

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: Southern University System Foundation

CONTRACTOR'S ADDRESS: P O Box 9562, Baton Rouge, LA 70813

CONTRACTOR'S FEDERAL ID# _____ or _____

SOCIAL SECURITY # _____

CONTRACTOR'S CONTACT PERSON: Alfred Harrell, III

CONTRACTOR'S TELEPHONE: 225-771-3911

EMAIL ADDRESS: Alfred_Harrell@sus.edu

TOTAL CONTRACT AMOUNT: \$250,000.00 Amendment Amount: N/A

CONTRACT PERIOD: 7/01/2014-1/31/2015

FUNDING AGENCY: DCRT, Office of Tourism

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

Organ. 6786 Object 4160 Sub object _____ Reporting Cat. 7513 *mw*
Organ. _____ Object _____ Sub Object _____ Reporting Cat. _____
Organ. _____ Object _____ Sub Object _____ Reporting Cat. _____

BRIEF DESCRIPTION OF SERVICES:

The Louisiana Legislature appropriated funds to support the Marketing Program for the 2014 Bayou Classic held annually at the Mercedes-Benz Superdome in New Orleans the weekend after Thanksgiving. The State's goal is to ensure an adequate return on the investment through increased attendance for economic reasons and Louisiana tourism publicity provided in conjunction with marketing and public relations and during the game.

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

ORGANIZATION TYPE: Non-profit Corporation

CONTRACT MONITOR: Jack Warner

<p>“ATTACHMENT A” PLAN</p>	<p>NAME OF CONTRACTING PARTY: Southern University System Foundation</p>
	<p>NAME AND BRIEF NARRATIVE OF PROGRAM OR PROJECT: Bayou Classic 2014 The Bayou Classic originated in 1974, conceptualized as postseason football competition/rivalry between two of Louisiana’s historically black colleges/universities (HBCU) Southern University (south) and Grambling State University (north). The Event is held annually at the Mercedes-Benz Superdome, and attracts approximately 250,000 individuals to New Orleans, which supports the State’s tourism efforts.</p>
<p>Program Goals, Objectives, Expected Outcomes/Results Activities and Related Performance Measures (Duplicate pages as needed for each goal identified).</p>	
<p>What are the goals, objective(s), expected outcomes/results for this program: Indicate the goals/objectives for this program. Indicate the expected outcomes/results for each goal. Explain how each goal, objective, outcome/result is measured. Identify activities that will be implemented to achieve expected outcomes, the person(s) responsible for implementing the activity, and the expected completion date.</p>	
<p>1. Program Goal (<i>Goals are the intended broad, long-term results. The goal is a clear concise statement of the general end purposes toward which efforts are directed</i>) The goals in this endeavor are to carry out the Legislative intent to provide supplemental funding to support the Marketing Program of the Bayou Classic, and ensure that the State receives a reasonable return on its investment by capitalizing on available publicity opportunities associated with the Event to attract visitors to Louisiana and promote awareness and a positive image of Louisiana as a unique and desirable travel destination.</p>	
<p>2. Program Objective(s): <i>Objectives are intermediate outcomes--specific, measurable steps towards accomplishing the goal. They identify the specifics of the expected outcomes and results to be achieved).</i></p> <ol style="list-style-type: none"> 1) Successfully plan, implement and manage activities for the Event. 2) Aggressively promote the Event to maximize attendance (250,000 participants anticipated, 45 to 55 thousand attendees for the game), to increase the economic impact of the Event on the City of New Orleans and State of Louisiana. 3) Ensure that the State receives Sponsor Benefits to include access to activities to promote Louisiana tourism and ensure that the State is publicly acknowledged for its support of the Event in print and broadcast advertising, website media, press releases, media events and other activities prior to and during the game. 4) Ensure financial accountability for all marketing expenses budgeted in Exhibit B. 	
<p>3. Relevant Activity (Activities) (<i>An activity is a distinct subset of functions or services that will be implemented within a program.</i>)</p> <ol style="list-style-type: none"> 1) Work collaboratively with Grambling State University and all other necessary business entities, organizations and supporters to secure resources such as facilities, staff, audio/video services, entertainment, team needs, hotel lodging, parking, security, emergency services, and other operational needs to implement a successful Event as scheduled. 2) Aggressively promote the Event as budgeted using a variety of marketing resources such as television, radio, print advertisements, internet media, public relations, press events and in other publicity settings. 3) Ensure that the State is provided with the Sponsor Benefits listed herein: <ul style="list-style-type: none"> • Bayou Classic Coin Toss, provide the opportunity for the Lieutenant Governor to participate in the Coin Toss on the field. • Speaking Opportunity for the Lieutenant Governor at the Bayou Classic Press Conference (600 attendees) at the Mercedes-Benz Superdome (Tuesday, November 25, 2015) 	

