

Acceptable Event Marketing Expenses for Cultural Events

Within the Cultural Umbrella events funding category, the allocation received by the event contractor is to be spent on the list of items that have been approved. **Only** the TDC expenses listed below may be included in the proposed budget. The following are the **only** acceptable expenses:

Media Placement & Production Costs:

Newspapers and magazines (inserts will also be considered); radio; and TV. The TDC will pay for the following digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Digital advertising links may go to the event website. The TDC Logo must be placed on all print, TV, websites, pre roll video, banners and email blasts. Radio advertising does not require the logo but all radio announcements must say "Brought to you by the Monroe County Tourist Development Council". No payment will be made for development or operations (hosting) of websites. **No more than 30% of the Media Placement and Production Costs line item shall be expended on advertising media costs attributable to in-county placement.**

Promotional Signs: Posters and banners (hanging and displayed outdoors).

Promotional Items: T-shirts and hats*.

***Sales/Resale of TDC funded items:** Items funded, including creative and resulting work product, by the BOCC/TDC, in accordance with Florida Public Records Law, are owned by the BOCC/TDC and as such may not be sold.

Direct Mail Promotions: Brochures/postcards and pamphlets including postage/shipping. This is a direct mail promotional brochure/postcard/pamphlet utilized for pre-event advertising.

Programs/Play Bills: TDC will pay up to fifty percent (50%) of the cost of production and printing of an event program/play bills showing scheduled activities and information on the event, as outlined in contract budget.

Public Relations (PR): Print and electronic public relations materials for distribution to media, such as, but not limited to, press releases, public service announcements, photography and videography **as approved** by the public relations agency of record. Only permissible PR material produced by the TDC agency of record and/or a professional public relations agency shall be acceptable.

In-House Production: In-house production of any permissible expenditure will not be considered for reimbursement.

Event Marketing Reimbursement: TDC will only consider reimbursement of permissible marketing expenditures that highlight the special event versus the regular programming of a business, organization or the facility.

Amendments to Contract Budgets: No amendments to the line item budget will be permitted after the contract has been reviewed and approved.