

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

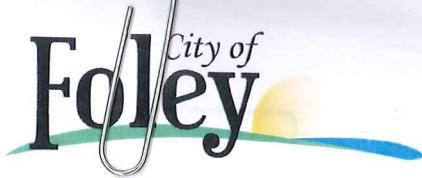
a. Prospective clients

b. Site Visits-

c. Sales calls, travel to other events, networking trips, etc.

Total= \$51,750

12,885 - NASC Symposium Expense (1/2)
12,885
64,635



Sports Tourism Complex & Events Center

NASC Symposium Expenses

NASC Sponsorship Of Keynote Luncheon:

\$ 14,000.00

Mike,
Can you give me
or call on this one
Thanks
Q-
205.394-0700

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
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Foley Sports Tourism Video:

High Seas Design:	Production	\$ 3,175.00
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\$ 25,768.53

1/2 \$ 12,884.26

Round to \$ 12,885