

## **TOURISM PROMOTION AGREEMENT**

### **Pelican LPGA Women's Championship**

**THIS AGREEMENT** is made and entered into as of the 3 day of November, 2021 ("Effective Date"), by and between Pinellas County, a political subdivision of the State of Florida ("County"), for and on behalf of Visit St. Petersburg/Clearwater ("VSPC"), and Eiger Marketing Group, LLC, a foreign limited liability company ("Event Organizer") (collectively, the "Parties," or individually, a "Party").

### **WITNESSETH:**

**WHEREAS**, in accordance with Section 118-32, Pinellas County Code, and Section 125.0104(5)(a)2., Florida Statutes, VSPC is responsible for promoting tourism in Pinellas County, including funding activities, services, and events that have as one of its main purposes the attraction of tourists; and

**WHEREAS**, the County, on behalf of VSPC, agrees to provide Tourist Development Tax funding for the Pelican LPGA Women's Championship to be held November 8–14, 2021 ("Event"), organized and operated by the Event Organizer to promote Pinellas County tourism as described in the promotion program as defined herein.

**NOW, THEREFORE**, in consideration of the foregoing and mutual covenants herein contained, the Parties agree as follows:

1. The term of this Agreement shall commence on the Effective Date and shall remain in full force and effect through May 14, 2022, unless otherwise terminated as provided herein.

2. The County agrees to pay to the Event Organizer the sum of Seventy-Five Thousand Dollars (\$75,000.00) for Sponsorship benefits and up to the sum of Fifty Thousand Dollars (\$50,000.00) for Marketing and Advertising expenditures for a total sum of One Hundred Twenty-Five Thousand Dollars (\$125,000.00) as an Event sponsor, to sponsor, promote and market Pinellas County tourism in connection with the Event as defined in the promotion program described in Exhibit A attached hereto and made a part hereof ("Promotion Program"). The County shall pay the funding herein in accordance with the following:

A. Marketing and Advertising expenditures shall be paid on a reimbursement basis upon submittal of required documentation to the County which shall include: (i) a copy of subcontractor/vendor invoices for which Event Organizer is seeking reimbursement; (ii) proof of payment of the invoices by the Event Organizer such as a cancelled check or acknowledgement of receipt of payment from the subcontractor/vendor; and (iii) documentation showing that the items invoiced were provided or produced such as proofs or samples that match the marketing plan attached hereto as Exhibit B and made a part hereof.

B. The funding herein shall be due and payable within forty-five (45) calendar days of Event completion, upon Event Organizer submitting an invoice with all documentation required in Section 2.A and 2.H. at the address set out in Section 4.

C. Payment shall be made by the County to the Event Organizer in accordance with §218.70 et seq., Florida Statutes, "The Local Government Prompt Payment Act."

D. In the event the Event Organizer: (i) cancels the Event or does not conduct the Event for any reason including, but not limited to, voluntary action or non-voluntary mandates; or (ii) is not in compliance with the terms and conditions of the Agreement; or (iii) is dissolved, or ceases or suspends its operations for any reason, then any sums not paid or disbursed to the Event Organizer are hereby deobligated, and shall not be paid unless this Agreement is amended in writing by mutual agreement of the Parties expressly authorizing payment of the funding herein on the revised terms as provided in said amendment. The parties further agree that if an Event Organizer cancels an event per (i, ii, or iii) above post a fully executed funding agreement but pre-event, the Event Organizer shall either: 1) remit any sponsorship funding monies advanced pre-event which were used for operating expenses minus any value received by County up until cancellation as determined by VSPC staff; or 2) seek reimbursement for allowable marketing deliverables per the agreement, but only as to those actual, verifiable marketing deliverable costs incurred by the Event Organizer up until the time of cancelling the event and to the extent of value received by County as determined by VSPC staff.

E. The Event Organizer shall repay the County for all illegal or unlawful expenditures of the funding herein, or for expenditures made by The Event Organizer in breach of any covenant, term or condition of this Agreement, including illegal, unlawful, and/or unauthorized expenditures discovered after the expiration of the term.

F. The Event Organizer shall provide immediate written notice to VSPC if the Event is cancelled, rescheduled, or the scope of the Event is substantially changed from the Event as described in Event Organizer's funding request.

G. The Event Organizer may amend or revise the Promotion Program only with the prior written consent from the Director of VSPC, or his designee.

