



Partner Cooperative Advertising 2019-2020 Participation Contract

1. Guidelines and Rules

A. Eligibility Guidelines to Participate in Partner Cooperative Advertising

- Participants must be active partners in good standing of Visit Sarasota County (VSC). This is a partnership benefit for accommodations, arts/culture organizations, attractions and restaurants in Sarasota County.
- Manatee County partners may participate under the same rules and rates as Sarasota County partners. There can be no more than one Manatee County partner per advertisement. If the Sarasota County partner must cancel their opportunity, the Manatee County partner's ad would be cancelled as well.
- Sarasota County non-partners may participate in this advertising contract, but will pay a 30% higher cost, and the availability to participate is only extended to non-partners after all existing partners have been given the first opportunity to participate.

B. Payment Policy

Partners will receive invoices for chosen advertisements within a week following commitment. All co-op ads are subject to a 5% processing fee. Payment in full must be received no later than the "Payment and Creative Due Date" indicated on the enrollment form. Nonpayment will result in the removal of the partner's advertising credits and placements for the year and will forfeit the partner's opportunity to participate in future VSC programs. Any pre-bill exceptions must be approved by Visit Sarasota County's administration prior to the date of bill issue for which the exception is being requested.

C. Proofs and Reporting

All creative assets must be sent to Miles Partnership no later than the due date indicated on the contract. A proof will be sent to the partners for review and approval electronically via PDF. If changes are needed, advertiser will provide one revised proof for review and approval. All proofs must be approved by the creative approval date indicated on the contract. Any failure by partner or non-partner to approve advertising proofs prior to the deadline will automatically denote approval. Any print leads will be sent to the partner on a monthly basis Reporting for online cooperative advertising will be sent to each partner.

D. Questions

For any questions regarding invoices or payments, please contact Andrea Hunt, VSC Director of Finance & Administration at AHunt@VisitSarasota.com or at 941-955-0991 ext. 102. For any questions regarding print/radio/broadcast ad approval, please contact Ileana Frascione, Miles Partnership, at 941-342-2344 or email at Ileana.Frascione@MilesPartnership.com. Any questions regarding co-op program can be directed to Enriqueta Balandra, VSC Project Manager at EBalandra@VisitSarasota.com or at 941-955-0991 ext. 111.

2. Partner Responsibilities

As an authorized signatory for _____, I have chosen to participate in the 2019-2020 Cooperative Advertising Marketplace with Visit Sarasota County, and as such, agree to:

Provide all required creative materials by deadline, per contract. _____

Proof advertising copy and content, and provide confirmation that the proof and/or changes are accepted by deadline, per contract _____

Submit payment by deadline, per contract, and understand that failure to make full payment by the payment due date will result in the removal of my organization's cooperative advertising placement for the year, and will also forfeit my organization's opportunity to participate in future VSC programs. _____

3. Participation Agreement

I understand that once participation has been committed to an advertisement, cancellation **will not be allowed** without the permission of the VSC Board of Directors. Exceptions will be considered only in extreme circumstances or business closures (management/ownership turnover does not release partner of financial responsibility).

For the consideration of participation in this program, I understand that by providing my authorized signature below, I am releasing Visit Sarasota County and Miles Partnership from any omissions and/or errors as a result of the preparation and implementation of these advertising programs.

Authorized Representative and Title (print)

Authorized Signature

Date

Organization Name

Phone

Email

Agency of Record

Agency of Record Contact Name

Agency of Record Contact
Email and Phone Number