

FLORIDA GOLF ALLIANCE

Chief Marketing Organization for Golf Tourism in Florida
MARKETING & ADVERTISING AGREEMENT

DESTINATION MEDIA, INC.

PO Box 897
MELROSE, FL 32666 352.475.2200

MARKETING TERM July 1, 2019 – June 30, 2020

Date 5/28/2019

Date Received _____

PARTNER INFORMATION

Contact Angela A. Suggs
Title President & CEO
Company Florida Sports Foundation
Address 101 North Monroe Street, Suite 1000
City, State, ZIP Tallahassee, FL 32301
Phone 850-922-4493
E-MAIL asuggs@flsports.com

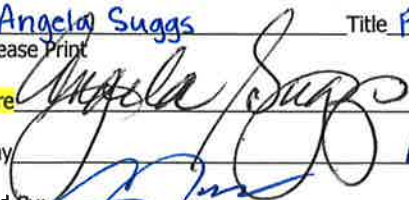
AGENCY INFORMATION

Contact N/A
Company _____
Address _____
City, State, ZIP _____
Phone _____

SEND INVOICE TO:

Contact Charlotte Cowen / Michelle Roque
Company Florida Sports Foundation
Address ABOVE
City, State, ZIP _____
Phone 850-922-8805
E-MAIL accounting@flsports.com
ccowen@flsports.com

By my signature below, I agree to all the terms and conditions of this contract and the material requirements as indicated. I further warrant that I have the full authority to contract for the goods and services represented herein.

Name Angela Suggs Title President/CEO
Please Print
Signature 
Company FSF
Accepted By: _____
DESTINATION MEDIA, INC.
Gary Jones, President/CEO

AD MATERIAL DEADLINE

Summer/Fall – 7/9/19 Winter/Spring – 11/6/19

Materials Required:

- Two Page Feature for Florida Golf Alliance Guide
- Full Page Display Ad for Florida Golf Alliance Guide
- Four-color logos
- Spring Training article for Winter/Spring Guide

SPECIAL INSTRUCTIONS:

See attached Terms of Agreement

SUMMARY OF COSTS:

Program Participation.....\$ 35,000.00
Other\$ _____
TOTAL.....\$ 35,000.00
Total paid with contract.....\$ _____
BALANCE DUE.....\$ 35,000.00

NOTE: All charges are due and payable immediately upon invoice. A late fee of 1.5 percent (18 percent annual rate) per month will be charged on all accounts not paid in full within 30 days of original invoice. *Publisher reserves the right to suspend or discontinue certain benefits if account is not paid in full within 30 days.*



THE FLORIDA SPORTS FOUNDATION
2019-2020 Media and Marketing Proposal
TERMS OF AGREEMENT

ABOUT THE FLORIDA GOLF ALLIANCE

Now in its 24th year, the **Florida Golf Alliance** is the chief marketing organization for Florida Golf Tourism. Our goals and objectives have not changed – we reach avid golfers in target markets while they are in the right frame of mind of planning a golf-specific vacation. In today's high-tech world, people have more channels and more devices competing for their attention than ever before. From traditional print, television and electronic media to the expansive reach of the internet, social media, e-mails and blogs, consumers are overloaded with options. Today, customers are constantly surrounded by advertising whether they pay attention to it or not. It's not about simply interrupting people. It's about engaging them in the places and times they're actually paying attention and delivering a compelling message that creates an impact. That is exactly why the **Florida Golf Alliance** works for Florida's leading Destinations, Resorts and Communities. As the state's lead agency in promoting golf tourism, the Florida Sports Foundation will have a prominent presence in all of the touch points of the Florida Golf Alliance.

PRINT MEDIA

Summer/Fall Edition – Publishes August 2019

- Two Page Feature **COME PLAY IN FLORIDA**
- Full Page Display Ad
- **COME PLAY IN FLORIDA** logo on Front Cover

Winter/Spring Edition – Publishes January 2020

- Two Page Feature **COME PLAY IN FLORIDA**
- Full Page Display Ad
- **COME PLAY IN FLORIDA** logo on Front Cover
- Full Page article on Spring Training

WEBSITE – FloridaGolfInfo.com

- **COME PLAY IN FLORIDA** logo and link on home page
- Online version of Guide same as Print Editions

CONSUMER ACTIVATION – GOLF SHOWS

- Opportunity to attend all North American Golf Shows in 2020
- **COME PLAY IN FLORIDA** logo on all show displays



ELECTRONIC MEDIA

- **COME PLAY IN FLORIDA** logo and link on website on Post-Show Emails
- **COME PLAY IN FLORIDA** logo and link on all quarterly Electronic Hot Deals Newsletters
- Dedicated E-Mail to database of 45,000+ avid opt-in golfers

SOCIAL MEDIA

- Opportunity to feature **COME PLAY IN FLORIDA** stories on Florida Golf Alliance sites

SUMMARY


The Florida Sports Foundation and the Florida Golf Alliance shared a great working relationship for 20+ years. We are both focused on sports tourism by increasing golf-specific visitors to the state. This program is the most successful and highly recognized statewide golf marketing program in the nation. Having the opportunity to once again partner with the Florida Sports Foundation and its COME PLAY IN FLORIDA initiative is a win-win.

Total Annual Investment- \$35,000

TERMS

Total annual investment will be divided into two (2) equal payments of \$17,500 due and payable on August 1, 2019 and January 1, 2020.

Submitted by Destination Media, Inc. on behalf of Florida Golf Alliance by:



Gary Jones, President/CEO

Date: May 28, 2019

Accepted by Florida Sports Foundation



Angela A. Suggs, President/CEO

Date: 5/29/19