H. The Event Organizer shall provide a written final report to VSPC within forty-five (45) calendar days of Event completion, which at a minimum shall include documentation establishing that the Event Organizer provided the promotional benefits described in the Promotion Program, including any documentation required in Exhibit A, and shall specify attendance at the Event and room nights generated by the Event in Pinellas County, the methodology used for computing the room nights which methodology must be documentable, supportable, and calculated in compliance with tourism market and research analysis industry standards, and such other information as required by VSPC. Failure to submit the report as required shall disqualify the Event Organizer from being eligible for funding in future years.

3. A. The Event Organizer shall organize, manage, operate and/or conduct the programs, activities, and events, and be solely responsible for all costs and expenses related to the Event.

B. The Event Organizer represents and warrants that it has substantial experience and skill in the business of organizing and promoting the Event and agrees to use its best efforts to organize, manage, operate and conduct the Event in a professional manner, calculated to create a quality, pleasant, enjoyable experience for all participants.

4. Each Party hereby designates the person set forth below as its respective contact person. The person designated herein shall be each Party's prime contact person for coordinating Promotion Program related activities. Notices or reports shall be sent to the attention of each Party's contact person by U.S. mail, postage prepaid, or email to the Parties' addresses as set forth below:

For the County:

Craig Campbell, Director  
Community & Brand Engagement  
Visit St. Petersburg/Clearwater  
8200 Bryan Dairy Rd., Suite 200  
Largo, FL 33777  
Craig@VisitSPC.com

For the Event Organizer:

Kyle Draper  
Vice President of Partnerships  
Eiger Marketing Group, LLC  
165 W. Putnam Ave.  
Greenwich, CT 06830  
KDraper@eigermarketing.com

Any changes to the above representatives or addresses must be provided to the other Party in writing.

5. A. The County reserves the right to terminate this Agreement, without cause, by giving fifteen (15) days advance written notice to the Event Organizer of its election to terminate pursuant to this provision. Should this Agreement be terminated, or the event postponed as provided herein, Event Organizer shall only be entitled to reimbursement of actual costs for goods and/or services received by County from Event Organizer up until the date of postponement or termination of this Agreement, as determined by VSPC staff. Reimbursement shall be based upon submittal and receipt of all supporting, appropriate documentation for such costs.

B. The failure of either Party to comply with any material provisions of this Agreement shall be considered in breach thereof, and shall be cause for immediate termination of the Agreement upon written notice to the defaulting Party.

C. The funds to be used for this Agreement are subject to periodic appropriation of funds by the County. Further, obligations under this Agreement are contingent upon the availability of funds. If funds are not appropriated by the County for any or all of this Agreement, the County shall not be obligated to pay for any promotion benefits provided pursuant to this Agreement beyond the portion for which funds are appropriated. The County agrees to promptly notify the Event Organizer in writing of such failure of appropriation, and upon such notice, this Agreement shall terminate without penalty to the County.

6. A. The Event Organizer shall, upon request, permit the County to examine or audit all records and documents related to the Promotion Program provided for in this Agreement. Event Organizer shall maintain all such records and documents for at least three (3) years following termination of the Agreement, including but not limited to all documents in support of the Event Organizer's funding application and post event reporting.

B. The County through VSPC or VSPC's vendor, has the right to perform on-site surveys during the Event for the purposes of substantiating/verifying Event Organizer's final report and for collecting other information pertinent to the destination.

7. A. Neither the County nor the Event Organizer shall make any express or implied agreements, guaranties or representations, or incur any debt, in the name of or on behalf of the other Party. Neither the County nor the Event Organizer shall be obligated by or have any liability under any agreements or representations made by the other that are not expressly authorized hereunder. The County shall have no liability or obligation for any damages to any person or property directly or indirectly arising out of the operation by the Event Organizer of its business, whether caused by the Event Organizer's negligence or willful action or failure to act.

B. The County will have no liability for any sales, service, value added, use, excise, gross receipts, property, workers' compensation, unemployment compensation, withholding or other taxes, whether levied upon the Event Organizer or the Event Organizer's assets, or upon the County in connection with services performed or business conducted by the Event Organizer. Payment of all such taxes and liabilities shall be the responsibility of the Event Organizer.

