



## PROMOTIONAL SPONSORSHIP AGREEMENT

THIS AGREEMENT is entered into this day of July 1, 2017, by and between Visit Mendocino County, Inc. (“VMC”) and the Redwood Coast Chamber of Commerce (“RCCoC”). This Agreement covers the period Fiscal Year 2017/18 and will expire on June 30, 2018. It will not be automatically renewed and VMC does not guarantee any continuing funding beyond the expiration date.

VMC, based on the research found in the Randall Marketing report, wishes to provide assistance to visitor centers in expanding/augmenting their services so the Mendocino County visitor experience can be maximized.

To that end VMC issued a Request for Proposals. Pursuant to that request, “RCCoC” responded with specific proposals for assistance and funding.

Based on RCCoC response to the Request for Proposals, the MCTC Board of Directors agrees to provide \$6,750 to RCCoC to be used to pay for staffing needed to operate hours the visitor center. RCCoC will invoice VMC \$562.50 monthly and provide regular reporting and updates. Additionally, the VMC Executive Director and MCTC Visitor Services Committee will conduct a mid-year review with RCCoC to evaluate the monetary contribution from Sonoma County. If this exceeds \$6,750 at the time of review, the VMC Executive Director and MCTC Visitor Services Committee will evaluate the current budget and determine if the organization will be able to contribute addition funds, not to exceed \$8,000.

VMC requires, as a condition to the provided assistance, that “RCCoC” agree to the following:

1. **To issue a press release concerning VMC’s contributions to** visitor services on the South Coast of Mendocino County
2. That RCCoC maintain a Visitor Center open to the public in Gualala during peak visitor demand days of the week and seasons (or determined by the RCCoC Board)
3. To display Mendocino County-wide visitor information and materials, provided by VMC
4. RCCoC provide a satellite office space for VMC staff during regular Visitor Center business hours
5. RCCoC to participate (when appropriate) in VMC meetings, educational events and branding as they become available by the organization
6. VMC Executive Director or designee to attend (when appropriate) RCCoC meetings as they become available by the organization
7. Both entities conduct a mid-year review (by the end January 2018) to determine if additional funding is probable
8. RCCoC provide monthly updates and reporting in writing to the VMC Executive Director
9. Both entities share (as appropriate) numbers and demographics of visitors coming to the county and/or Visitor Center to assist in the planning and staffing process
10. VMC agrees to create a Gualala community page on [www.visitmendocino.com](http://www.visitmendocino.com) and connect the RCCoC on that page as a main community link in exchange for advertising on the RCCoC website (information and/or creative will be provided by VMC)
11. RCCoC to submit events to VMC to actively promote Mendocino County South Coast events on the **organization’s** website calendar of events
12. RCCoC will have the opportunity to participate (at no cost) by creating and/or submitting events for the (3) three main coordinated VMC events including the Crab, Wine & Beer Festival (January), Mendocino County Almost Fringe Festival (April) and Mushroom, Wine & Beer Festival (November)
13. RCCoC staff willing to conduct up to (2) two visitor surveys annually

By my signature to this Agreement, RCCoC accepts the terms and conditions stated herein.

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President of RCCoC

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VMC Executive Director