ADDENDUM

MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE

FINANCE COMMITTEE MEETING
THURSDAY, DECEMBER 10, 2009 – 5 p.m.
NEWINGHAM SUPPER CLUB – 722 MAIN ST., - WAUSAUKEE

6. Discuss/consider approval of the standard TV advertising agreement for the 2009-2010 snowmobile trail report on WFRV 5 News. (Attachment A). Action, if any.
7. Future agenda items
8. Next meeting date and place
9. Adjourn

Note: Agenda items may not be considered and acted upon in the order listed.

Jon Kukuk, Chair (Marinette Chamber)
Renee Kresl, Finance Chair (Peshtigo Chamber)
Peggy Hansen (Cougar County)
Ken Casper (Marinette County Board)
Amy Shaffer

Steve Corbeille
Mary Johns
Karen Widmar
Paul Putnam
County Clerk
Media
Posting
Jamie Darge

IF YOU ARE AN INDIVIDUAL WITH A DISABILITY AND NEED A SPECIAL ACCOMMODATION WHILE ATTENDING THIS MEETING AS REQUIRED BY THE AMERICAN WITH DISABILITIES ACT, PLEASE NOTIFY COUNTY CLERK KATHY BRANDT, MARINETTE COUNTY COURTHOUSE (715-732-7406) AT LEAST 24 HOURS PRIOR TO THE MEETING IN ORDER TO MAKE SUITABLE ARRANGEMENTS. THANK YOU. (TDD# 715-732-7760)

Attachment A

Eye on the Trails 2009-2010 SNOWMOBILE REPORT

Viewers want to know where they can go to enjoy their favorite winter activities in Wisconsin! When looking for the area's best information on the trails, they know to turn to . . . **WFRV-TV Channel 5** and the ***Eye on the Trails*** report during Channel 5 newscasts for a comprehensive look at weekend snowmobiling conditions. No one knows the fun of winter like the viewers of Northeast Wisconsin and no one covers it like Channel 5!

Beginning Dec. 23, 2009, through Mar. 11, 2010, join Channel 5 Thursdays and keep your ***Eye on the Trails*** with this outstanding sponsorship opportunity perfect for the Crivitz Marinette County Snow Mobile group.

Eye on the Trails Sponsorship

This sponsorship includes one :05 second sponsor billboard adjacent to each edition of Eye on the Slopes; Thursdays throughout the season. *In addition,* your preferred logo will appear on-screen during each edition of the Eye on the Trails Snowmobile Report following the Ski Report.

Eye on the Trails Reports will air in the following Thursday WFRV Newscasts:

- **Thursday Channel 5 First News** — **5:30-6am**
- **Thursday Channel 5 First News** — **6-6:30am**
- **Thursday Channel 5 News at Noon** — **12-12:30pm**
- **Thursday Channel 5 News at Five** — **5-5:30pm**
- **Thursday Channel 5 News at Ten** — **10-1035pm**

Total # :05 sponsorship announcements Thur/ week: 5x :05sec BB's (and 5x logo on-screens)
Total # :05 sponsorship announcements, 12 weeks: 60x BB's (and 60x logo on-screens)
Total # :05 rotating Snow Mobile Report Promos: 12 weeks: 60x (5x/Wk)

Weekly Investment: $165.00

Total 12 Week Investment: $1980

Authorized By:_____ Date:_____

Company Name:_____ AE:_____

*Dates are subject to change based on weather conditions. Eye on the Trails report will also list other trails in the broadcast area if information is provided to WFRV-TV Channel 5. Trails report information must be provided to WFRV News by Wednesday afternoon for preparation for Thursday's reports.

Co-op Agreement with Marinette County Snowmobile Alliance - $1980

MCTAC = $940.00
Snowmobile Alliance = $940.00