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- Louisiana tourism signage prominently located at exterior entrances at the Mercedes-Benz Superdome prior to and during the Bayou Classic football game (Saturday, November 29, 2014)
 - Placement of four (4) :30 second tourism commercials on NBC broadcast during the game (5.5 million viewers)
 - “Louisiana Pick Your Passion” logo prominently inserted in multiple messages and on ribbon boards during the game
 - Two Public Announcements dedicated to Louisiana tourism during the game encouraging attendees to “Visit LouisianaTravel.com for Louisiana travel information”, during the game broadcast
 - Two (2) :30 second commercials on the Pro Star video board
 - Opportunity for representatives of the Office of Lieutenant Governor to participate on the Bayou Classic Business Alliance team and University Business Summit
 - State tourism logo prominently displayed on the Bayou Classic website, with link to www.louisiana.travel.com
 - Tourism promotions provided as prominent sponsor in social media (Facebook 68,000 plus followers, Twitter 2,000 plus followers), and other social media settings, at least one a week to drive traffic to www.louisianatravel.com
 - Tourism messaging in the Bayou Classic e-Newsletter
 - One (1) full page, four-color ad in the Bayou Classic Game Day Program
 - One (1) full page letter, from Lieutenant Governor Jay Dardenne, with head shot, in the Bayou Classic Game Day Program
- Information regarding use of the State’s tourism logo is available with instructions for downloading at <http://www.crt.state.la.us/DOCUMENTARCHIVE/>**

Tickets and Hospitality for Event Participation and Access

- Ten (10) game tickets on level 100, positioned between the 25 yard lines
 - Ten (10) invitations to the Welcome Reception, which includes premier seating for the Battle of the Bands
 - Four (4) tickets to the Coaches Luncheon
 - One (1) foursome pass for golf tournament, and four shirts to participate in the tournament
 - Allow the State the opportunity to have one (1) vehicle in the Bayou Classic parade (vehicle and throws provided by the State)
 - Make available six (6) spaces for State participants to ride on one of the parade floats (throws provided by State)
 - Provide the State access to available media at the Event to promote the Louisiana tourism industry.
 - Opportunity to include a promotional booth (minimum of 10 x 10 in size) at the Bayou Classic Fan Festival to distribute tourism information and display the State’s tourism logo on digital signage at the Fan Festival.
- 4) Submit to the State a **Progress Report by November 1, 2014** and a **final Progress Report by January 15, 2015** (Attachment C) of activities and Cost Reports, with supporting documentation for expenses when requesting reimbursements. *Information in Progress Reports must address items listed below in the Performance Measures.*

4. Performance Measure(s) *(Measures the amount of products or services provided and/or number of customers served. Specific quantifiable measures of progress, results actually achieved and provided for to assess the program impact and effectiveness.) The performance measures are:*

- 1) Total attendance at the various activities, including the game and total estimate attendance at all combined Event activities
 - 2) Percentage of out-of-state visitors that attended the game
 - 3) Overall Economic Impact of the Event on the City of New Orleans and State of Louisiana (Contracting Party must provide available statistical data, such as, the number of room nights generated, hotel occupancy, and the amount of tax revenue generated)
 - 4) Television ratings, and the amount of positive media coverage that was generated by the Event
 - 5) Amount of tourism publicity the State received in conjunction with the Event through other media outlets
 - 6) The submission of timely and complete Progress and Cost Reports and adequate documentation of activities and expenses
 - 7) Submission of adequate documentation showing promotional benefits provided to the State
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"ATTACHMENT B"

Budget Page 1 of 3

**Southern University System Foundation
Bayou Classic 2014
Budget Projections**

PROJECTED REVENUE

Gross Sponsorship Sales (Includes LA Tourism \$250,000)	\$1,200,000.00
Gross Game Ticket Sales	\$ 900,000.00
Gross Battle of the Band Ticket Sales	\$ 365,000.00
Total Revenue Anticipated	\$2,465,000.00

PROJECTED EXPENSES

<u>Event Production Expenses</u>	<u>Contractor</u>	<u>State Appropriation</u>
Game Day (Production expenses)	\$225,000.00	
Battle of the Band (Production Expenses)	\$185,000.00	
Fan Fest	\$ 16,000.00	
Golf Tournament	\$ 8,600.00	
Road Show	\$ 10,000.00	
Parade	\$ 43,000.00	
Corporate Reception	\$ 1,500.00	
Press Conference	\$ 3,000.00	
Job Fair/College Fair	\$ 1,500.00	
University Business Summit	\$ 5,000.00	
Game Program	\$ 1,000.00	
Total Production	\$499,600.00	
<u>Promotional Expenses</u>		
Advertising/Media Buys (NBC)	\$ 850,000.00	\$250,000.00 (State)
Media Buy (newspapers, radio, WDSU)	\$ 51,000.00	
Website Media	\$ 4,000.00	
Marketing/Publicity (Social media and other)	\$ 57,000.00	
Sponsor Relations	\$ 45,000.00	
Total for Promotions	\$1,007,000.00	\$250,000.00
New Orleans Convention Company Inc. (Fee) (Event Planner)	\$ 175,000.00	
TOTAL EXPENSES	\$1,681,600.00	

Budget categories listed above represent projected expenses for the Event and may be adjusted by the State and Contracting Party to reflect the actual expenditures. Salaries, Professional & Other Contract Services shall be detailed using pages 2 and 3 of Attachment B, if applicable.