C. The Event Organizer shall indemnify, pay the cost of defense, and hold harmless the County, its officers, employees and agents from all damages, suits, actions or claims, including all costs of defense incurred by the County, of any character brought on account of any injuries or damages received or sustained by any person, persons, or property, or in any way relating to or arising from the Agreement; or on account of any act or omission, neglect or misconduct of the Event Organizer; or by, or on account of, any claim or amounts recovered under the Workers' Compensation Law or of any other laws, regulations, ordinance, order or decree; or arising from or by reason of any actual or claimed trademark, patent or copyright infringement or litigation based thereon; except only such injury or damage as shall have been occasioned by the sole negligence of the County.

8. A. The Event Organizer shall comply with all applicable federal, state and local laws, rules, regulations and guidelines, relative to performance under this Agreement.

B. Neither Party may assign or transfer its rights or obligations under this Agreement without the prior written consent of the other Party.

C. Nothing in this Agreement shall be construed to benefit any person or entity not a Party to this Agreement.

D. In carrying out this Agreement, The Event Organizer shall not exclude from participation in, deny benefits to, or otherwise discriminate against, any person because of race, color, religion, sex, national origin, family status or handicap.

E. This Agreement constitutes the entire agreement between the Parties and supersedes any and all prior agreements, communications, or representations, whether oral or written, with respect thereto.

F. No alteration, change, modification, amendment or waiver to or of this Agreement shall be valid or binding unless in writing and signed by both Parties hereto.

G. Nothing in this Agreement will be construed to create, or be implied to create any relationship between the County and any contractor, subcontractor or supplier of the Event Organizer, and at all times the Event Organizer is and shall remain an independent contractor and not an agent of the County or VSPC.

H. Sections 2.D, 2.E., 6.A., and 7.A., B. and C. shall survive the expiration of the term or termination of this Agreement.

I. Time is of the essence with respect to all provisions of this Agreement that specify a time for performance.

J. This Agreement shall be construed, interpreted, and governed by the laws of the State of Florida.

9. Event Organizer acknowledges that information and data it manages as part of the services may be public records in accordance with Chapter 119, Florida Statutes and Pinellas County Public Records Policies. Event Organizer agrees that prior to providing services it will implement policies and procedures to maintain, produce, secure, and retain public records in accordance with applicable laws, regulations, and County policies, including but not limited to the Section 119.0701, Florida Statutes. Notwithstanding any other provision of this Agreement relating to compensation, the Event Organizer agrees to charge the County, and/or any third parties requesting public records only such fees allowed by Section 119.07, Florida Statutes and County policy for locating and producing public records during the term of this Agreement.

10. By signing this Agreement as provided below, Signer attests to all of the following:


A. Signer has the legal authority to enter into the Agreement on behalf of the Applicant organization;

B. Signer is not deriving any direct or indirect benefit or bonus, monetary or otherwise, from the Applicant organization or any other party, including signer's employer, as a result of this funding award; and

C. Signer is not aware of any other third party deriving any direct or indirect benefit or bonus, monetary or otherwise, from the Applicant organization or any other party as a result of this funding award.

**IN WITNESS WHEREOF**, the Parties herein have executed this Agreement on the day and year first above written.

**PINELLAS COUNTY, FLORIDA**  
by and through its County Administrator

By:   
Barry A. Burton

**EIGER MARKETING GROUP, LLC**

DocuSigned by:  
By:   
Timothy Erensen, Manager

[Corporate Seal]

