

CONVENTION AND VISITOR'S BUREAU TOURISM
DEVELOPMENT SPONSORSHIP AGREEMENT

THIS AGREEMENT between the City of Columbia, Missouri, a municipal corporation (hereinafter "City") and Trio Presents LLC, a Limited Liability Corporation organized in the State of Missouri (hereinafter "Grant Recipient") is entered into on the date of the last signatory noted below (the "Effective Date"). City and Grant Recipient are each individually referred to herein as a "Party" and collectively as the "Parties."

WHEREAS, Grant Recipient has submitted its application for event funding to the Columbia Convention and Visitors Bureau ("CVB"); and

WHEREAS, the event proposed by Grant Recipient (the "Event") together with the Tourism Fund funding request is more fully set forth in Exhibit A attached hereto and incorporated herein by reference; and

WHEREAS, the use of tourism funds proposed by Grant Recipient will further the planning and promotion of a tourist event which will have a substantial potential to generate overnight visitations.

NOW, THEREFORE, the Parties hereto, for good and sufficient consideration, the receipt of which is hereby acknowledged, intending to be legally bound, do hereby agree as follows:

1. City agrees to provide tourism funding to Grant Recipient in the amount of Twenty Thousand Dollars (\$ 20,000.00) in exchange for Grant Recipient conducting the Event and providing the services set forth in Exhibit A. Grant Recipient agrees that it is responsible for all funds made available to Grant Recipient by this Agreement and further agrees that it will reimburse to City any funds expended in violation of city, state, or federal law or in violation of this Agreement. Should the Event be cancelled, Grant Recipient shall, within thirty (30) days, refund to the City all money paid by the City.
2. Grant Recipient agrees that it will make no material changes in the approved Event unless such changes are approved in writing by City prior to the Event.
3. Grant Recipient agrees that it is subject to audit and review on request by City. If Grant Recipient has a financial audit prepared, that report shall be furnished to the CVB.
4. Grant Recipient agrees that all funds received from City will be expended as approved by City Council and none of the funds shall be diverted to any other use or purpose, except as recommended by the CVB's Advisory Board and as approved by the City Council. Full records of all expenditures and disbursements and any income from the provision of the Event described in Grant Recipient's proposal shall be kept and open to City inspection during regular business hours.

5. Grant Recipient agrees to provide the Convention and Visitors Bureau with copies of all financial documentation no later than ninety (90) days following the last day of the funded event, as outlined in the Post-Event Documentation Procedures established by the CVB. Documentation must include copies of checks issued for payment of services or items, copies of corresponding invoices and copies of any required contracts. If Grant Recipient does not provide financial documentation, Grant Recipient may not be eligible for future funding. This paragraph does not limit other remedies available to the City in the event Grant Recipient breaches this Agreement.

6. Grant Recipient agrees that the CVB and City will be recognized as outlined in Grant Recipient's proposal.

7. Termination Provisions.

- a. By Mutual Agreement. This Agreement may be terminated at any time during its Term upon mutual agreement by both Parties.
- b. By Convenience. With ten (10) days written notice, either Party may terminate this Agreement for convenience. If terminated by Grant Recipient, Grant Recipient shall return all grant proceeds.
- c. By Default. Upon the occurrence of an event of Default, the non-Defaulting Party shall be entitled to immediately terminate this Agreement.

8. **HOLD HARMLESS AGREEMENT.** To the fullest extent not prohibited by law, Grant Recipient shall indemnify and hold harmless the City of Columbia, its directors, officers, agents, and employees from and against all claims, damages, losses, and expenses (including but not limited to attorney's fees) for bodily injury and/or property damage arising by reason of any act or failure to act, negligent or otherwise, of Grant Recipient, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Grant Recipient or a subcontractor for part of the services), of anyone directly or indirectly employed by Grant Recipient or by any subcontractor, or of anyone for whose acts the Grant Recipient or its subcontractor may be liable, in connection with providing these services. This provision does not, however, require Grant Recipient to indemnify, hold harmless, or defend the City of Columbia from its own negligence. This clause shall survive termination of this Agreement.

