

ACCEPTABLE EVENT MARKETING EXPENSES **(Turnkey/Destination/Cultural/Fishing Events)**

BOCC 2/21/18

Only the items listed under the event category for which the event contractor is funded will be considered for reimbursement. After final funding and contract approval by the Monroe County Board of County Commissioners, the TDC Administrative office shall email the event contractor a reimbursement/direct payment packet that includes an executed copy of the funding contract, and guidelines required for reimbursement/direct payment of Acceptable Event Marketing Expenses.

All advertising and promotional items shall follow the logo/guidelines found in Section II of the Operations Manual for the Monroe County Tourist Development Council, which are also provided as part of the event funding contract.

TURNKEY EVENTS

Application for Turnkey events funding can be found in the Monroe County TDC Operations Manual in Section IV-A.

A Turnkey event shall be considered an all-inclusive event where the event contractor has financial responsibility for every facet of the production, promotion and management of the event. Payment under a contract for a Turnkey event will be made only after completion of the event and proof that the scope of services as described within the contract has been completed. If a Turnkey event is delayed or canceled for any reason, **no payment shall be forthcoming**, even if the event contractor has out-of-pocket expenses leading up to the actual event. The TDC, therefore, strongly recommends that the event contractor purchase insurance that covers the cancellation or delay of an event due to “force majeure” or unforeseen circumstance.

DESTINATION EVENTS

A Destination event as defined under Section IV-A of the Operations Manual will be paid as per the scope of services within the contract and the list of items that have been approved. Only the TDC expenses listed below may be included in the proposed budget. A general non-allocated line item is not to exceed 15% of the total budget and can only be utilized for acceptable TDC marketing items listed in this section. There cannot be more than a 10% deviation from the approved line item 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, social media promoted posts and email blasts. Digital advertising links may go to the event website. The TDC Logo must be placed on all print, TV, websites, social media promoted posts, 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 10% of the total allocated funds 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: TDC will pay up to fifty percent (50%) of the cost of production and printing of an event program 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 expenditures 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.

CULTURAL EVENTS

Application for cultural events funding can be found in the Monroe County TDC Operations Manual in Section IV-B. 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, social media promoted posts and email blasts. Digital advertising links may go to the event website. The TDC Logo must be placed on all print, TV, websites, social media promoted posts, 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 expenditures 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.

FISHING EVENTS

Application for fishing events funding can be found in the Monroe County TDC Operations Manual in Section IV-C. Within the Fishing Umbrella events funding category, the allocation received by the event contractor must be spent on the list of items that have been approved. Only the TDC expenses listed below may be included in the proposed budget. At least 30% of total funding allocation must be placed in the Media Placement and Production Cost line item and be utilized for out of County advertising. 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, social media promoted posts and email blasts

Digital advertising links may go to the event website. The TDC Logo must be placed on all print, TV, websites, social media promoted posts, 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.

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

Promotional Items: T-shirts and hats*, trophies (Fishing Tournaments Only).

***Sales/Resale of TDC funded items:** Items funded by the BOCC/TDC, including creative and resulting work product, 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: TDC will pay up to fifty percent (50%) for the cost of production or printing of an event program 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 expenditures will not be considered for reimbursement.

Trophies: Framed art work, framed photography, engraved crystal and glass, plaques, trophies, sculptures (fiberglass, metal, glass & wood) and framed certificates shall constitute a trophy. All such trophies must include the appropriate information as outlined in the policies (tournament name, date (year), and location). 9/14/94 For trophy reimbursement, Tournament Directors must present the original invoice of the trophies, a notarized list of winners of the event, and a notarized list of the plates and/or glass etching from the engraving company.