**APPROVED AS TO FORM**

By:   
Office of the County Attorney

**Pinellas County TDC Elite Event Funding FY22  
Benefits & Deliverables  
Exhibit A**

**Event Name: 2021 Pelican LPGA Women's Championship ("Pelican")**

**Event Dates: November 8 – 14, 2021**

**Marketing & Advertising Up To Funding Amount: \$50,000**

**Sponsorship Contribution: \$75,000**

**VIK Contribution: \$13,125**

**Total Contribution: \$138,125**

- 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. Visit St. Pete Clearwater to be designated as founding partner of "Pelican LPGA Women's Championship"
    - ii. Rights to use logo/marks in all marketing/advertising.
  - B. Marketing & Advertising Plan Funding Support
    - i. Pursuant to the marketing plan submitted by Pelican, a copy of which is attached hereto as Exhibit B, VSPC will reimburse Pelican up to the sum of \$50,000 for pre-Event marketing deliverables upon submittal and acceptance of post-Event proof of performance documentation. Proof of performance shall include 3<sup>rd</sup> party invoice(s), proof of payment and proofs or samples that match the marketing plan.
  - C. Sponsorship Benefits
    - i. Marketing & Broadcast Benefits
      - 1. Sixteen (16) NBC/Golf Channel :30 units during the event. Four spots (4) per day.
      - 2. One (1) VSPC message :30-:45 seconds aired on Thursday or Sunday of tournament week
      - 3. One full page panel in the daily pairings guide
    - ii. Digital & Media Benefits
      - 1. Logo placement on Pelican website
      - 2. Six (6) Social Media posts with tourism integration through Facebook, Instagram and YouTube along with hashtags for social media interaction.
    - iii. Event On-Site Benefits
      - 1. Pelican Village: Visit St. Pete Clearwater to be designated as presenting partner of "Pelican Village" fan activation area
        - a. Visit St. Pete Clearwater to be integrated into marketing materials for Pelican Village
        - b. Ability to setup VSPC engagement location within Pelican Village

2. Pelican Celebration: Visit St. Pete Clearwater to be designated as founding partner of “Pelican Celebration” off-site party, Tuesday of tournament weekend
    - a. VSPC to be included in press backdrop, signage on stage
    - b. VSPC to receive (10) VIP tickets to Pelican Celebration
    - c. VSPC activation area at party to distribute promotional items
  3. Parking Shuttle:
    - a. Logo placement on all parking shuttles from parking lots to event
    - b. Ability to distribute promotional items to all patrons
  4. Signage
    - a. Logo placement on main sponsor boards
    - b. Logo placement on all electronic scoreboards throughout golf course
    - c. VSPC to be presenting partner at (TBD) hole including for all groups Thursday-Sunday tournament. Includes signage Tee Fences, Hole Sign & Tee Markers.
- iv. Additional Benefits
1. Pelican to provide the following Tickets and Credentials for VSPC invited clients and promotional use:
    - a. Twelve (12) sponsor badges per day
    - b. Six (6) parking passes per day
  2. Pelican to provide the following to VSPC working staff, which includes but is not limited to brand ambassadors, street teams, media, and photographers, if requested by VSPC and at no cost to VSPC:
    - a. Worker passes/credentials with appropriate access (all-access for VSPC media and photographers)
    - b. Parking passes
    - c. Meals under the event’s volunteer program
    - d. Golf Cart for use during event, if available
    - e. Water and ice
    - f. Electrical Power (requirements TBD) to VSPC display booths
- II. VSPC will provide the following marketing and digital spends on behalf of:
- A. Digital & Media
- i. VSPC will spend \$500.00 in a digital campaign and/or social media promotion to promote Event.
  - ii. VSPC will provide a website pixel for Pelican to implement on its website. 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.
  - iii. VSPC will provide an onsite survey team to collect tourism-related data and information during the event. VSPC to develop the questionnaire and pay the cost for hiring and training staff as well as any promotional items used to incent participation. Event to provide space and power, if needed, upon request by VSPC and at no charge to VSPC. Estimated \$9,500.00 value.



**Pelican Women's Championship - Marketing Plan**

1. Overview
  - a. First phase: December 2020 to February 2021
  - b. Second phase: March 2021 through May 2021
  - c. Third phase: June 2021 through October 2021
  - d. Final phase: November 2021
2. Creative Services: Phase 1
  - a. Definition – development of look/theme and creative of all collateral materials
  - b. First phase focus
    - i. Finalize creative look
    - ii. Finalize basic elements
  - c. First phase projects
    - i. Sales support elements
    - ii. Pro-Am and Hospitality brochure, sales decks, spectator and pairings guide spec sheets, Tournament schedule and sponsor deadlines
    - iii. Preliminary promotional tools
    - iv. Office elements
3. Creative Services: Phase 2
  - a. Second phase focus
    - i. Finalize event-specific projects
    - ii. Begin spectator and pairings guide process
    - iii. Distribute specs to sponsors
    - iv. Second phase projects
    - v. Tickets and credentials
    - vi. Volunteer and caddie food vouchers
    - vii. Invitation to Pro-Am parties
    - viii. Spectator guide cover and theme
    - ix. Promotional flier
    - x. Pro-Am gift catalog
    - xi. Spectator guide
  - b. Start design and editorial process
  - c. Welcome messages
4. Creative Services: Phase 3
  - a. Third phase focus
    - i. Finalize all projects
  - b. Third phase projects
    - i. Pro-Am gift catalog
    - ii. Pairings sheet insert: ad drop dead date March 2, 2021
    - iii. Spectator guide: ad drop dead date March 2, 2021
    - iv. Sponsor list: November 1
5. Creative Services: Final Phase
  - a. Final phase focus
    - i. On-site projects
  - b. Final phase projects