9. Miscellaneous Clauses.

- a. No Assignment. This Agreement shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party.
- b. Amendment. No amendment, addition to, or modification of any provision hereof shall be binding upon the Parties, and neither Party shall be deemed to have waived any provision or any remedy available to it unless such amendment, addition, modification or waiver is in writing and signed by a duly authorized officer or representative of the applicable Party or Parties.

- c. **Governing Law and Venue.** This contract shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable. The venue for all litigation arising out of, or relating to this contract document, shall be in Boone County, Missouri, or the United States Western District of Missouri. The Parties hereto irrevocably agree to submit to the exclusive jurisdiction of such courts in the State of Missouri. The Parties agree to waive any defense of forum non conveniens.
- d. **General Laws.** Grant Recipient shall comply with all federal, state, and local laws, rules, regulations, and ordinances.
- e. **Employment of Unauthorized Aliens Prohibited.** If this Agreement is an award of a contract or grant in excess of five thousand dollars, Grant Recipient agrees to comply with Missouri State Statute Section 285.530 in that Grant Recipient shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the State of Missouri. As a condition for the award of this contract or grant, Grant Recipient shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Grant Recipient shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Grant Recipient shall require each subcontractor to affirmatively state in its contract with Grant Recipient that the subcontractor shall not knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the State of Missouri. Grant Recipient shall also require each subcontractor to provide Grant Recipient with a sworn affidavit under the penalty of perjury attesting to the fact that the subcontractor's employees are lawfully present in the United States.
- f. **No Waiver of Immunities.** In no event shall the language of this Agreement constitute or be construed as a waiver or limitation for either party's rights or defenses with regard to each party's applicable sovereign, governmental, or official immunities and protections as provided by federal and state constitutions or laws.
- g. **Nondiscrimination.** During the performance of this Agreement, Grant Recipient shall not discriminate against any employee, applicant for employment or recipient of services because of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin, or any other protected category. Consultant shall comply with all provisions of laws, rules and regulations governing the regulation of Equal Employment Opportunity including Title VI of the Civil Rights Act of 1964 and Chapter 12 of the City of Columbia's Code of Ordinances.
- h. **Notices.** Any notice, demand, request, or communication required or authorized by the Agreement shall be delivered either by hand, facsimile, overnight courier or mailed by certified mail, return receipt requested, with postage prepaid, to:

If to City:
City of Columbia
Convention and Visitors Bureau
P.O. Box 6015
Columbia, MO 65205-6015
Attn: Director

If to Grant Recipient:

Trio Presents LLC
Attn: Shay Jasper
201 W. Broadway
Bldg. 3, Ste. C
Columbia, MO 65203

The designation and titles of the person to be notified or the address of such person may be changed at any time by written notice. Any such notice, demand, request, or communication shall be deemed delivered on receipt if delivered by hand or facsimile and on deposit by the sending party if delivered by courier or U.S. mail.

- i. Counterparts and Electronic Signatures. This Agreement may be signed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document. Faxed signatures, or scanned and electronically transmitted signatures, on this Agreement or any notice delivered pursuant to this Agreement, shall be deemed to have the same legal effect as original signatures on this Agreement.
10. Contract Documents. This Agreement includes the following exhibits, which are incorporated herein by reference:

Exhibit	Description
A	Grant Recipient's Event Proposal

In the event of a conflict between the terms of an exhibit and the terms of this Agreement, the terms of this Agreement controls.

11. Entire Agreement. This Agreement represents the entire and integrated Agreement between Grant Recipient and City. All previous or contemporaneous agreements, representations, promises and conditions relating to Grant Recipient's Event and services described herein are superseded.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties have hereunto executed this Agreement on the day and the year of the last signatory noted below.

