



**Destin-Fort Walton Beach FY24 LOCAL EVENTS
BrandCottage Paid Social & SEM Buying Media Insertion Order**

Campaign: FY24 Local Events - Paid Social and SEM
(includes pre-fiscal year support for events that start 10/1)
Platforms: Facebook, Google (SEM)
IO Date: 9/19/2023

THIS INSERTION ORDER (or "IO") is made and effective as of the date of the last signature (the "Effective Date") by and between BrandCottage ("Media Agency"), Destin-Fort Walton Beach, FL, ("Advertiser"), a FL non-profit, each of which is individually a "Party" and together are the "Parties".
NOW, THEREFORE, in consideration of the mutual agreements contained herein, BrandCottage and Advertiser hereby agree as follows:

ADVERTISER/AGENCY CONTACT INFORMATION

Client/Billing: Okaloosa County Board of County Commissioners
Advertiser (If different from billing entity): Destin-Fort Walton Beach, Florida
Client Contact: Jennifer Adams
Address:
Okaloosa County Tourism Development Department, 1540 Miracle Strip Pkwy SE, Fort Walton Beach, FL 32548
Buyer: Elaine Cheedle / elaine@brandcottage.com

INSERTION ORDER DETAILS:

Media + Buying Fees based on: Seasonal Events (Social only), Experientail Events (Social only), Brand Events (Social + SEM), and Signature Events (Social + SEM + WKRG); Fees for any additional events to mirror the same pricing structure.

DIGITAL MATERIALS & REPORTING

BrandCottage to implement all client-approved creative.
BrandCottage to provide reconciled spend, reporting, and creative detail as proof of performance on a monthly basis.

PAID SOCIAL & SEM FEE/PAYMENT

See addendum for details by event:

Media Mix	Net Media	BC Fee	Gross Media
Paid Social	\$71,750.00	\$10,250.00	\$82,000.00
SEM	\$5,906.25	\$843.75	\$6,750.00
WKRG	\$2,250.00	\$0.00	\$2,250.00
TOTAL	\$79,906.25	\$11,093.75	\$91,000.00



Destin-Fort Walton Beach to pay self-serve platforms directly via current invoicing/billing structure set up within each platform as is outlined for paid search and paid social. Advertiser is responsible and liable for all payments associated with this Insertion Order, and as a result, WKRG, Facebook, and Google will invoice Advertiser directly. In addition, Advertiser grants authority to Agency to make any necessary changes to the Insertion Order via email or written approval.

Destin-Fort Walton Beach, FL to pay BrandCottage directly on a monthly bases at 12.5% of gross media in activation fees on 30 Days Net Terms. BrandCottage will work to issue media invoices by the 15th of each month, accompanied by the associated media delivery.

This IO is effective when signed by Advertiser and accepted by BrandCottage as of the later date entered below ("Effective Date"). Advertiser's signature below acknowledges that Advertiser has read and understands each of the terms and conditions of this IO and agrees to the standard IAB Terms and Conditions for Internet Advertising (https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf) and agrees to be bound by them to the extent permitted by Florida Law.

Advertiser/Agency Billing Contact

Name: Jennifer Adams
Email: jadams@myokaloosa.com

Destin-Fort Walton Beach, FL

Charlotte Dunworth
Digitally signed by Charlotte Dunworth
Date: 2023.09.19 12:10:19 -05'00'

Jennifer Adams

Digitally signed by Jennifer Adams
Date: 2023.09.20 06:05:26 -05'00'

DeRita Mason

Digitally signed by DeRita Mason
Date: 2023.09.20 07:22:28 -05'00'

Faye Douglas

Digitally signed by Faye Douglas
Date: 2023.09.20 08:36:19 -05'00'

John Hofstad

Digitally signed by John Hofstad
Date: 2023.09.20 09:15:36 -05'00'

Name/Title: **Date:**
TDD Director Purchasing Manager OMB Director County Administrator