## Exhibit B

- i. Venue signage and support
- 6. Tournament Promotions: Phase 1
  - a. Definition – in-market activities with corporate partners, community partners and media partners to creatively promote the Pelican Women’s Championship
  - b. First phase focus
    - i. Launch ticket sales January 2021
    - ii. Develop promotional programs for all partners
- 7. Tournament Promotions: Phase 2
  - a. Second phase focus
    - i. Finalize promotional programs and elements needed for execution
    - ii. Begin grassroots program
- 8. Tournament Promotions: Phase 3 and Final Phase
  - a. Third and final phase focus
    - i. Implement all promotional programs
      - 1. Charity ticket sales initiative -
        - a. Charities to keep 100% of proceeds from advance ticket purchases
        - b. Discuss opportunities with charities
        - c. Strategic ticket launch
          - i. General public tickets and packages
          - ii. \$20 good any day grounds ticket
          - iii. \$45 weekly grounds ticket
          - iv. \$225 per day Lightning Lounge pass (upgraded hospitality)
          - v. Kids 17 and under free with ticketed adult
          - vi. Military (fire, police, EMT) personnel admitted free
        - d. Tentative Calendar
          - i. Ticket sales: launch January 2021
          - ii. General push: March 1
          - iii. Drive sales to website
      - 2. The Junior Golf Show
        - a. Saturday of Tournament week at Pelican Golf Club Driving Range
        - b. LPGA professionals demonstrate golf skills and interact with 100+ kids ages 7-15
        - c. Kids provided healthy snack, drinks, gift bag and free entry into the Tournament on Saturday
        - d. Event promotion
          - i. Inclusion on Tournament schedule
          - ii. Tournament website
          - iii. Official program
          - iv. Press release
          - v. Social media through Facebook, Twitter & Instagram

## Exhibit B

## 3. LPGA Inside the Ropes Experience

- a. Inside the ropes access during a round of Championship Play
- b. Commemorative photograph on the 18th Green with LPGA Tour professional
- c. Opportunity to walk 18 holes inside the ropes with a group of professional during a round of championship play
- d. Photographs & autographs at the conclusion of the round
- e. Four or more groups Thursday - Sunday
- f. Offered to multiple contest winners through Tournament partnerships
- g. Event promotion
  - i. Partners' websites
  - ii. On-air mentions and winners announced
  - iii. Social media through Tournament's Facebook, twitter and Instagram
  - iv. Social media through sponsors' Facebook, twitter and Instagram

## 9. Media Partnerships

- a. Definition – advertising and promotional relationships between local media outlets and Tournament
- b. Media promotional goals
  - i. Share Tournament information with the public
  - ii. Enhance media partnerships
  - iii. Increase event attendance, with focus on Pinellas County
  - iv. Advertise other Tournament events and promotions
  - v. Highlight history and importance of event to community and greater region
  - vi. Add value to patron experience
  - vii. Generate additional revenues through unique opportunities for corporate partners through both event and media partners

## 10. Media Partnerships: Phase 1

- a. Research media outlets and potential markets
- b. Meet with media partners and negotiate ad and promotional programs

## 11. Media Partnerships: Phase 2

- a. Finalize media plan

## 12. Media Partnerships: Phase 3 and Final Phase

- a. Implement media plan
- b. Print media

## 13. Media Partnerships: Print

- a. First phase
  - i. Negotiate 2021 partnerships
  - ii. Secure run-of-press advertising space
  - iii. Inclusion with supporting sponsor ad buys
  - iv. Register and win sweepstakes
- b. Second phase