CITY OF COLUMBIA, MISSOURI

By: _____
De'Carlon Seewood, City Manager

Date: _____

ATTEST:

By: _____
Sheela Amin, City Clerk

APPROVED AS TO FORM:

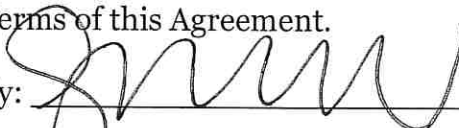
By: _____
Nancy Thompson, City Counselor

CERTIFICATION: I hereby certify that this contract is within the purpose of the appropriation to which it is to be charged, account number 22904820-504990, and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefor.

Matthew Lue, Director of Finance

GRANT RECIPIENT

By signing below I certify that I have the authority to bind the Grant Recipient to the Terms of this Agreement.

By: _____


Printed Name: Shay Jasper

Title: Co-owner

IRS-EIN: 26-1885725

Date: 8/01/2023

ATTEST:

FY2023 Tourism Development Application
Signature Series Events

EVENT NAME: Treeline Music Fest

EVENT ORGANIZER: Trio Presents, LLC

EVENT DATES: September 28, 29 and October 1, 2023

Please provide detailed answers to the following questions:

1. Describe in detail how Tourism Development funds be used.

100% of Tourism Development funds granted to Trio Presents will be used for the purpose of promoting Treeline Music Fest to markets within a 6 hour drive from Columbia, MO, including but not limited to Nashville, Chicago, Memphis, St. Louis, Kansas City, Des Moines, and Tulsa. Markets are determined by successful zip code data obtained by the event's ticketing platform Front Gate Tickets in the last three years.

Funds will be split between social media, digital search and display targeting outlined in the attached marketing plan.

2. How many overnight stays did your event generate last year and how did you track and determine this?

Estimated overnight stays are based on zip code data from 2022 pass holder reporting. This data indicates that 14.94% (1,998 fans) were from out of state, with top states including Illinois, Kansas, California, Iowa, Tennessee, North Carolina, Virginia, New York and Texas. According to this data, 23.87% of fans traveled from St. Louis, Kansas City and Springfield, Missouri. With this information, we can conclude that 29.88% of pass holders reside in high-potential for overnight stays.

Trio Presents utilized **286 room nights** in 2022 for event staff and contractors.

3. What was the attendance of your event last year and what method did you use to determine this?

- 6,196 purchased fans
- 1,714 Sponsor Attendees
- 550 fulfilled passes donated to 501(c)(3) charitable organizations
- 500 fulfilled passes donated to low-income families in Columbia
- 466 support staff, including visiting artists and crews (286 overnight hotel stays for staff, This does not reflect overnight stays for the all 20+ bands or their crews)
- 463 volunteers
 - Total - 9,889 attendees

This information is determined by scan data upon entry and ticketing platform reporting.

4. How many years has your event been held?

2023 is the event's 16th year of operation.

5. What is the economic impact of your event?

According to the latest Economic Impact Study completed by the CVB (2019), this event held a daily impact of nearly \$1 million on our local economy over three days.

6. Marketing Plan: SEE ATTACHED
7. Sponsorship Plan: Describe your plan to attract event sponsors and attach information on Sponsorship levels. SEE ATTACHED SPONSORSHIP DECK.
8. Event Budget: SEE BELOW INCOME & EXPENSES

TOTAL BUDGET FY2023
 TOURISM DEVELOPMENT FUND - *Signature Series Event*

EVENT BUDGET - I N C O M E

Event Name: **Treeline Music Fest**

Organization Name: **Trio Presents, LLC**

	1	2	3
INCOME:	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations (document in-kind*)	\$620,000	\$65,000	\$685,000
2. Government Support** (city, county, schools, etc.)	20,000		20,000
A. CVB Tourism Development			
B.			
C.			
3. Program Fees: Admissions/Tickets	1,225,000		1,225,000
Sales of items - concessions	432,000		432,000
Other			
4. Other Misc. (be specific)			
5. % vendor sales	17,000		17,000
6.			
TOTAL REVENUE	\$1,694,620	\$65,000	\$1,759,620

