

**CITY OF HEWITT & GREATER HEWITT CHAMBER OF COMMERCE
ATTACHMENT "A" JAN 1, 2023 - DEC 31, 2024 | GENERAL PROMOTIONAL PROGRAM AGREEMENT**

The municipal hotel occupancy tax funds are intended for purposes prescribed by State Statute which includes expenditures on items promoting tourism and the convention and hotel industry. Within these guidelines the following is a description of the mutually agreed promotions. Annual Marketing Impressions: 500,000+ | Annual Visitors: 10,000+ | Social Media Engagement: 35% inc.

WEBSITE, E-BULLETIN & E-BLASTS/YEAR

GHCOC Homepage Sponsorship for each Hewitt Hotel (2), City of Hewitt and Map Resident Resources Page with links: Exclusive Library Page with City links & Hewitt Services Community tab with Hewitt honors, education, resources and statistics: Wacoprosector.com Exclusive Hero Day, Dog Days, National Night Out, Christmas Webpages with links Sponsorship/Tourism Banner on all weekly e-mails linked to websites w/ contact info City/Hotel PR: e-Bulletin, City Events/Initiatives/Eco. Development Progressions

PRINT PUBLICATIONS | YEAR-ROUND DISTRIBUTION

Annual Community Guide & Business Directory: 10 pages/year of city content
Quarterly Hewitt Express Magazine: 2.5 pages/quarter promoting Hewitt's hotels & city content
Logo recognition: Welcome Bags: 1,300 bags distributed to new residents in the Hewitt area
Hewitt Rack Card: Promotes amenities, hotels and events with distribution of 5,000/Year

PROGRAMS, DEPOT OPERATIONS, VISITORS, ANNUAL LISTINGS

Logo: Monthly program art & member orientation with speaking opportunities (13-15/Year)
Two seats to each regular monthly functions
Table of 8 to GHCOC's Annual Leadership Luncheon
Listings: Creekside Amphitheater, Hewitt Public Library and City of Hewitt - Top Priority Banners
Serve visitors, relocation support, businesses, residents and provide Depot/Hewitt History

SIGNATURE CHAMBER SPONSORSHIPS

Student of the Year: Supporting Sponsor and all associated benefits
Easter Egg Hunt: Supporting Sponsor and all associated benefits/Complimentary Hewitt Park use
Nacho Daddy Creekside Car Show & Concert Car Show Sponsor and all benefits/Discounted Park use
Express Classic Title Sponsor and all associated benefits
Banquet: Two tables of 8 to the membership banquet
Creekside Spooktacular: Presenting Sponsor and all associated benefits/Discounted Park use
Operation Thank You: Goodie Bag Sponsor and all associated benefits
Small Business Saturday: Gold Sponsor and receive all associated benefits
Sip N Shop: Supporting Sponsor and all benefits

ADDITIONAL SUPPORT FOR CITY OF HEWITT EVENTS (2022 sponsorships raised for COH): \$3,421

HPL's Hero Day: Meetings, PR, Sponsor Recruiting, Vendors, Volunteers: 30 Staff Hours
HPL's Running For Readers: Meetings, PR, Sponsor Recruiting, Vendors, Volunteers: 30 Staff Hours
HPL's Dog Days: Meetings, PR, Sponsor Recruiting, Vendors, Volunteers: 30 Staff Hours
HPD's National Night Out: Meetings, PR, Sponsor Recruiting, Vendors, Volunteers: 30 Staff Hours
Hewitt Christmas Tree Lighting: Meetings, PR, Sponsor Recruiting, Vendors, Volunteers: 30 Staff Hrs

REQUESTED RENEWAL: JAN 1, 2023-DEC 31, 2024: \$2,750/MONTH (\$33,000/YEAR)