

NATCHITOCHEs PARISH TOURIST COMMISSION
2010 Advertising guidelines for grant program recipients

1) Advertising is to be placed in media located *outside of Natchitoches Parish.*

Accepted media expenses include:

- Radio
- Television (Cable or Network)
- Newspaper
- Magazine
- Billboards – (Very expensive; please research cost of sign production)
- Website – Creating a new website is accepted. Updating an existing website is not acceptable.

Unacceptable media expenses include:

- Brochures
- Rack Cards
- Posters or signs of any kind including yard signs
- Updating an existing website

2) Media Suggestions:

RADIO:

Research radio stations that are formatted to meet your target audience.

Example: Rural heritage festivals and events would target radio stations with country/western, news and or talk format. If you have any questions about your target audience please ask for guidance.

Always ask for the lowest non-profit rate and always ask the sales person to match the buy or give you free bonus commercials.

Your best buy will be a 6AM to Midnight time slot. Radio stations will refer to this as a ROS (run of schedule) or BTA (best time available). Target areas located within a 2 hour drive. Remember when writing the commercial; limit the telephone number and stress festival name, day, time and place several times. Remember KISS (keep it simple, stupid!) You are welcome to list the toll free number for the Tourist Commission 800-259-1714. If you have a website, mention it in the commercial.

**NPTC has a list of suggested radio stations in our regional market. Please call and we will mail, email or fax the list.

If you charge for your event ask the media sales person to participate in a promotional giveaway. Free tickets for free airtime.

Many area websites for radio and television have a free listing available on their website. Check and make sure your event is listed.

TELEVISION:

Shreveport and Alexandria television stations offer a free listing for events on their Community Calendar or morning talk shows and websites. Take advantage of all of this and get your information to them at least 60 days in advance.

Cable television is a good media for targeting specific audiences. The sales department will suggest a good mix of cable networks to meet your goals. The cost for airing 1/:30 commercial are affordable. Always ask for a match or free/bonus commercials. Television production can be done using graphics, photographs with music and voice over. Ask for free production or discount.

NEWSPAPERS:

The Natchitoches Times has access to rural newspapers across the state. The costs are inexpensive and a great way to reach other rural communities. You can search the internet for newspapers in other communities. Do not forget the great audience in Leesville at Fort Polk. Major newspapers offer a free listing in their Weekend Magazines. Make sure they have your information at least 30 days in advance.

MAGAZINES:

Depending on the publication, this can be expensive. Look for local magazines and ask for the best rate. As usual, send in your event for the possibility of a free listing. This will need to be done 3-4 months in advance depending on dates of publication.

- 3) The NPTC will assist with creating and mailing press releases for your event. Please make sure we have the information at least 30 days in advance.
- 4) The NPTC will list your event on www.natchitoches.net and link to your website.
- 5) The NPTC will assist with posters (11" x 17") or flyers (8 ½" x 11") for your event. We will print up to 500 of each. You can send us a design or we will design. Please submit photos, logos and content 30 days in advance.
- 6) Remember the NPTC will pay the amount up to your grant award when you receive the invoices from the media. We will need the invoices to include airdates and times on the radio or television and tear sheets will be required for all print media. Please tell the vendor that you will need the invoice immediately for payment. If the sales person needs confirmation regarding payment, have them contact the NPTC.
- 7) Invoices must be received by the NPTC within 30 days after your event. You are responsible for paying the media invoices. NPTC will make payment to your organization.**
- 8) You are welcome to utilize the fax machine at the NPTC office. Media proposals may be faxed to 318-352-2415.

We are here to assist you with your advertising plans. Do not hesitate to ask for assistance.

NATCHITOCHES PARISH TOURIST COMMISSION
781 Front Street – Natchitoches, Louisiana 71457

Advertising Grant Deadline: February 12, 2010

NAME & LOCATION OF EVENT:

CONTACT PERSON (NAME & TELEPHONE NUMBER):

DATES/TIMES OF EVENT: _____

LENGTH OF TIME EVENT HAS BEEN IN EXISTENCE: _____

EXPECTED ATTENDANCE: _____

SPECIAL EVENTS PLANNED: _____

AMOUNT REQUESTED (Maximum \$1,500): _____

DESCRIPTION OF HOW THE ADVERTISING FUNDS WILL BE USED: Please be specific. Funds may not be used for brochures, rack cards, signs or posters. Funds may be used for radio, television and newspaper advertising outside of Natchitoches Parish.

