

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

Agency/Program: Office of Tourism/Marketing

Recipient: Festival International de Louisiane

- 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 checked="" type="checkbox"/> | <input type="checkbox"/> | Has the comprehensive budget been properly transmitted to the Louisiana Legislative Auditor? |

Signatures: *Jenni L. Bergoni*
Contract Monitor

02/25/11
Date

[Signature]
Appointing Authority

02/25/11
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: **Festival International de Louisiane**

CONTRACTOR'S ADDRESS: **6735 Jefferson Street, Suite 205
(Post Office Box 4008, 70502)
Lafayette, Louisiana 70501**

CONTRACTOR'S FEDERAL ID#: **58-1705676**

SOCIAL SECURITY #: _____

CONTRACTOR'S CONTACT PERSON: **Dana P. Canédo, Executive Director**

CONTRACTOR'S TELEPHONE: **(337) 232-8086**

EMAIL ADDRESS: **dana@festivalinternational.com**

CONTRACT AMOUNT: **\$18,750.00**

CONTRACT PERIOD: **From: 01/01/2011 to: 07/15/2011**

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 to support approved marketing and advertising activities associated with the implementation of the annual Festivals International de Louisiane, a five-day celebration of the French-speaking (Francophone) culture and heritage traditions of southwest Louisiana and its relationships to ancestors in fifty-five countries and/or regions that make up the Francophone world. The heart and soul of this culture and heritage are expressed through song, music, dance, cuisine, visual arts and theatre. The event is scheduled to be held April 27 – May 1, 2011. The Louisiana Office of Tourism will receive recognition at this event through media, printed materials, in related advertisement and other publicity efforts.

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 Festival International de Louisiane, 735 Jefferson Street, Suite 205, (Post Office Box 4008, 70502) Lafayette, Louisiana 70501, 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 R.S. 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, site, 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 Festival International de Louisiane, a five-day celebration of the French-speaking (Francophone) culture and heritage traditions of southwest Louisiana and its relationships to ancestors in fifty-five countries and/or regions that make up the Francophone world. The heart and soul of this culture and heritage are expressed through song, music, dance, cuisine, visual arts and theatre. The event is scheduled to be held April 27 – May 1, 2011; and

WHEREAS, Festival International de Louisiane is a community-based non-profit arts organization formed in 1986 to produce an annual visual and performing arts festival designed to celebrate the French cultural heritage of southern Louisiana; the festival represents a combination of French, African, Caribbean and Hispanic influences, and the event is expected to draw an estimated attendance of 400,000 visitors; 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 these marketing and advertising initiatives that are designed to increase attendance, attract and stimulate the interest of visitors, and serve to maintain Louisiana as a unique and desirable travel destination; 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 has 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 through increased visitation 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 Festival International de Louisiane, a free public event, scheduled to be held April 27 – May 1, 2011 in historic downtown Lafayette.

Deliverables

1. In all media, marketing, advertising, and promotional activities, Contractor shall acknowledge the State's support by visibly displaying the State's official logo in all media pieces funded by the State, in the event's official program, signage and other printed publicity pieces at no additional cost 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 in advance to be approved by the State prior to media placement.

2. Contractor shall prominently insert the State's official logo hyperlinked to the www.LouisianaTravel.com website on the Contractor's official website, www.festivalinternational.com, and associated websites used to promote the event, leading up to and during the event, which shall remain on the website the full duration of this agreement.
3. At least fourteen (14) days prior to the festival, Contractor shall provide complimentary tickets and/or passes to events and activities 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.

4. 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.
5. 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 activities, the estimated attendance, a comparative analysis of attendance in the last three years if applicable, information regarding the effectiveness of this endeavor as it applies to the 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 approved media purchases such as invoices with ad tear sheets, broadcast logs from purchasing agents, copies of ads and sources noting media coverage area in miles or distance from the event, associated media/press clippings derived, 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 June 30, 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

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 **EIGHTEEN THOUSAND SEVEN HUNDRED FIFTY AND NO/100 DOLLARS (\$18,750.00)**. Travel expenses are not reimbursable under the terms of this agreement and the Competitive Sponsorship Program guidelines, and 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, and invoice with supporting documentation for media buys, 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. All deliverables including the **Final Report (See Exhibit C)** and invoice must be received by the State no later than **June 30, 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

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 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 LOT 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 LOT 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 LOT 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 by the LOT is below the amount for which an audit is required under R. S. 24:513, the LOT shall monitor and evaluate the use of the funds to ensure effective achievement of the goals and objectives. The LOT 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.

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 as agreed, or ceased to do business in Louisiana as agreed, it 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.

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 58-1705676.

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 the Office of the Governor, Division of Administration auditors, and the Department of Culture, Recreation and Tourism auditors shall have the option of auditing all records and accounts of Contractor, which 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 **January 1, 2011** and shall terminate on **July 15, 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

Except as otherwise provided herein, any alteration, variation, modification, or waiver of provisions of this Agreement shall be valid only when it has been reduced to writing 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 17th day of February 2011.

WITNESSES:

Office of the Lieutenant Governor,
Department of Culture, Recreation, & Tourism

Amie B. R.

Charles R. Davis
Charles R. Davis, Deputy Secretary

Ruida C. Smith

THUS DONE AND SIGNED AT Baton Rouge, Louisiana on 9th day of February 2011.

