

ATTENTION

**Contract expiration dates have changed.
Expiration dates are approximately 60 days from the
date of your event.**

**Please check your Fiscal Year 2014 contract
for exact expiration date and deadline for
submissions of event reimbursements
and/or direct payments to vendors.**

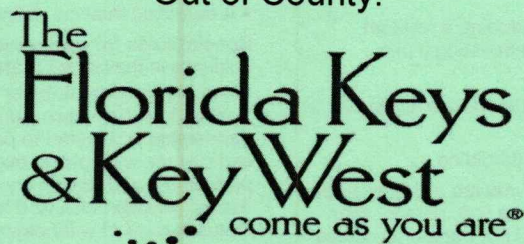
**The correct logos must be used on all promotional
materials.**

**Complete guidelines accompany your contract.
Below are the correct logos to use for your
Cultural or Fishing Umbrella Event.**

In County:



Out of County:



The Florida Keys & Key West

.... come as you are[®]

1201 White Street, Suite 102, Key West, Florida 33040 U.S.A.
(305) 296-1552 (305) 296-0788 (fax)
<http://www.fl-keys.com> - financeasst@fla-keys.com

TO: Cultural Umbrella Event Coordinators

FROM: Monroe County Tourist Development Council

DATE: October 1, 2013

SUBJECT: Monroe County Tourist Development Council
Acceptable Event Marketing Expenses
Reimbursement/Direct Payment Procedures

Attached is an original copy of the FY2014 Cultural Umbrella Event contract entered into with the Monroe County Board of County Commission and the Monroe County Tourist Development Council including the line item budget and itinerary of activities for your event. Please read this contract carefully as it provides the information regarding contracted amount, deadlines, TDC policy regarding Acceptable Event Marketing Expenses, and logo usage. Costs relating to in-house creation, production, and/or administrative services by an event contractor, not authorized by the TDC, will not be reimbursed. This does not apply to the creative and/or production by an outside vendor.

Please contact the TDC Administrative Office immediately if, throughout the term of this contract, you make any changes to the contract, its scope of services, or its attached exhibits. Failure to do so may result in a delay of reimbursement or direct payment. If you have any questions regarding this section, please contact the Administrative Office at (305) 296-1552 prior to submitting your reimbursement request.

include supplier's completed W-9 form, and be topped with a **completed and notarized Request for Reimbursement/Direct Payment coversheet** completed in ink.

REIMBURSEMENTS: To be eligible for reimbursement, the request(s) for reimbursement and the supporting documents (cancelled checks, invoices, credit card statements plus proof of payment, bank statements, etc.) must show that the **items** were **paid for directly by the same entity named on the contract with the County**. Reimbursement requests shall be accompanied by an original or a photocopy of the invoice. A **notarized** Request for Reimbursement/Direct Payment coversheet (completed in ink) showing the charges involved, including check number, date and amount paid (or photocopies of the cancelled check) must be submitted. In the case of a purchase by credit card, a copy of the credit card statement plus proof of payment shall be submitted. If a *personal* credit card or check issued by other (third party) than the event contractor is used, further proof of payment by event contractor to the third party is required. Cancelled checks, when required, shall include a copy of the bank statement showing that the check has cleared and a copy of the actual check from statement back-up. All other personal information may be blacked out for privacy.

MEDIA PLACEMENT & PRODUCTION COSTS: Newspapers, 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 correct TDC logo, as outlined in the contract, must be placed on all print, TV, website, 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.

NEWSPAPER OR MAGAZINE ADS: *Submit complete newspaper/magazine page where the ad was published and date as proof of placement, together with the invoice from publication. An original invoice is required for a direct payment to vendors; if the event contractor has paid the invoice and is seeking reimbursement, a photocopy of the invoice and back up material is acceptable.*

TELEVISION, RADIO ADS: **Television/cable** advertising must include an invoice and station/company form showing dates and times of airing and a notarized affidavit from station/company substantiating the air dates and times. Also, a DVD or other visual of the advertisements must be included. An invoice and ad script shall be attached to **radio station** form showing dates and times of airing, and notarized affidavit from radio station substantiating the air date and times. An original invoice is required for a direct payment to vendors; if the event contractor has paid the invoice and is seeking reimbursement, a photocopy of the invoice is acceptable.

