

**BENEFIT CATEGORY A3
FY16 SDTMD Contract Budget Revision**

Organization Name Century Golf - Farmers Insurance Open

Total FY16 TMD Funds

Direct Expenses	Original Budget	Revised Budget	Difference
Advertising	\$ 170,000.00	\$ 170,000.00	\$ -
Advertising Agency Fees	30,000.00	20,000.00	\$(10,000.00)
Outside Contractors	-	10,000.00	\$ 10,000.00
Total Direct Expenses	200,000.00	200,000.00	-

Overhead Cost	Original Budget	Revised Budget	Difference
Total TMD Expenses	\$ 200,000.00	\$ 200,000.00	\$ -

FY 2016 GENERAL - A3 - Exhibit B1 - Budget Narrative

A1.4 Group Meeting Direct Marketing: TMD FUNDS: \$ _____
NARRATIVE (of budget line items):

A1.5 Consumer Direct Sales & Marketing: TMD FUNDS: \$ 200,000.00
NARRATIVE (of budget line items):

The adjustment is to correct a misclassification of funds.
Advertising – Cost of ad placement in digital and publications \$170,000
Advertising Agency Fees – Development of creative for ads \$20,000
Outside Contractors – \$10,000
Web and eBlast design: including maintenance of Travel pages on FarmersInsuranceOpen.com featuring maps of preferred hotels, links to airline partners, and local attractions

**CATEGORY B (For DMO)
BUDGET NARRATIVE:**

B: General TV / Radio Broadcast & Outdoor Media: TMD FUNDS*: \$ _____

***EXPENSE BREAKDOWN:**

- **ADVERTISING FUNDS:** \$ _____
- **ADVERTISING AGENCY FEES:** \$ _____
- **PERSONNEL SALARY & WAGES** \$ _____
- **OTHER:** \$ _____

NARRATIVE (of budget line items):