WITNESSES:

Office of Tourism

Jamie Bougain

Jim Hutchinson
Jim Hutchinson, Assistant Secretary

THUS DONE AND SIGNED AT Lafayette, Louisiana on 24th day of February 2011.

WITNESSES:

Festival International de Louisiane

Adrienne Stewart Mullins
Loe

Dana P. Canedo
Dana P. Canedo, Executive Director

EXHIBIT A

Agency Name: Office of Tourism
Contractor's Name: Festival International de Louisiane
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 2011 Festival International de Louisiane scheduled to be held April 27 – May 1, 2011 in historic downtown Lafayette.

Detailed Goals and Objectives: the goal is to increase attendance at the event by attracting visitors, to increase tourism expenditures, as well as utilize and opportunity to present Louisiana as a unique and desirable tourism travel destination for the benefit of Louisiana's overall economy and tourism industry.

Deliverables: Deliverables include documentation of proof of State recognition as a sponsor of the event, and supporting documentation for marketing and advertising expenses, complimentary tickets/passes for events, the placement of the State's official logo with hyperlink to LouisianaTravel.com prominently displayed on the Contractor's website, opportunities for State tourism representatives to speak at the event on behalf of the Louisiana tourism industry, 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 Competitive Sponsorship application guidelines to include ad placement, accurate reporting and supporting documentation for expenses, and by the information provided in the Final Report such as media selection, 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 the 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 overall State tourism goal of maintaining awareness and a positive image of Louisiana 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.

EVENT BUDGET

Name of Contractor: Festival International de Louisiane

Name of Event: 2011 Festival International de Louisiane

Anticipated Income or Revenue

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

| <u>Sources of Revenue</u> | <u>Amounts</u> |
|---|---------------------|
| Admissions, Memberships, Subscriptions | \$452,599.30 |
| Corporate Sponsorship Support | \$200,000.00 |
| Private Support | \$145,000.00 |
| Local/Parish Support | \$ 94,500.00 |
| Louisiana Office of Tourism Sponsorship Award | <u>\$ 18,750.00</u> |
| Total Expected Revenue | \$910,849.30 |

Anticipated Expenses

Please provide a comprehensive budget for the entire project. **Note:** 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> |
|----------------------------------|---------------------|------------|
| Salaries | \$162,400.00 | \$ |
| Payroll Taxes | \$ 10,388.00 | \$ |
| Professional Services - Artistic | \$200,500.00 | \$ |
| Professional Fees & Services | \$101,600.00 | \$ |
| Production | \$ 26,850.00 | \$ |
| Equipment Rental and Maintenance | \$141,667.00 | \$ |
| Technology and Communications | \$ 21,000.00 | \$ |
| Insurance | \$ 25,750.00 | \$ |
| Supplies | \$ 5,750.00 | \$ |
| Postage/Shipping | \$ 4,410.00 | \$ |
| Marketing | \$ 87,753.00 | \$18,750 |
| Development | \$ 25,150.00 | \$ |
| Travel/Mileage | \$ 81,000.00 | \$ |
| Professional Development | \$ 1,000.00 | \$ |
| Other Expenses | <u>\$ 15,631.30</u> | <u>\$</u> |

| | | |
|--------------------------------------|---------------------|--------------------|
| Total anticipate expenditures | \$910,849.30 | \$18,750.00 |
|--------------------------------------|---------------------|--------------------|

In-Kind Donations

| | | |
|---|---------------------|--|
| Advertising & Promotion | \$250,000.00 | |
| Hospitality | \$ 50,000.00 | |
| Property & Equipment Rental | \$ 65,000.00 | |
| Travel (Local & Long Distance Transportation) | <u>\$ 12,800.00</u> | |
| Total In-Kind Donations* | \$377,800.00 | |

***In-Kind Donations DO NOT include staff time.**

Exhibit C

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

NOTE: Please submit with an original invoice to the State upon completion of the event or activity.

Event Name Festival International de Louisiane
 Event Date April 27 - May 1, 2011
 Organization Festival International de Louisiane
 Sponsorship Award Amount \$18,750.00
 Primary Contact for Event Dana P. Canedo, Executive Director
 Phone Number (337) 232.8086
 Email dana@festivalinternational.com

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 | 100% request of LOT |
|------------------|----------------|----------------|------------|-----------------|-------------|---------------------|
| | | | | | | |
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| | | | | | | |
| | | | | | | |
| | | | | | | |
| Totals | | | | | \$ | \$ |

Broadcast Placement (Radio/Television)

| Station Call Letters | Designated Marketing Area (DMA) | Spot Length / Frequency | Broadcast Dates | Actual Cost | 100% request of LOT |
|----------------------|---------------------------------|-------------------------|-----------------|-------------|---------------------|
| | | | | | |
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| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Totals | | | | \$ | \$ |

Outdoor Placement (Billboards)

| Location | City, State | Size | Dates | Actual Cost | 100% request of LOT |
|---------------|-------------|------|-------|-------------|---------------------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Totals | | | | \$ | \$ |

Online Placement (Website)

| Web Site Name | Web Site Address | Target Description | Dates | Actual Cost | 100% 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
 - 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.