters in Texas and Louisiana. In Louisiana, it is distributed in locations from Shreveport to Lake Charles. Texas distribution includes from Beaumont to Houston, Lufkin and Center, Dallas, Longview, and Tyler. Plan includes print ads in January and February issues, along with online banner ads. Circulation is 17,000.

**WorldFishingNetwork.com** – Online plan will include web ads on the site for one month prior to the event. WFN will also provide a Bassmaster Classic event page that will include event details and info about the Shreveport/Bossier area, and social media mentions on Twitter and Facebook before and during the event. WFN will be conducting interviews for broadcast throughout the event.

## Exhibit F

### **Progress and Final Report Format**

**Upon conclusion of services, or any request for payment, Contractor shall submit a Progress or Final Report and Itemized Cost Report in compliance with the Scope of Services as follows:**

Provide a 1–2 page typed detailed summary of services to include a list of activities regarding the achievement of the goal, objectives and the measures for performance. With each report, please submit the following:

- 1) **Goal**-State the goals and provide the overall measurement of the achievement of the goal.
- 2) **Deliverables Accomplished**-List accomplishments in compliance with the terms of the Scope of Services and as listed in Exhibit A.
- 3) **Measure of Performance Outcome** – See Exhibit A for measures of performance. Note measurable results.
- 4) **Tourism Publicity** - Provide information regarding all benefits that the Louisiana Office of Tourism received as a sponsoring supporter of the 2012 Bassmaster Classic.
- 5) **Economic Indicators** – With the Final Report, provide the number of participants, estimated number of observers, estimated advertising benefits in terms of dollars that the state received as sponsor, statistics and/or data to support the projected economic impact of the Classic on Shreveport, and surrounding area and the state, such as hotel nights rented, business sales activity and tax revenue.
- 6) **Prominent Support/ Partners**-Provide list of collaborators that have developed and prominent support that has been provided.
- 7) **Media Relations** - Provide support documentation for media, advertisements, and related publicity efforts to include copies of magazine articles, advertisements and other publicity materials that verify acknowledgment of the State's support of the Classic.
- 8) **Accountability for Expenditures** – Provide the **Itemized Cost Report**, accompanied by copies of vendor invoices, receipts, expense logs, and other documents of proof for expenses as requested in the Payment Terms to support incurred expenses. *\* Itemized Cost Reports must reflect contract payment terms in compliance with the budget with documented proof of incurred expenses submitted.*