BrandCottage

Signature: *Elain Chedd*
 OBO Patricia Wilson

Name/Title: **Date:** 9/19/23



as of 9/19/23

Event and Contact Information	Event Dates	Attendance	TOD Assigned Category	TOT Funding Amount	Media Mix	Net Media	Flat BC Fee	Gross Media	Material Due Date	Promo Start	Promo End	Approved Geography
Festival of Fears Andrew Wentz Wentz Brothers' Festival of Fears	10/1/23 to 11/4/23	9,000-10,000	Seasonal	\$750	Paid Social	\$656.25	\$93.75	\$750	Received	9/21	10/5	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
MKAC Season Jeanette Shires Mable Kelly Arts Center	10/7/23 to 4/30/24	1,000/event	Brand	\$5,000	Paid Social SEM	\$3,718.75 \$656.25	\$531.25 \$93.75	\$4,250 \$750	918	10/2	10/20	DMA: Houston, New Orleans, Memphis, Louisville, Huntsville, Knoxville, Gulfport/Biloxi, MS, Columbus GA, Mobile-Pensacola, Panama City, Tallahassee, Montgomery, Dothan
Salwater Music Festival Zandra Wolgram Mable Kelly Arts Foundation	10/13/23 to 10/14/23	5000	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	914	9/28	10/11	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Downtown FWB Black Party Baylor Rose Your Home Energy	10/14/23 to 10/15/23	500	Seasonal	\$750	Paid Social	\$656.25	\$93.75	\$750	914	9/28	10/13	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Trick or Treat at the Zoo Sara de Ridder Emerald Coast Zoo	10/21/23 to 10/28/23	2,000/day	Seasonal	\$750	Paid Social	\$656.25	\$93.75	\$750	921	10/5	10/20	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
MKAF Festival of the Arts Zandra Wolgram Mable Kelly Arts Foundation	10/27/23 to 10/29/23	6,000	Brand	\$5,000	Paid Social SEM	\$3,718.75 \$656.25	\$531.25 \$93.75	\$4,250 \$750	901	10/5	10/16	DMA: Houston, New Orleans, Memphis, Louisville, Huntsville, Knoxville, Gulfport/Biloxi, MS, Columbus GA, Mobile-Pensacola, Panama City, Tallahassee, Montgomery, Dothan
Cresview's Fall Festival Deb Gehring Main Street/Cresview Association, Inc. (MS)	10/28/23 to 10/28/23	12,000-15,000	Seasonal	\$750	Paid Social	\$656.25	\$93.75	\$750	929	10/13	10/27	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Tricks & Treasures Amanda Flores Salwater Restaurants, Inc. DBA The Board	10/31/23 to 10/31/23	2,500-3,000	Seasonal	\$750	Paid Social	\$656.25	\$93.75	\$750	922	10/16	10/30	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Thunderbird Intertribal Powwow Katy Locklear Thunderbird Intertribal Council Inc.	11/3/23 to 11/5/23	5000	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	905	10/19	11/2	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
MSCA Christmas Market Deb Gehring Main Street/Cresview Association, Inc. (MS)	11/8/23 to 11/8/23	3,000+	Seasonal	\$750	Paid Social	\$656.25	\$93.75	\$750	919	11/2	11/17	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
29th Annual Thanksgiving Fest Eddie Morgan Harbor Docks	11/23/23 to 11/23/23	2000	Seasonal	\$750	Paid Social	\$656.25	\$93.75	\$750	920	11/8	11/22	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Siromba Gulf Coast 23-24 Season Zandra Wolgram Siromba Gulf Coast	12/8/23 to 5/18/24	3,700	Brand	\$5,000	Paid Social SEM	\$3,718.75 \$656.25	\$531.25 \$93.75	\$4,250 \$750	917	12/1	12/10	DMA: Houston, New Orleans, Memphis, Louisville, Huntsville, Knoxville, Gulfport/Biloxi, MS, Columbus GA, Mobile-Pensacola, Panama City, Tallahassee, Montgomery, Dothan
WBI Christmas Sara de Ridder Emerald Coast Zoo	12/16/23 to 12/23/23	1000	Seasonal	\$750	Paid Social	\$656.25	\$93.75	\$750	917	12/1	12/15	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Okaloosa Island New Year's Eve Fireworks Celebration Amanda Flores Salwater Restaurants, Inc. DBA The Board	12/31/23 to 12/31/23	500	Seasonal	\$750	Paid Social	\$656.25	\$93.75	\$750	922	12/16	Sat 12/30	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Brunch Feast Ragan Bonner HarborWalk Village	2/24 to 2/24	1000	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	914	1/18	2/2	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
