

I. EVENT PRODUCER INFORMATION (The event producer is the organization or individual responsible for the event. In some cases, the event producer and the event are the same, for example: The Key Players. In other cases, they are different, for example: the Pigeon Key Arts Festival is the event; the Pigeon Key Foundation is the producer.)

A. NAME OF CONTRACTING ORGANIZATION:

Garden Club of the Upper Keys, Inc.

(Registered business name as it appears on www.sunbiz.org)

FICTITIOUS NAME IF USED:

ADDRESS:

PO Box 373

Tavernier, FL 33070

TELEPHONE NUMBER: (Daytime)

() -

CELL NUMBER:

() -

E-MAIL ADDRESS:

WEB SITE:

GardenClubUpperKeys.org

YEAR LEGALLY ESTABLISHED

2012 (reincorporated from UKGC)

FEDERAL I.D. # / E.I.N.

46-1027108

FLORIDA DIVISION OF CORPORATIONS DOCUMENT #

N12000008412

FL DEPT. OF AGRICULTURE & CONSUMER SVCS REG. #

CH37407

INDICATE ORGANIZATION STATUS:

FOR PROFIT ☐

NOT FOR PROFIT ☒

B. CONTACT PERSON: Marilyn Rogers

(Should be familiar with application and authorized to speak for event sponsor)

ADDRESS:

PO Box 701445

Tavernier, FL 33070

TELEPHONE:

() -

CELL PHONE: (305) 394 - 2424

FAX:

() -

E-MAIL :

C. ALTERNATE CONTACT:

Lonell Rice

ADDRESS:

PO Box 372913

Key Largo, FL 33037

TELEPHONE:

() -

CELL PHONE: (248) 318 - 7751

FAX:

() -

E-MAIL :

lonellrice@yahoo.com

D. AUTHORIZED PERSONS List name of President and other individual(s) authorized to execute contracts and otherwise act on behalf of event producer: (Name of President as it appears on www.sunbiz.org)

Name

Title

Marilyn S Rogers

President

Edna Waldorf

Treasurer

Linda Gonsalves

Secretary

Logo/Acknowledgement Usage Guidelines For Cultural Events

Print Advertising:

Color ads four (4) color processing printing

Black & white ads shall include the Florida Keys and Key West logo in high resolution

Use on all printed material as listed under the Acceptable Event Marketing Expenses list (Exhibit A)

Hats and T-shirts: Must carry the "The Florida Keys & Key West" logo

TV Advertising: 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"

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 Jessica Taylor-Smith or John Underwood with 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, 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 Jessica Taylor-Smith or John Underwood at Tinsley Advertising at 305-856-6060.



Read & initial _____

In-County Logo

The
Florida Keys
& Key West
..... come as you are®
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

Out-of-County Logo

The
Florida Keys
& Key West
..... come as you are®



tinsley.com

Jessica Taylor-Smith
Senior Account Executive

direct t 786.437.6166
direct f 305.858.3877
jessica@tinsley.com

2000 S. Dixie Highway, Suite 201
Miami, FL 33133
t 305.856.6060 | f 305.858.3877



tinsley.com

Ashley Miller
Account Executive

direct t 786.437.6159
direct f 305.858.3877
ashley@tinsley.com

2000 S. Dixie Highway, Suite 201
Miami, FL 33133
t 305.856.6060 | f 305.858.3877