(Attach additional pages if necessary.)

GUIDELINES FOR GRANT: Grant funds are to be used for radio/television/newspaper advertising outside of Natchitoches Parish. NOTE: Funds are not to be used for startup or operational expenses of the event.

All invoices must be presented within 30 days after the event.

PROOF OF PERFORMANCE (TEAR SHEETS & AFFIDAVITS) AND INVOICES MUST BE SUBMITTED PRIOR TO PAYMENT.

DATE PRESENTED TO BOARD: _____

APPROVED: _____

DISAPPROVED: _____

***Please note: In order to qualify for grant funds all events must include proof of current liability insurance.**

**NATCHITOCHEES PARISH TOURIST COMMISSION
COOPERATIVE ENDEAVOR AGREEMENT**

THIS COOPERATIVE ENDEAVOR AGREEMENT made and entered into be and between _____ - (insert festival/event name) hereinafter referred to as the “Event”, and the Natchitoches Parish Tourist Commission, 781 Front Street, Natchitoches, LA 71457, hereinafter referred to as “Commission”.

WHEREAS, Article VII, Section 14(c) of the Constitution of the State of Louisiana provides that for a public purpose, the state and its political subdivisions, may engage in cooperative endeavors with each other, with the United States or its agencies, or with any public or private association, corporation, or individual, and

WHEREAS, in accordance with Act 13 of the regular 2002 Sessions (Appropriations Bill), the agency desires to incorporate with the “Event” in implementation of this endeavor, and

WHEREAS, the purposed of this cooperative endeavor is to assist parish events in promotion their event, and

WHEREAS, the ‘Commission’ will fund up to a maximum of one thousand five hundred dollars (\$1,500.00) requested by the “Event” for a period of _____ (insert beginning date) through _____ (insert end date) and,

WHEREAS, the public purpose is described as: advertising designed to attract visitors from outside Natchitoches Parish, and

NOW THEREFORE, in consideration of the mutual covenants herein contained, the parties hereto agree as follows:

1) Scope of Services

The ‘Event’ shall use the grant funds for the purpose of advertising designed to attract visitors from outside Natchitoches Parish. Please note: Funds cannot be used for anything except advertising your event outside of Natchitoches Parish.

2) Payment Terms

In consideration of the services described within this agreement, the Commission agrees to pay the “Event” the amount requested of up to one thousand five hundred dollars (\$1,500.00). Payment will be made upon receipt of invoices as defined in the application for funds. All invoices must be received within 30 days after the event.

3) Termination for Cause

The Commission may terminate this contract for cause based upon the failure of the “Event” to comply with the terms and / or conditions of the contract. Money not spent on defined advertising will not be reimbursed.

4) Liability Clause

By accepting these funds, the “Event” will indemnify the Commission, its commissioners, officers and employees and hold them harmless from and promptly reimburse them for all payments of money by reason of any claim, demand, penalty or proceeding (including attorney fees), as a result

of or in connection with any activities that may occur prior to, during or after the staging of the event.

5) Termination for Convenience

The Commission may terminate the contract at any time. The Committee shall be entitled to payment for deliverables in progress, to the extent work has been performed satisfactorily.

6) Assignment

The "Event" may not assign any interest in this contract and shall not transfer any interest in same.

7) Terms of Contract

This contract shall begin _____ (insert beginning date) and terminate _____ (insert end date).

8) Discrimination Clause

The "Event" agrees to abide by the requirement of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Opportunity Act of 1972; Federal Executive Order 11246, the Federal Rehabilitation Act of 1973, as amended, the Vietnam Era's Readjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972; the Age Act of 1975 and the "Event" agrees to abide by the requirements of the Americans With Disabilities Act of 1990. The "Event" agrees not to discriminate in its employment practices, and will render services under this contract without regard to race, color, religion, sex, national origin, veteran status, political affiliation or disabilities. Any Act of discrimination committed by the "Event", or failure to comply with these statutory obligations when applicable shall be grounds for termination of this contract.

THUS DONE AND SIGNED AT Natchitoches, Louisiana on the _____ day of _____, 2010.

Natchitoches Parish Tourist Commission

Chairman

_____(Name of Event)

Chairman or Contact Person