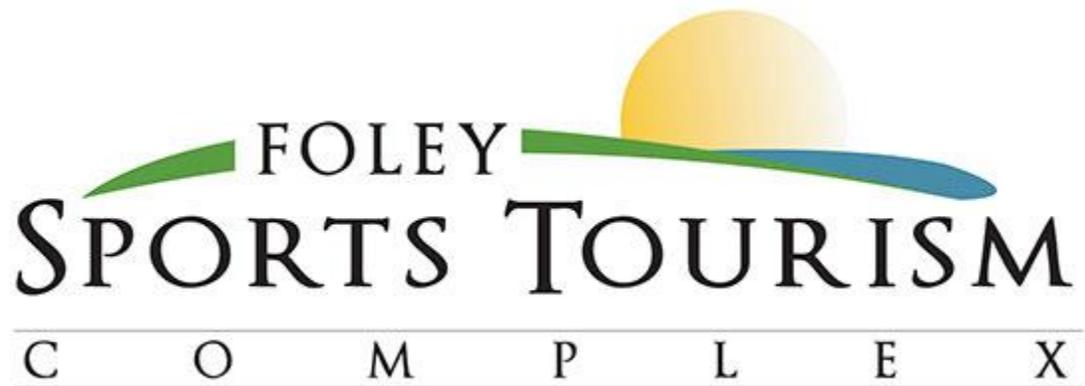


Strategic Marketing & Public Relation Management Services

for



Challenge

Foley Sports Tourism continues to boost their recognition as a premier location to host sports related events in the Southeastern US. Their sports marketing efforts are focused on highlighting unique area attributes to attract prospects. These attributes include a favorable year around climate, state-of-the-art sports facilities, easy to access locations, and a variety of one-of-a-kind amenities. Foley Sports Tourism is seeking marketing methods to promote their first-class program to a large, varied groups of consumers located throughout the US.

Method

Foley Sports Tourism will continue to receive comprehensive marketing and public relations services by engaging consumers in relevant public relations and marketing tactics to ensure their message reaches target demographics. By utilizing "outside of the box" public relations and marketing strategies, this campaign will yield an increased consumer awareness and brand growth for Foley Sports Tourism.

Public Relations & Marketing

Includes public relations and general marketing consulting services including:

- **Strategy/Coordination**: Contract will include 14 hours per month dedicated to "in-person" coordination meetings with FSTC or external vendors as requested.
- **Public Relations**: Includes 4 hours per month to create and manage all aspects of an ongoing public relations campaign in coordination with FSTC.
 - Includes coordination of internal and external messaging such as press releases, exclusive media interviews, press conferences, specialized messaging to industry leaders, government officials, and citizens.
 - Act as liaison for media or public meeting opportunities, as requested.
 - Develop and administer an ongoing crisis management plan.
- **Traditional Marketing Services**: Develop marketing plan and manage all aspects of executing the ongoing plan during construction.
 - Develop a marketing budget for FSTC in conjunction with its Executive Director, as needed.
 - Develop marketing efforts for facility while under construction.
 - Execute on and coordinate startup marketing plan efforts.
- **Visual Branding**: Secure bids, align to marketing budget and coordinate vendors in ordering all internal and external signage, flags, trade show booths, printed marketing materials, staff/promo clothing, etc., on an as needed basis.

Digital Marketing

Includes social media management (30 hours/mo), website content management (4 hours/mo), and email marketing (2 hours/mo). Proposal will also comprise of:

- Weekly conference calls with periodic face to face meeting over life of contract
- Live remote and offsite updates to website and social media throughout sporting events

Social Media Management overview

- a. 24/7, 365 monitoring and management of all social media sites
- b. Creation of annual social media marketing plan
- c. Continual evaluation of new social media communication trends with relevant new channels added as fits into the annual marketing plan.
- d. *Note: Foley Sports Tourism employees are encouraged to co-post "live" shots/experiences or submit to Pink Fish Marketing for immediate posting.*



Facebook – for Foley Sports Tourism

- I. Objectives
 - a. Tell your story visually. What it's like to be in local sporting events? Play in your city?
 - b. Share mix of local news & sporting events, links, engaging content, promo campaigns, etc.
 - c. Drive traffic to website
- II. Approach
 - a. Research relevant media & create posts including Logo branded "image quotes"
 - b. Respond to general messages, comments, reviews & feedback within 24 hours (Note: During event time dedicated Social Manager will respond to posts within 1.5 hrs.)
 - c. Create "events tabs" as needed for FSTC events
 - d. Develop contests as needed
 - e. Interact & network with relevant social profiles
 - f. Provide monthly performance report
- III. Key Metrics
 - a. Likes, Reach, and Engagement

Twitter – for Foley Sports Tourism

- I. Objectives
 - a. Attract 20 to 30 year old user demographic provides quick, fast paced data
 - b. Share a mix of local news & sporting events, relevant links, engaging content, featured business partners, personal achievement stories, promo campaigns for new events, etc.
 - c. Drive traffic to website
- II. Approach
 - a. Create and utilize relevant #hashtags
 - b. Develop contests as needed
 - c. Interact & network with relevant social profiles
 - d. Create "Lists" within Twitter (Ex: Media, Coaches, Teams, Sponsors, etc.) to send up to minute info at a moment's notice to a specific group
 - e. Monitor brand mentions and social conversation
 - f. Provide monthly performance report
- III. Key Metrics
 - a. Followers, Following, and Engagement

