

City Of Foley
Proposed May 1, 2014-September 30, 2014 Budget
Submitted by Executive Director of Sports- Don Staley

1. Trade Shows- \$7,500
 - a. Travel to 3 shows
 - * Sports Relationship Conference, Connect Sports Marketplace, USOC/NASC
 - b. Incentives- Client dinners, entertainment, gift baskets, etc

2. Sponsorship at Trade Shows- \$14,000
 - a. Connect Sports- \$10,000
 - b. The Sports relationship Conference- \$4,000

3. Education & Training-\$750
 - * National Association of Sports Commissions (NASC) - Professional development meetings

4. Advertising-Production-\$1,000
 - * Sports facility guides, specialty ads, videotape for banquet, etc.

5. Advertising-Media Placement-\$ 15,000
 - * 3 trade magazines- Sports Events Magazine, Sports Destination, Sports Travel magazine

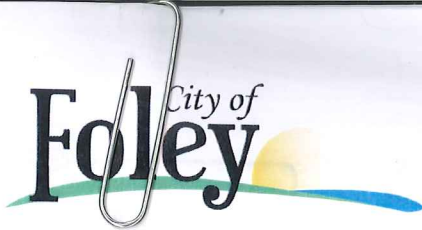
6. Promotional Merchandise- \$1,500
 - *Foley give away/marketing items, i.e. t-shirts, cups, convention give away, novelty items

8. Travel & Site Visits= \$12,000
 - a. Prospective clients
 - b. Site Visits-
 - c. Sales calls, travel to other events, networking trips, etc.

Total= \$51,750

12,885 - NASC Symposium Expense (1/2)

64,635



Sports Tourism Complex & Events Center

NASC Symposium Expenses

NASC Sponsorship Of Keynote Luncheon:

\$ 14,000.00

Promotional Giveaway Items:

Goldner:

Podfolios

\$ 1,702.97

Coolies

\$ 383.75

Spectrum Coolers

\$ 2,340.80

Audio Visual & Booth Rental:

Event 1:

Flat Panel Displays

\$ 650.00

Chairs & Tables

\$ 466.01

Website & TriFold:

TMC Advertising: Design & Website Launch

\$ 3,050.00

Foley Sports Tourism Video:

High Seas Design: Production

\$ 3,175.00

\$ 25,768.53

1/2 \$ 12,884.26

Round to \$12,885

Mike,
Can you give me
a call on this one
Thanks
D
205.394-0700