

Exhibit A 1 **Marketing Plan**

Event Description: Eagle Expo is a bird-watching event held every February that includes photography opportunities with a workshop, opportunities to view bald eagles on boat tours and seminars to learn more about the American Bald Eagle and other birds in South Louisiana through seminars.

Narrative, including background of event: Eagle Expo was started in February 2006 to develop nature tourism opportunities in St. Mary Parish whereby taking advantage of the abundance of bald eagles in the area. Partnering with the Barataria Terrebonne National Estuary Program (BTNEP), we've successfully created a unique bird-watching program.

Goals and Objectives: The goal of Eagle Expo is to develop a top quality bird-watching event in St. Mary Parish that provides economic opportunities for tourism and its partners.

Objectives are as follows:

1. Attract 100 bird watchers/photographers to St. Mary Parish, the Cajun Coast
2. Create positive public relations for St. Mary Parish through media opportunities
3. Have attendees think positively about the event and the area
4. Have 10% repeat attendees
5. Have 25% to 50% of attendees overnight in the area providing greater economic impact to the community

Target Audience(s):

1. Families with discretionary income
2. Bird-watchers and photographers
3. Adult men and women between the ages of 40 to 75

Marketing & Promotional Strategies: (See A-2)

Deliverables

1. Logo on brochure
2. Logo on ads
3. Logo on website
4. Logo on t-shirts
5. Signage and recognition at all events
6. Opportunity for LOT to distribute materials
7. Opportunity for Lt. Governor or his/her representative to speak on Thursday at Wings to Soar or Friday evening

Tracking and Evaluation Measures

1. How many people attended
2. Hometown of attendees
3. Did attendees have a good time
4. Were attendees satisfied with the event?
5. Do attendees have a positive perception of the Morgan City area?
6. How many articles were written on Eagle Expo?
7. Did boat tours arrive safely back at dock?
8. How many people overnighted in Morgan City/St. Mary Parish?

Exhibit A2

Print Placement (Magazine, Newspaper)

Publication Name	Market (s)	Ad Size	Issue Date	Circulation Number	Budgeted Cost	% cost of ad
Louisiana Road Trips	North Louisiana	1/4 page	January	25,000	\$345.00	\$172.50
Louisiana Road Trips	North Louisiana	1/4 page	February	25,000	\$345.00	\$172.50
Cenla Focus	Alexandria/Pineville	¼ page	January	20,000	\$580.00	\$290.00
Cenla Focus	Alexandria/Pineville	¼ page	February	20,000	\$580.00	\$290.00
BayouLife Magazine	Monroe	¼ page	January	10,500	\$525.00	\$262.50
Delta Style Magazine	Monroe	¼ page	January	17,000	\$539.50	\$269.75
Gambit	New Orleans	¼ page	January	40,000	\$650.00	\$325.00
Gambit	New Orleans	¼ page	February	40,000	\$650.00	\$325.00
Ascension Magazine	Gonzales	½ page	January	10,000	\$225.00	\$98.50

Totals: \$4,439.50 \$2,205.75

Total Budgeted Cost of Marketing \$4,439.50
 Total Grant Request of LOT \$2,205.75

Exhibit B

Name of Event: Eagle Expo 2014

Anticipated Income or Revenue:	\$30,790.00
Sources of Revenue	
Cash on hand	\$10,390.00
Participant and Entry Fees	\$11,400.00
Sponsorships	\$ 6,500.00
In-Kind Donations	\$ -----
Student Program Sponsorship	\$ 2,500.00
 Total Expected Revenue	 \$30,790.00
Anticipated Expenses	
Boat Tours	\$ 4,450.00
Parking for Boat Tours	\$ 75.00
Friday Night Dinner	\$ 1,400.00
Saturday Breakfast	\$ 1,500.00
Raptor Group	\$ 2,000.00
Speakers & Guides Expenses	\$ 3,000.00
Event Insurance	\$ 935.00
Office Expenses	\$ 2,000.00
Signs	\$ 250.00
Misc.	\$ 180.00
Advertising	\$ 15,000.00
 Total Anticipated Expenditures	 \$ 30,790.00

*The amount of advertising may be reduced if we are unable to raise all of the sponsorship funds stated above.