*In-kind good or service anticipated	Source of donation	Estimated value
Local radio and print ads TTradePub	Cumulus, Missourian, LO Profile	\$26,000
EMS Personell	MU Health Care	\$5,000
Volunteer shirts	Diggitt	\$2,500
Equipment and Supplies	Ford Restaurant Supply	25,000
Hotel Rooms	Broadway Hotel	\$10,305

EVENT BUDGET - EXPENSES

Event Name: **Treeline Music Fest**

Organization Name: **Trio Presents, LLC**

EXPENSES: (itemize items in excess of \$100.00)	CASH Tourism Development Funds	CASH Other	*IN-KIND should net to zero	TOTAL
1. Personnel				
Artistic		938,765.00		
Technical		65,000		
Administrative		75,000	5,000	
Other				
2. Equipment Rental				
Lights and power		20,000		
Fencing, tents, restrooms		60,000		
Stages and a/v equipment		145,000		
3. Supplies & Materials				
Wristbands and RFID Equipment		42,000		
Refuse, Recycling supplies		9,000		
Printing, signage, etc		6,500		
4. Travel				
Staff Travel		6,500		
Artists' and staff accommodations		12,000	10,305	
5. Promotion and Publicity				
Advertising/Marketing				
Local (in Boone County)		20,000	22,000	
Outside Boone County	20,000 or more	135,000	4,000	

Printing		9,200		
Postage (wristband shipping)		92,000		
6. Other (be specific)				
Work comp, liability, cancellation and health insurance policy premiums		102,000		
Artist, staff and guest hospitality		45,000	27,500	
TOTAL EXPENDITURES	20,000 or more	1,672,465	68,805	1,718,465
TOTAL REVENUES (from page 5___)		1,694,620	68,805	1,759,620

*In-kind should net to zero

SIGNATURE PAGE:

Legal Name of Organization: Trio Presents, LLC

Primary Contact: Shay Jasper and Tracy Lane

(Person responsible for daily operation of this event. All correspondence and contact will be addressed to this person).

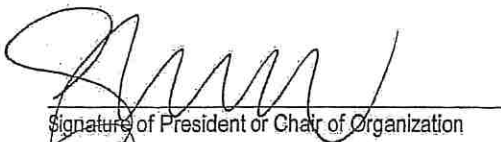
Email: sjasper@triopresents.com / tracy@triopresents.com

Street Address: 201 W Broadway, Building 3 Ste C

Columbia, MO Zip: 65203

Phone: 573-476-4948

I, the undersigned, do hereby agree to submit all financial documentation regarding TDP expenditures. I further agree that all TDP funds will be used for only those approved items as outlined in this application.



Signature of President or Chair of Organization

Date 7/26/2023



Signature of Applicant/Primary Contact

Date 7/26/2023



SEPT. 29 - OCT. 1 2023 * STEPHENS LAKE PARK * COLUMBIA, MD

TREELINE

FORMERLY
ROOTS N BLUES

MUSIC FEST

Sponsors and potential sponsors are provided with the information contained in this document. Marketing data and 2023 Signature Series grant use is also included.

Shay Jasper
Partner, Trio Presents
sjasper@triopresents.com

Tracy Lane
Partner, Trio Presents
tracy@triopresents.com



SEPTEMBER 29TH - OCTOBER 1ST 2023 • COLUMBIA, MISSOURI

TREELINE

FORMERLY
ROOTS N BLUES

MUSIC FEST

MISSOURI'S FAVORITE MUSIC EVENT

TREELINE IS A THREE-DAY MUSIC FESTIVAL WITH TWO STAGES FEATURING OVER 20 NATIONAL TOURING ARTISTS, REPRESENTING A BROAD SWATH OF AMERICAN ROOTS MUSIC. SINCE 2019, THE PRESENTED GENRES HAVE EXPANDED INTO POP, MARIACHI, AND HIP-HOP, IN ADDITION TO COUNTRY, BLUES, BLUEGRASS AND FOLK.

