



August 28, 2018

Larry Henrichs  
Chief Operating Officer  
Visit Orlando  
6277 Sea Harbor Dr #400  
Orlando, FL 32821

Dear Larry,

Florida Citrus Sports will provide to Visit Orlando the following marketing and promotions assets through which we will collectively showcase Orlando as a destination and feature Orlando vacation planning tools through our upcoming events.

An outline of the media benefits in exchange for \$250,000 in support is below:

Camping World Kickoff – Alabama vs Louisville (9/1/18)

- One (1) billboard with tagline and two (2) in game features during live primetime television broadcast on ABC (8.6 million viewers for 2016 game)
- Four (4) bumps integrating Orlando tourism within broadcast (VO to provide video b-roll)
- Digital integration within Fan Guide/Orlando section of Camping World Kickoff website. Link to Visit Orlando pages from designated tourism categories such as Theme Parks, Shopping, Nightlife, and Golf.
- Social media integration highlighting Orlando attractions leading up to game

Camping World Bowl – 12/28/18

- Two (2) :30 commercial spots during national TV broadcast on ESPN (4.36 million viewers in 2017 - includes digital viewership on WatchESPN )
- Full page ad in official game program
- Digital integration within Fan Guide/Orlando section of Camping World Bowl website. Link to Visit Orlando pages from designated tourism categories such as Theme Parks, Shopping, Nightlife, and Golf.
- Rotating banner ads across bowl site (minimum of 500,000 impressions)
- Social media integration highlighting Orlando attractions leading up to game

Citrus Bowl – 1/1/19

- Two (2) :30 commercial spots during national TV broadcast on ABC (8.71 million viewers in 2018 - includes digital viewership on WatchESPN)
- Four (4) bumps integrating Orlando attractions within live television broadcast on ABC

- Full page ad in official game program
- Digital integration within Fan Guide/Orlando section of Camping World Bowl website. Link to Visit Orlando pages from designated tourism categories such as Theme Parks, Shopping, Nightlife, and Golf.
- Rotating banner ads across bowl site (minimum of 500,000 impressions)
- Social media integration highlighting Orlando attractions leading up to game

Orlando Citrus Parade – 12/29/18

- Four (4) :05 commercial billboards throughout national TV broadcast (1-hour syndicated broadcast, airs nationally in the months of January and February)
- Two (2) :30 commercial spots during national TV broadcast (1-hour syndicated broadcast, airs nationally in the months of January and February)
- Integrated feature highlighting orlando attractions

If you are in agreement, please acknowledge by signing below.

Sincerely,



Steve Hogan  
Chief Executive Officer

Agreed to:



Larry Henrichs  
Chief Operating Officer