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

Logo/Acknowledgement Usage Guidelines For Events TurnKey/Destination/Cultural/Fishing Events

BOCC 1/16/13; 2/20/13

TURNKEY EVENTS:

BOCC 2/20/13

All District Information:

Color ads four (4) color processing printing 06/12/91

Black & white ads shall include the appropriate generic or district logo in high resolution. BOCC 2/20/13

TV: logo must appear at the conclusion of commercial

Radio Advertising: No logo is required. All radio announcements must say “Brought to you by the Monroe County Tourist Development Council”

Logo for Multiple District Funding (Events funded by one or more districts):

Marketing promotions that display our logo must use the “The Florida Keys & Key West – come as you are” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



Logo for District I (encompasses the city limits of Key West):

Marketing promotions that display our logo must use the “The Florida Keys – Key West – Close To Perfect – Far From Normal” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



Logo for District II (from the city limits of Key West to the west end of the Seven Mile Bridge):

Marketing promotions that display our logo must use the “Big Pine Key - and Florida’s Lower Keys” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



Logo for District III (from the west end of the Seven Mile Bridge to the Long Key Bridge):

Marketing promotions that display our logo must use the “The Florida Keys – Marathon” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



Logo for District IV (between the Long Key Bridge and mile marker 90.939):

Marketing promotions that display our logo must use the “The Florida Keys – Islamorada” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



Logo for District V (from mile marker 90.940 to the Dade/Monroe County line and any mainland portions of Monroe County):

Marketing promotions that display our logo must use the “The Florida Keys – Key Largo” logo/trade mark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Tinsley Advertising at 305-856-6060.



DESTINATION EVENTS:

BOCC 1/16/13

All District Information:

Color ads four (4) color processing printing 06/12/91

Black & white ads shall include the appropriate generic or district logo in high resolution. BOCC 2/20/13

Use on all printed material as listed under the Acceptable Event Marketing Expenses list

TV: logo must appear at the conclusion of commercial

Hats/t-shirts: must carry the appropriate generic or district Out-of-County Logo

Radio Advertising: No logo is required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council"

Logo for Multiple District Funding (Events funded by one or more districts):

In-County Logo

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Out-of-County Logo

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Logo for District I (encompasses the city limits of Key West):

In-County Logo

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Out-of-County Logo

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Logo for District II (from the city limits of Key West to the west end of the Seven Mile Bridge):

In-County Logo

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Out-of-County Logo

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Logo for District III (from the west end of the Seven Mile Bridge to the Long Key Bridge):

In-County Logo

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Out-of-County Logo

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Logo for District IV (between the Long Key Bridge and mile marker 90.939):

In-County Logo

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Out-of-County Logo

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Logo for District V (from mile marker 90.940 to the Dade/Monroe County line and any mainland portions of Monroe County):

In-County Logo

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Out-of-County Logo

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



CULTURAL EVENTS:

BOCC 1/16/13

Color ads four (4) color processing printing 06/12/91

Black & white ads shall include the Florida Keys and Key West logo in high resolution. BOCC 2/20/13

Use on all printed material as listed under the Acceptable Event Marketing Expenses list

TV: logo must appear at the conclusion of commercial

Hats/t-shirts: must carry the "The Florida Keys & Key West" logo

Radio Advertising: No logo is required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council"

In-County Logo

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Out-of-County Logo

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



FISHING EVENTS:

BOCC 1/16/13

Color ads four (4) color processing printing 06/12/91

Black & white ads shall include the Florida Keys and Key West logo in high resolution. BOCC 2/20/13

Use on all printed material as listed under the Acceptable Event Marketing Expenses list

TV: logo must appear at the conclusion of commercial

Hats/t-shirts: must carry the "The Florida Keys & Key West" logo

Radio Advertising: No logo is required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council"

Trophies: Logos are not required on trophies.

In-County Logo

The logo below indicating the "Monroe County Tourist Development Council" designation is to be utilized on in-county print newspaper and magazine ads, brochures, postcards, pamphlets, programs, posters, banners (hanging and displayed outdoors), and digital advertising on websites, website links, pre roll video, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.



Out-of-County Logo

The logo below that does NOT include the "Monroe County Tourist Development Council" designation is to be utilized out-of-county newspapers and magazines, brochures, postcards, pamphlets, programs, posters, and digital advertising on websites, website links, pre roll video, social media promoted posts, banners, mobile and email blasts. Radio commercials should include "Brought to you by The Monroe County Tourist Development Council". To seek approval, clarification and/or logo in electronic format (eps or jpg file), contact Tinsley Advertising at 305-856-6060.