SPANNING THROUGHOUT 50 ACRES OF STEPHENS LAKE PARK IN COLUMBIA, MISSOURI, THE FESTIVAL ALSO INCLUDES MORE THAN 20 FOOD AND RETAIL VENDORS, A FERRIS WHEEL, AND OTHER OUTDOOR FAMILY ACTIVITIES.

IN ITS 15TH YEAR, TREELINE MUSIC FEST CONTINUES TO WORK TOWARDS INTENTIONAL PARTNERSHIPS WITH BRANDS THAT SHARE INCLUSIVE VALUES AND SEEK BRAND AFFINITY IN MIDWEST MARKETS.

TREELINE MUSIC FEST

INDUSTRY & COMMUNITY IMPACT

TREELINE MUSIC FEST GENERATES \$2,778,357.42 THROUGHOUT
THE THREE DAY EVENT.

(2019 COLUMBIA CONVENTION & VISITORS BUREAU ECONOMIC IMPACT STUDY)

IN 2022, SIX INTERNATIONALLY TOURING ARTISTS PERFORMED IN THE
COLUMBIA MARKET FOR THE FIRST TIME EVER.

IN 2023, 11 INTERNATIONALLY TOURING ARTISTS WILL PERFORM IN THE
COLUMBIA MARKET FOR THE FIRST TIME EVER.

TREELINE MUSIC FEST IS THE ONLY VENUE THAT CAN HOLD UP TO 15,000
FANS, VOLUNTEERS, WORKING CREW AND VENDORS IN COLUMBIA.

FESTIVAL AGENTS FROM WASSERMAN MUSIC AND WILLIAM MORRIS
ENTERTAINMENT AGENCIES HAVE STATED THAT THIS EVENT HAS THE
POTENTIAL TO BE MORE NOTABLE THAN BONNAROO.

EACH YEAR SINCE 2018, THE FESTIVAL TEAM SELECTS ONE MUSICIAN AS
THE MISSOURI ROOTS SONGBOOK HONOREE. THIS DISTINCTION
RECOGNIZES THE SIGNIFICANT CONTRIBUTIONS TO MUSIC HISTORY AND
CULTURE FROM ARTISTS WITH MISSOURI ROOTS.

HONOREES INCLUDE:

CHUCK BERRY (2018)
JOHN "BLIND" BOONE (2019)
SHERYL CROW (2021)
JEFF TWEEDY (2022)

TINA TURNER WILL BE RECOGNIZED
AS THE 2023 HONOREE.

FESTIVAL OPERATIONS

ON-SITE AMENITIES

TREELINE PROVIDES A NUMBER OF PROGRAMS UNIQUE TO THE LIVE MUSIC SPACE TO ENCOURAGE PARTICIPATION FROM ALL 10,000 MUSIC FANS, REGARDLESS OF AGE OR ABILITY.

ACCESSIBILITY

- GOLF CART SHUTTLES WITH ADA COMPLIANT RAMPS TRAVEL IN A CONSTANT LOOP DURING FESTIVAL HOURS TO ASSIST PATRONS WITH LIMITED MOBILITY.
- ACCESSIBLE VIEWING PLATFORM AT BOTH STAGES FOR WHEELCHAIR USERS.

FAMILY

- A NEW PARENT TENT PROVIDES A QUIET AND TEMPERATURE-CONTROLLED TENT FOR NURSING, PUMPING, OR EVEN A LITTLE PARENT/INFANT NAPPING.
- THE GROUNDS OF TREELINE OFFER WIDE OPEN SPACES ATOP THE HILLS, PROVIDING EXCELLENT SIGHT-LINES TO BOTH STAGES SO THAT MULTIPLE GENERATIONS OF FAMILIES CAN GATHER ON A PICNIC BLANKET, SHADED BY THE PARK'S TREES, TO LISTEN TO LIVE MUSIC TOGETHER.