Instagram – for Foley Sports Tourism

- I. Objectives
 - a. Attract teen to twenty-something user demographic
 - b. Post attractive area photos and funny highlights that engage users
 - c. Drive traffic to website
 - d. Use creative campaigns to show off Foley Sports Tourism's personality & hospitality
- II. Approach
 - a. Tell the Foley Sports Tourism story through photos
 - b. Customize your photos by capturing creative, fun, artsy shots
 - c. Develop contests as needed
 - d. Research and use relevant #hashtags
- III. Key Metrics
 - a. Likes, Comments, and Engagement

YouTube – for Foley Sports Tourism

- I. Objectives
 - a. Attract wide demographic of users through visual engagement
 - b. Drive traffic to website
 - c. Ideal for sharing visual content so users can connect easily with brand
- II. Approach
 - a. Added upon completion of Foley Sports Tourism Complex and creation of new facility videos

Google+ - for Foley Sports Tourism

- I. Objectives
 - a. Attract this tech savvy, business oriented demographic
 - b. Dedicated Social Manager to oversee conversation 24/7
 - c. Increase visibility through search engine optimization (SEO)
- II. Approach
 - a. Added upon completion of Foley Sports Tourism Complex

Website Content Management

- a. Periodic review and maintenance of website content (4 hours/mo)
- b. Monitor site performance in search rankings, recommend and implement improvements to boost site presence
- c. Input schedule of events, tournament postings, and live data as it happens
- d. Ensure site is properly listed on 3rd party vendor locations; business partners, community groups, organizations and search engines
- e. Provide monthly site performance report to management

Email Marketing Campaign – Partners, Prospects & Guests

- a. Secure 3rd party system to retain client and prospect emails for future marketing (2 hours/mo)
- b. Create a Foley Sports Tourism Event Prospects & Business Partners e-Newsletter, as needed
 - i. Focus on upcoming events, accomplishments, area fun facts, featured business partners, news and information
 - ii. E-Newsletter Goal: stay in front of business partners and prospects, establish importance of sports tourism to community, showcase organization capabilities to prospects
- c. Create a monthly Foley Sports Tourism Guests e-Newsletter (upon completion of FSTC)
 - i. Focus on what to do when you arrive, area events, accomplishments and area fun facts
 - ii. E-Newsletter Goal: stay in front of consumers to push area services, reaffirm guests experiences to past visitors to build anticipation and attract return stays
- d. Promotional e-Blast, on an as needed basis
 - i. Focus on special announcements, pushing sales during slow periods, etc.
 - ii. E-Blast Goal: general information and driving sales
- e. Ongoing management of email database
- f. Provide monthly e-Newsletter performance report to management

Commitment & Investment

Pink Fish Marketing will serve as your backstage resource, creating and executing your digital marketing initiatives as an exclusive representative of Foley Sports Tourism. We work closely with you and your selected staff to optimize the results of the digital marketing strategy. Throughout the process you will receive timely audits of the digital campaigns progress.

Timing

Pink Fish Marketing recommends at minimum a twelve month commitment period for full development, launch and ongoing support of the entire digital marketing initiative.

This proposal will be enacted on the first day of the month following your acceptance.

Fees, Terms & Conditions

- Contract length: 12 mo. (October 1, 2015 – September 30, 2016)
- **Public Relations, Traditional Marketing & Digital Marketing Contract**
 - 12 Month Investment: \$30,000 per year, paid in installments of \$7,500 per quarter
 - Q1 due 11/05/15, Q2 due 01/01/16, Q3 due 04/01/16, Q4 due 07/01/16

Contract terms and billing: The monthly contractual fee is *exclusive* of production costs but is *inclusive* of all other expenses, so long as all work required is within the scope of the above listed objectives. Contract fees will be billed on the 1st of the month and are due by the 15th.

Expenses outside of the contractual fee will be billed as accrued and are due upon receipt of our invoice. Reasonable travel expenses for mileage will be billed for travel to locations outside of a 30 mile radius of the Pink Fish Marketing office (Gulf Shores, AL). Should overnight accommodations be required, additional reasonable travel expenses include full coach airfare, taxi, car rental, hotel, meals and tips.

Pink Fish Marketing does not bill for fax, courier, administrative work, telephone, duplication or related office expenses.

Conditions: The quality of our work is guaranteed. In the event that you feel that we are not meeting the standards described herein or based on our mutual conversations and agreements, this agreement may be cancelled given a 60-day written notice.

Extension, modification or cancellation of annual contract should be made no later than August 31, 2016 by Foley Sports Tourism to guarantee no interruption of ongoing marketing efforts.

Acceptance

Your signature below indicates acceptance of this proposal and the terms and conditions herein.

For Pink Fish Marketing

Signature: _____

Printed Name: Kristin Roberson, President/CEO

Date: 10/25/2015

For Foley Sports Tourism

Signature: _____

Printed Name/Title: _____

Date: _____

