

FIRST AMENDMENT

THIS AMENDMENT is made and entered into this 15 day of May, 2020, by and between Pinellas County, a political subdivision of the State of Florida, hereinafter the ("County"), for and on behalf of Visit St. Petersburg/Clearwater ("VSPC"), and Copperhead Charities, Inc., a Florida not for profit corporation ("Event Organizer") (collectively, the "Parties," or individually, a "Party").

WITNESSETH:

WHEREAS, the County and Event Organizer entered into a Tourism Promotion Agreement on December 2, 2019 (hereinafter "Agreement"), pursuant to which Event Organizer agreed to promote and market Pinellas County tourism in connection with the Valspar Championship ("Event") and County agreed to pay Event Organizer a Sponsorship Fee; and

WHEREAS, the Professional Golfers' Association (PGA) Tour cancelled the Event due to the widespread pandemic known as Coronavirus; and

WHEREAS, Section 2C of the Agreement provides for modification and payment of the Sponsorship Fee on revised terms by mutual written agreement of the parties; and

WHEREAS, County and Event Organizer now wish to modify the Agreement;

NOW THEREFORE, the Parties agree that as provided in Section 2 of the Agreement, the terms therein are revised and amended as follows:

1. The County agrees to pay the Event Organizer the total sum of Thirty Thousand and Two Hundred Dollars (\$30,200.00) ("Sponsorship Fee") as an Event sponsor, for benefits received by the County for the promotion and marketing of Pinellas County tourism by Event Organizer in connection with the Event as defined in the revised promotion program described in Exhibit A attached hereto and made a part hereof.
2. Modifications above shall be effective as of the date of this Amendment and continue through September 22, 2020.
3. Except as changed or modified herein, all provisions and conditions of the original Agreement shall remain in full force and effect.

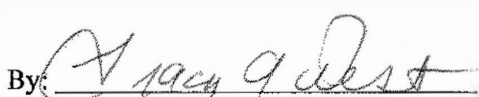
IN WITNESS WHEREOF the parties herein have executed this First Amendment as of the day and year first written above.

PINELLAS COUNTY, FLORIDA
by and through its County Administrator




By: _____
Barry A. Burton

COPPERHEAD CHARITIES, INC.


By: _____
Tracy West, President

APPROVED AS TO FORM

By: 
Office of the County Attorney

Pinellas County TDC Elite Event Funding FY 20
Benefits & Deliverables
Exhibit A

Event Name: Valspar PGA Championship ("Tournament")

Event Dates: March 16-22, 2020

Funding Amount: \$30,200.00

VIK Contribution: \$3,125.00

Total Contribution: \$33,325.00

I. VSPC will receive, in exchange for its financial support, the following benefits at no additional charge, except as noted:

A. Official Designation Status:

- i. VSPC to be designated as exclusive "Official Beach Tourism Partner" of the Tournament.

B. Marketing & Advertising Benefits

- i. VSPC logo on all volunteer golf shirts and hats. Minimum 2,000 shirts and 2,000 hats.
- ii. VSPC logo and tourism messaging included on Tournament's print ads in Sarasota (1/4 page ads, 3 insertions).

C. Digital & Media Benefits

- i. VSPC logo and hyperlink featured at the bottom of each page of the Tournament's website (valsparchampionship.com). VSPC logo would be one of six (6) sponsor logos.
- ii. VSPC-provided content to be included in at least one (1) post on Tournament's Facebook and Twitter channels between January 1 – March 22, 2020, tagging @VisitStPeteClearwater or using #LiveAmplified.

D. Event Onsite Benefits

- i. One (1) 10x20 space for non-branded expo tent located just inside the Gate 1 spectator entrance to the Copperhead Course. Ability to distribute promotional items.
- ii. Tournament to provide volunteer water, ice, power (requirements TBD) and temporary storage if requested by VSPC and at no cost to VSPC.

II. VSPC will provide the following marketing and digital spends on behalf of Tournament:

A. Digital & Media:

- i. VSPC will provide a website pixel for Tournament to implement onto its website (valsparchampionship.com). The pixel will allow for improved digital retargeting and provide the event and VSPC robust visitor data, including bookings, visitor demographics and other pertinent booking information. Estimated \$3,125.00 value.

B. Event Marketing:

- i. Upon receipt of materials, VSPC will distribute Tournament collateral at other local VSPC-supported events leading into and promoting the Tournament.
- ii. If secured by VSPC, VSPC to promote the Tournament at the Honda Classic (Palmer Beach Gardens, FL), Arnold Palmer Invitational (Orlando, FL) and THE PLAYERS Championship (Ponte Vedra Beach, FL). VSPC to pay the full cost, including booth space or sponsorship, production of any VSPC collateral, register-to-win promotion and travel. Tournament to provide any Tournament-specific collateral.