MUSIC EXPERIENCE & UPGRADES

- PASSHOLDERS WHO PREFER THE TRADITIONAL UP-FRONT, ROCK-OUT EXPERIENCE CAN GATHER NEAR THE STAGES.
- GUESTS CAN OPT FOR OUR FRIENDS/VIP TICKET TYPE FOR FRONT-ROW VIEWING AND ACCESS TO SHADED LOUNGES WITH DINING AREAS, SIGHT-LINES TO BOTH STAGES, TEMPERATURE-CONTROLLED RESTROOMS, EXPRESS BAR LINES, VISUAL ART AND ENGAGING BRAND ACTIVATIONS.

2023 PROGRAMMING

TREELINE MUSIC FEST 2023 TAKES PLACE FRIDAY, SEPTEMBER 29 - SUNDAY, OCTOBER 1. INFORMATION INCLUDING THIS YEAR'S LINEUP CAN BE FOUND AT [TREELINEMUSICFEST.COM](https://www.treelinemusicfest.com)



HOUNDMOUTH PERFORMED
IN 2022 TO A CROWD OF 7,000

HEADLINING ARTISTS FROM 2021-2022 INCLUDE:

WILCO
BRANDI CARLILE
SHERYL CROW
JON BATISTE
TANYA TUCKER
BLEACHERS
CHAKA KHAN
OLD CROW MEDICINE SHOW
MAVIS STAPLES
TANK & THE BANGAS
LENNON STELLA
LARKIN POE

THE 2023 LINEUP CAN BE FOUND AT
[TREELINEMUSICFEST.COM](https://www.treelinemusicfest.com)



9/29 - 10/1 2023 • COLUMBIA, MO • FORMERLY ROOTS N BLUES

TREELINE MUSIC FEST

MUNA * **THE ROBERT CRAY BAND** **FRIDAY**
ETHEL CAIN AMANDA SHIRES THE QUORUS THE LONESOME COMPANIONS

JO DEE MESSINA * **SALT-N-PEPA** **SATURDAY**
CAM DEVON GILFILLIAN CHAPEL HART NICOLE ATKINS HALLE KEARNS
POST SEX NACHOS KATY GUILLEN & THE DRIVE ROCHARA KNIGHT & THE HONEY DOVES

JAPANESE BREAKFAST * **SIERRA FERRELL** **SUNDAY**
NOAH CYRUS WILDERADO SASHA ALEX SLOAN
OLIVIA JEAN THE JANUARY LANTERNS WESTERN STATES