5th Annual Shrimp + Grils Festival Shantelle Deddicke Shrimp + Grils Festival	2/25/24 to 2/25/24	2000	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	91	2/15	Sat 2/24	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Paradise Music Festival Wes Felt Paradise Promotions	3/8/24 to 3/10/24	3,000+	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	98	2/22	3/7	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
5th Annual Mac + Cheese Festival Shantelle Deddicke Boys + Girls Club Emerald Coast	3/10/24 to 3/10/24	3,000+	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	98	2/22	Sat 3/8	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Triple B Deb Gehring Main Street/Cresview Association, Inc. (MS)	3/23/24 to 3/23/24	12,000-15,000	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	222	3/7	3/22	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
MKAF Concerts in the Village Zandra Wolgram Mable Kelly Arts Foundation	4/8/23 to 6/6/23	20,000	Brand	\$5,000	Paid Social SEM	\$3,718.75 \$656.25	\$531.25 \$93.75	\$4,250 \$750	918	4/1	4/30	DMA: Houston, New Orleans, Memphis, Louisville, Huntsville, Knoxville, Gulfport/Biloxi, MS, Columbus GA, Mobile-Pensacola, Panama City, Tallahassee, Montgomery, Dothan
Fly Into Spring Kite Festival Ben Saltzman Kity Hawk Kites, Inc.	4/8/24 to 4/7/24	2000	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	97	3/21	4/5	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
34th Annual Old Spanish Trail Rodeo Lisa Winkler Baker Area Recreation Association	4/12/24 to 4/14/24	7,500	Brand	\$5,000	Paid Social SEM	\$3,718.75 \$656.25	\$531.25 \$93.75	\$4,250 \$750	918	4/1	4/11	DMA: Houston, New Orleans, Memphis, Louisville, Huntsville, Knoxville, Gulfport/Biloxi, MS, Columbus GA, Mobile-Pensacola, Panama City, Tallahassee, Montgomery, Dothan
MSCA International Festival Deb Gehring Main Street/Cresview Association, Inc. (MS)	4/19/24 to 4/19/24	10,000+	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	921	4/4	4/18	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Musical Echoes Flute Festival Taha Maraj Musical Echoes Flute Festival	4/28/24 to 4/28/24	2000	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	928	4/11	4/25	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Paddle at the Park Elizabeth Spies Dasin Chamber of Commerce	5/4/24 to 5/4/24	450	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	44	4/18	5/3	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Emerald Coast Open/Restaurant Week Aix Fogg Dasin-FortWalton Beach	5/13 Res Wk to 5/17-5/19 ECO	5,000	Signature	\$10,000	Paid Social SEM WKRRG	\$7,218.75 \$875.00 \$750.00	\$1,031.25 \$125.00 \$0.00	\$8,250 \$1,000 \$750	422	5/25	5/12	DMA: Atlanta, Dallas, FW, Nashville, Houston, New Orleans, Memphis, Louisville, Huntsville, Knoxville, Gulfport/Biloxi, MS, Columbus GA, Mobile-Pensacola, Panama City, Tallahassee, Montgomery, Dothan
4th Annual Burgers, Bourbon + Beer Festival Shantelle Deddicke Burgers, Bourbon, + Beer Festival	9/21/24 to 9/21/24	2000	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	822	9/5	9/20	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Market Run 5K Vivienne Williams Dasin History and Fishing Museum	9/28/24 to 9/28/24	200	Experiential	\$2,250	Paid Social	\$1,968.75	\$281.25	\$2,250	829	9/12	9/27	DMA: Mobile-Pensacola, Dothan, Tallahassee, Montgomery, Panama City
Dasin Fishing Rodeo Helen Donaldson Dasin Fishing Rodeo	10/1/24 to 10/1/24	2,000	Signature	\$10,000	Paid Social SEM WKRRG	\$7,218.75 \$875.00 \$750.00	\$1,031.25 \$125.00 \$0.00	\$8,250 \$1,000 \$750	819	9/2	9/30	DMA: Atlanta, Dallas, FW, Nashville, Houston, New Orleans, Memphis, Louisville, Huntsville, Knoxville, Gulfport/Biloxi, MS, Columbus GA, Mobile-Pensacola, Panama City, Tallahassee, Montgomery, Dothan
Dasin Seafood Festival Missy Scholsted Dasin Charterboat Association	10/4/24 to 10/6/24	Varies	Signature	\$10,000	Paid Social SEM WKRRG	\$7,218.75 \$875.00 \$750.00	\$1,031.25 \$125.00 \$0.00	\$8,250 \$1,000 \$750	85	9/19	10/4	DMA: Atlanta, Dallas, FW, Nashville, Houston, New Orleans, Memphis, Louisville, Huntsville, Knoxville, Gulfport/Biloxi, MS, Columbus GA, Mobile-Pensacola, Panama City, Tallahassee, Montgomery, Dothan

Total \$91,000
Total minus WKRRG \$77,856.25

BC Fee Total \$11,093.75
\$11,093.75 \$88,750.00