DIGITAL ADVERTISING, URL, LINKS ON WEBSITES, PRE-ROLL VIDEO, BANNERS, MOBILE BANNERS AND E-MAIL BLASTS: *A photocopy or screen shot of the banner from the website/mobile site showing the TDC logo and an original invoice for a direct payment to vendor; if the banner invoice has been paid by the event contractor and is seeking reimbursement, a photocopy of the invoice is acceptable. A quicktime (.mov) file, dropbox link or DVD of the pre-roll video showing the TDC logo with an original*

PROGRAMS: TDC will pay up to fifty percent (50%) for the cost of production or printing of an event program showing scheduled activities, information on the event, and the correct TDC logo, as outlined in the contract budget.

PROGRAMS: An original of the program shall be attached to the invoice as backup. An original copy of the invoice is required for direct payment to vendors; if the event contractor has paid the invoice and is seeking reimbursement, a copy of the invoice is acceptable.

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 agency of record and/or a professional public relations agency shall be acceptable.

PHOTO PROGRAM PROCESSING: (as approved by Stuart Newman Associates) In the case of the agency of record approving a photo program for promotion of your event, the receipt or invoice shall be attached to a contact sheet. An original invoice is required for a direct payment to vendors; if the event contractor has paid the invoice and is seeking reimbursement, a photocopy of the invoice is acceptable.

IN-HOUSE PRODUCTION: In-house production of any permissible expenditures will not be considered for reimbursement.

TDC LOGO: All TDC logo information is included with TDC Cultural Umbrella contract (refer to contract Exhibit B).

Color ads must be four (4) color processing printing.

Black and white ads shall include the Florida Keys & Key West logo in high resolution. Use on all printed material as listed under the Acceptable Event Marketing Expenses list.

TV: TDC logo must appear at the conclusion of the commercial.

Hats, T-shirts: These items must carry the Florida Keys and Key West logo.

EVENT PROMOTIONS: TDC funding is intended for promotion of events as opposed to the ongoing programs of an organization or promotion of the facility. TDC will only consider reimbursement of advertising and promotional materials that highlight the **event** versus the regular programming of a facility/organization.

At the back of this packet are copies of your Cultural Umbrella event's Request for Reimbursement/Direct Payment coversheet. A coversheet shall be completed in ink, including FID or Social Security number and **notarization**, and submitted with each request for direct payment or reimbursement. Please submit these requests on or before the deadline date indicated in your contract. Reimbursement requests received after the deadline date will not be accepted.

**ATTENTION EVENT
CONTRACTOR/PROJECT
COORDINATOR**

IF YOU HAVE NOT DONE SO PREVIOUSLY:

**PLEASE FILL OUT COMPLETELY AND SIGN THE FOLLOWING
REQUEST FOR TAXPAYER IDENTIFICATION NUMBER AND
CERTIFICATION
(W-9) FORM**

**PLEASE HAVE ANY SUPPLIERS (VENDORS) WHICH WILL BE PAID
DIRECTLY BY THE TDC COMPLETE THIS FORM**

**PLEASE INCLUDE THE COMPLETED FORM(S)
WITH YOUR SUBMISSION FOR DIRECT PAYMENT/REIMBURSEMENT**

**PLEASE RECORD FEDERAL
IDENTIFICATION NUMBER (FID) OR SOCIAL
SECURITY NUMBER ON ALL
REIMBURSEMENT COVER SHEETS WHEN
REQUESTING PAYMENT OR
REIMBURSEMENT**