

UPCOMING EAGLE EXPO BUDGET (2010-2011)

Name of Contractor: Carrie Stansbury

Name of Event: Eagle Expo

Anticipated Income or Revenue:	\$23,000
Sources of Revenue	
Cash on hand	\$ 5,000
Participant and Entry Fees	\$10,000
Sponsorships	\$ 3,000
LOT Sponsorship	\$ 5,000
In-Kind Donations	\$ 0,000
Total Expected Revenue	\$23,000
Anticipated Expenses	\$23,000
Boat Tours	\$ 2,400
Parking for Boat Tours	\$ 50
Thursday Reception	\$ 1,000
Friday Night Speaker & Dinner	\$ 2,000
Saturday Breakfast	\$ 2,500
Speakers & Guides Expenses	
Hotels	\$ 600
Fees	\$ 600
Travel Expenses	\$ 1,400
Event Insurance	\$ 835
Office Expenses	\$ 200
Supplies for event	\$ 400
Signs	\$ 100
Misc.	\$ 180
Advertising	
Brochures	\$ 650
Country Roads Magazine	\$ 1,190
Birder's World	\$ 1,600
American Birding	\$ 800
Bird Watchers Digest	\$ 700
Cornell Birdscope	\$ 100
Louisiana Road Trips	\$ 800
Northshore Living	\$ 745
Louisiana Newspaper Ads	\$ 3,300
Louisiana Life	\$ 700
Postage for advertising	\$ 150
Total Anticipated Expenditures	\$23,000



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. Carrie Stansbury  
Cajun Coast Visitors & Convention Bureau  
P.O. Box 2332  
Morgan City, LA 70381

Dear Ms. Stansbury:

This document is considered a Letter of Agreement (LOA) between the Louisiana Office of Tourism (State or LOT) and Cajun Coast Visitors & Convention Bureau to support the **Eagle Expo** taking place on February 10 -12, 2011 in Morgan City, 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 **Five Thousand Dollars (\$5,000)**, 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:

Carrie Stansbury  
Cajun Coast Visitors & Convention Bureau  
Organization Tax ID#: \_\_\_\_\_

Date 08/31/10