## Exhibit B

- i. Finalize partnerships and schedules
    - ii. Strategically plan use of ad space: date, location and message
  - c. Third and final phases
    - i. Implement all partnerships
- 14. Media Partners: Print
  - a. **Media Partnerships on separate attached page**
- 15. E-mail newsletters
  - a. Distributed to e-mail list of event friends, corporate partners and volunteers
  - b. Schedule
    - i. First phase – one issue
    - ii. Second phase – monthly
    - iii. Third and final phases – bi-weekly
- 16. Public Relations
  - a. Definition – media and editorial relationships with national publications and local and regional media
  - b. Select three key themes, messages
    - i. Proceeds benefit area charitable organizations
    - ii. First-class family entertainment event
    - iii. One of best fields on LPGA calendar
  - c. First phase focuses
    - i. Announce brand new event and 2021 Tournament dates
    - ii. Confirm accurate and up-to-date media list
  - d. Second phase focus
    - i. Support promotional efforts through communications platforms: website, iContact newsletters and news release
  - e. Third phase focuses
    - i. Continue communication platforms
  - f. Final phase focuses
    - i. Host Media Day
    - ii. Continue communication platforms
    - iii. Manage Tournament Media Center
  - g. Website: [www.pelicanlpga.com](http://www.pelicanlpga.com)
    - i. Implement Tournament look throughout updated website
    - ii. Management tool
    - iii. Focus of the site
      - 1. Communicate event details
      - 2. Ticket sales and volunteer registration
      - 3. Latest news including LPGA updates, latest field, press releases and more
      - 4. Spectator information like parking, local accommodations, courtesies and more
      - 5. Engage online audience
    - iv. Updates: when warranted, but general timeline:
      - 1. Monthly through first phase

## Exhibit B

2. Twice a month through second and final phase until event week
3. Event week – throughout day, including:
  - a. Photos
  - b. Daily standings
  - c. Updated schedule for the day

## v. Features

1. Video player
2. Tournament commercials and highlights
3. Editorial pieces designed to increase familiarity with event
4. Tournament blog
5. Connection to Facebook, Twitter and Instagram
6. Live scoring link: real time feed from LPGA scoring featured on home page
7. Scrolling banner for Tournament partners
8. Partner logo connected with a link to their website
9. Added value in corporate partner agreements
10. Latest news feed
11. News stories keep fans updated on Tournament and LPGA news

## h. Press Releases

- i. Sent as e-mail blasts to media and growing database
- ii. Posted promptly and prominently on website
- iii. Schedule and potential topics (about 10 releases)
  1. First phase – one or two releases
    - a. New Tournament, 2021 dates,
    - b. Announce ticket sales and volunteer registration
  2. Second phase – one or two releases
    - a. Tournament partners announcement
    - b. Start field announcements
  3. Third phase – one or two releases
    - a. Continue field announcements
    - b. Support promotional activities
  4. Final phase – two or three releases
    - a. Final field announcement
    - b. Event schedule

## 17. Media Day

- a. Schedule date: TBD
- b. Schedule location: Pelican Golf Club
- c. LPGA guest player in attendance
- d. Include golf outing
- e. Invitations to be sent one month in advance
- f. E-mailed invitation, RSVP to Tournament office or PR contacts
- g. Phone call follow-up to key media
- h. Corporate partners, media partners, charitable organizations and friends of Tournament to be included

## Exhibit B

- i. Question and answer forum
  - j. Media gift distributed
- 18. On-site media center
  - a. Ensure first-class service
  - b. Media parking
  - c. Media credentials
  - d. Online registration process on Tournament website, managed through LPGA and local PR support
    - i. Credentialed media access points: inside the ropes, practice areas, interview room
  - e. Volunteer committee
  - f. Tournament week support
  - g. Photography
    - i. Documentation of each special event, sponsor component, Tournament operations and championship play
    - ii. Online media manager for site with quick access to pictures
    - iii. Copies provided post-Tournament
    - iv. Selection of 12 core photos to be used internally and externally throughout Tournament
- 19. Budget
  - a. \$50,000 for television -- TV advertisements, web ads (banner ads), on-air mentions, special promotions advertisement for sweepstakes (inside the ropes experience), ticket giveaways, production costs
  - b. \$75,000 for radio -- radio ads, web ads (banner ads), on-air mentions, sweepstakes (inside the ropes, ticket giveaways, Pro-Am spot giveaway), production costs
  - c. \$20,000 for creative services -- newspaper ads, web ads (banner ads), billboard production and installation cost
  - d. \$15,000 for PR services (Show Sports Media)
  - e. \$11,500 for creative costs (Show Sports Media) -- includes website maintenance, all web and print advertisements, Tournament program, pairings guides, billboard design, Pro-Am invitations, Pro-Am gift catalog, table tents, and other TBD projects
- 20. Evaluation of Success
  - a. Review Tournament results
    - i. Attendance
    - ii. Television viewership
    - iii. Website hits
    - iv. Tournament revenues
  - b. Sponsor feedback
  - c. Press coverage