A PRODUCTION OF
TRIO PRESENTS



MISSOURI
MADE 



TREE LINE

LARKIN POE OPENED
FOR JON BATISTE TO
A CROWD OF 10,000



2023 SPONSORS

EQUIPMENTSHARE - STAGE SPONSOR

MU HEALTH CARE - STAGE SPONSOR

MISSOURI CREDIT UNION - BOX OFFICE SPONSOR

SCHEPPERS / BUD LIGHT- BEVERAGE PARTNER

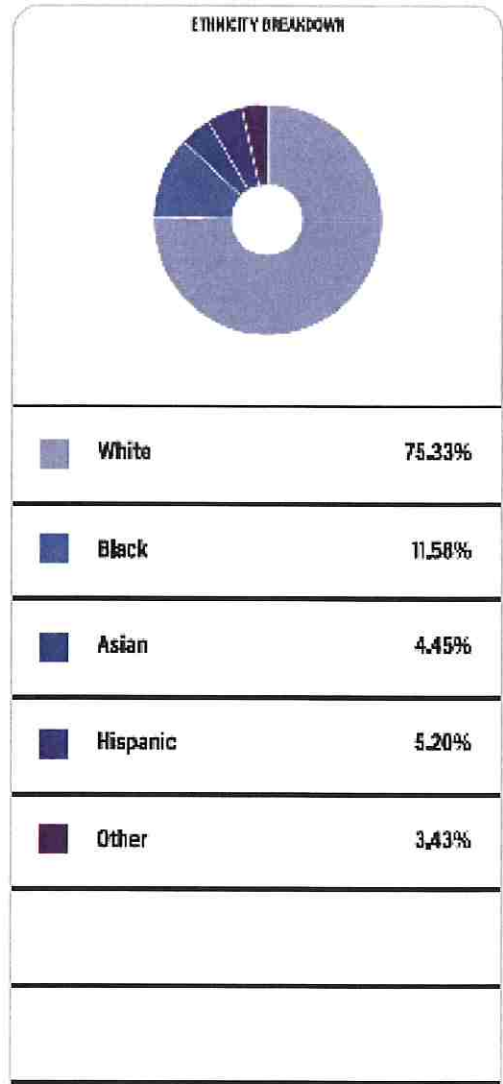
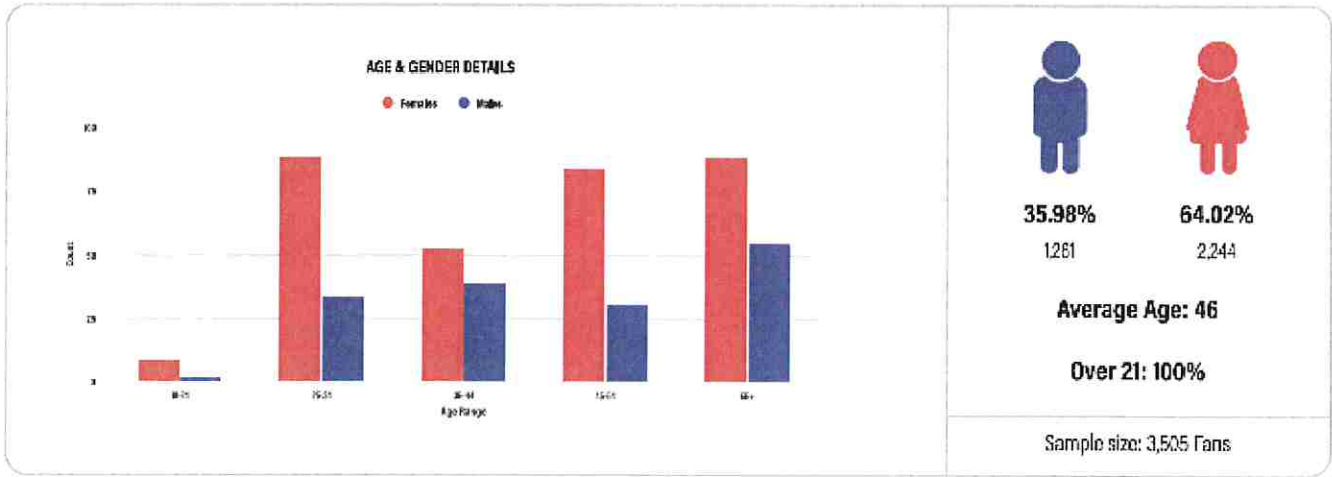
LOGBOAT / BREAKTHRU - BEVERAGE PARTNER

COLUMBIA REGIONAL AIRPORT - TRANSPORTATION SPONSOR

MISSOURI DEPARTMENT OF TRANSPORTATION - MOBILE APP SPONSOR

ADDITIONAL IN-KIND SPONSORS ARE LISTED ON
TREELINEMUSICFEST.COM

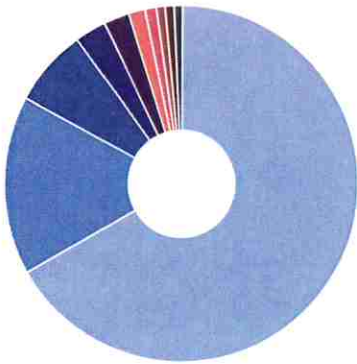
2022 AUDIENCE



JON BATISTE WAS ANNOUNCED AS A 2022 HEADLINER TWO DAYS PRIOR TO WINNING FIVE OF THE RECORD 12 GRAMMY AWARDS HE WAS NOMINATED FOR.

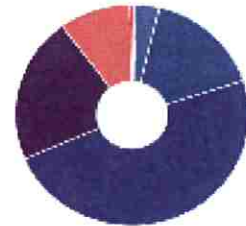


TOP LOCATIONS - DMA



■ Columbia-Jefferson City, MO	60.99%
■ St. Louis, MO	14.89%
■ Kansas City, MO	6.38%
■ Springfield, MO	2.60%
■ Chicago, IL	2.13%
■ Quincy, IL-Hannibal, MO-Keokuk, IA	1.42%
■ Los Angeles, CA	0.95%
■ Champaign & Springfield-Decatur, IL	0.71%
■ Joplin, MO-Pittsburg, KS	0.71%
■ New York, NY	0.71%

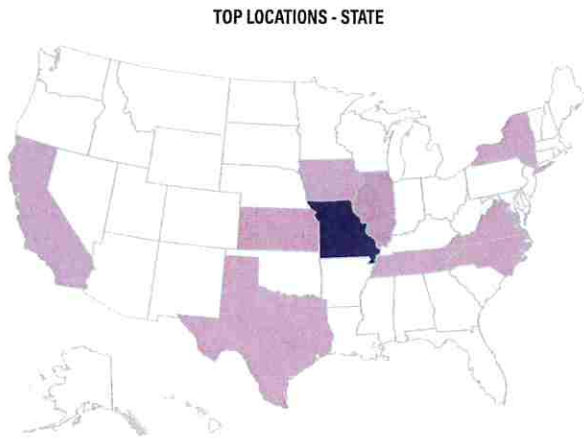
INCOME BREAKDOWN



■ \$150k+	0.25%
■ \$100k to \$150k	3.49%
■ \$75k to \$100k	16.20%
■ \$50k to \$75k	48.40%
■ \$35k to \$50k	21.41%
■ \$25k to \$35k	9.74%
■ Less than \$25k	0.43%

2023 AUDIENCE GOALS

2022 audience data is used to re-target and create affinity in developing markets.



Missouri	80.32%
Illinois	6.79%
Kansas	2.49%
California	1.36%
Iowa	1.13%
Tennessee	0.68%
North Carolina	0.68%
Virginia	0.68%
New York	0.68%
Texas	0.45%

Ticketmaster and Front Gate Tickets Marketing Campaigns target markets that have been successful in pass sales in the previous three years. Ticketmaster’s artist focused database utilized affinity artists that are among similar genres, styles and fan bases of the artists on Treeline’s lineup.

Campaigns utilize social media targeting, Google search and programmatic display ads that target specific search terms, email marketing databases and Cart Abandonment Emails that launch to fans who abandon a purchase after initiating checkout.

Nearly 77% of the 2023 marketing budget targets markets outside of Boone County, emphasizing markets within a 6-8 hour drive from Columbia. Markets include Memphis, Nashville, Chicago, Des Moines, Tulsa, Springfield, St. Louis and Kansas City.

Trio Presents is requesting a Tourism Development grant through the Signature Series in the amount of \$20,000 or greater to cover the expenditures of the 4-week campaign outlined below. This campaign projects a 5.3 ROI.

<u>MEDIA TYPE:</u>	<u>EXPENDITURES:</u>
Display	5000
Search	8000
Social	15000
Cart Abandonment Emails	1500
Engagement Activation	
Spotify	
Added Email	
NET TOTAL	\$29,500