

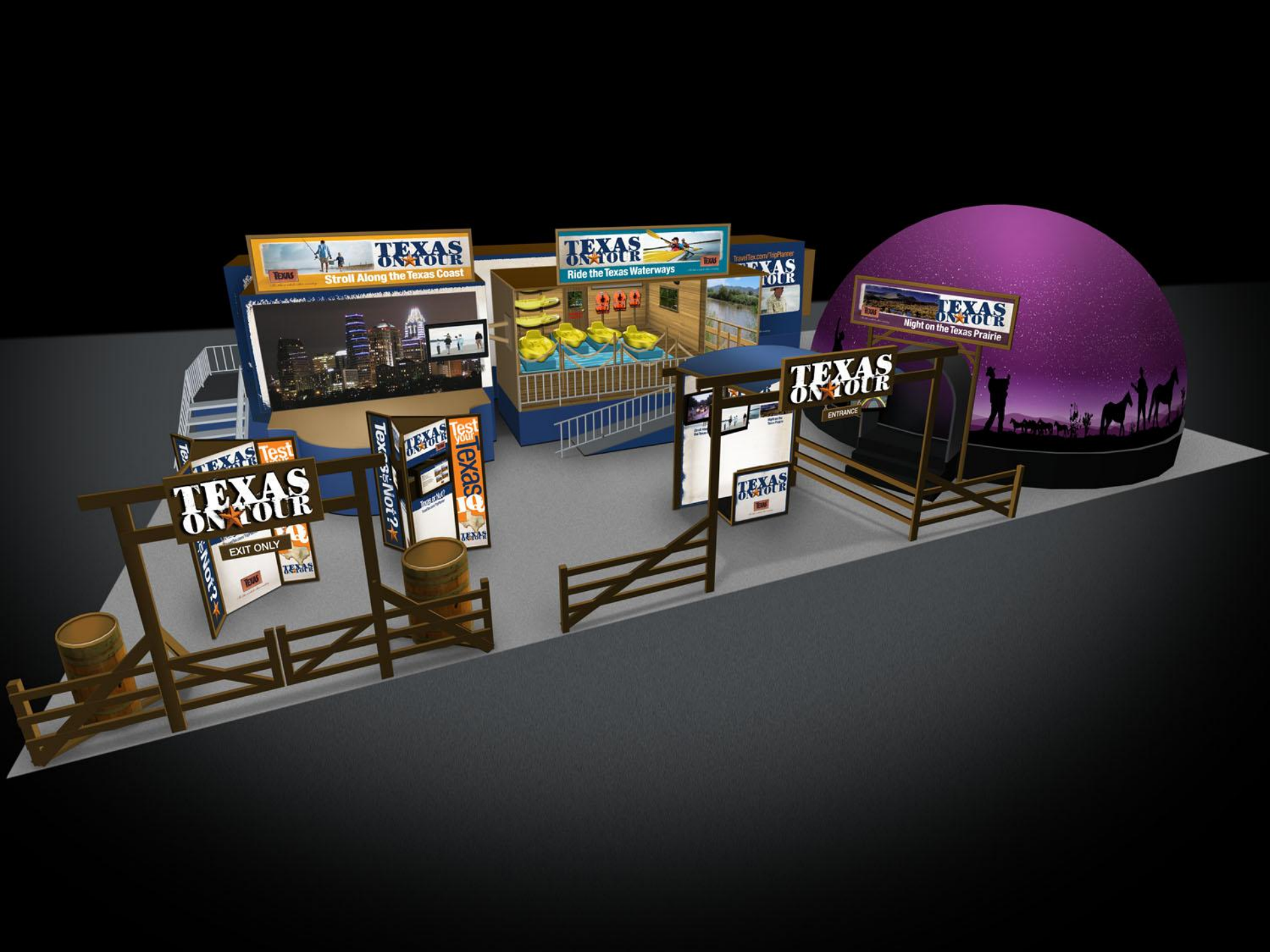
TEXAS ON TOUR



It's like a whole other country.



- What is Texas on Tour?
 - Experiential tour showcasing Texas vacation opportunities
 - Innovative technology used to create memorable experiences
 - Virtual reality kayaks, green screen photo room, virtual beach, enclosed dome theater, live music stage
 - 53' expandable trailer, 90' x 60' event footprint
 - Allows consumers to experience Texas first hand
 - Extension of Texas Tourism advertising campaign
- Tour Goals
 - Educate and change perceptions about Texas
 - Drive interest in traveling to Texas
 - Gather contact information from registrants to continue communications, post-Tour



TEXAS ON TOUR
Stroll Along the Texas Coast

TEXAS ON TOUR
Ride the Texas Waterways

TravelTexas.com The Official
TEXAS ON TOUR

TEXAS ON TOUR
Night on the Texas Prairie

TEXAS ON TOUR

EXIT ONLY

Test
TEXAS ON TOUR
Texas Not?

TEXAS ON TOUR

ENTRANCE

TEXAS ON TOUR



Elements	2008	2009
Event Attendance	4,598,277	3,778,399
TOT Event Clicks	110,622	185,595
Registrants	14,755	38,661
Dome Participants	10,069	27,358
Kayak Participants	6,703	18,180
Green Screen Participants	5,668	16,325
Exit Survey Participants	NA	5,728
Road Impressions	5,272,122	3,590,856
Paid Media Impressions	262,799,242	82,768,270*
		*Budget reduced significantly
Emails delivered post-event	8,611	26,495

2008: Total tour stops: 15 / Total # event days: 63

2009: Total tour stops: 11 / Total # event days: 69

Dates	Event	Location	Attendance	Event Days
5/7 - 5/15	Wichita Riverfest	Wichita, KS	400,000	9
6/10 - 6/13	CMA Festival	Nashville, TN	208,000	4
7/1 - 7/4	South Street Seaport - Stand Alone	New York, NY	224,000	4
7/15 - 7/18	Navy Pier - Stand Alone	Chicago, IL	376,000	4
8/3 - 8/6	Justin Herman Plaza - Stand Alone	San Francisco, CA	152,000	4
8/18 - 8/22	Iowa State Fair	Des Moines, IA	554,500	5
9/3 - 9/6	Taste of Colorado	Denver, CO	500,000	4
9/15 - 9/26	Los Angeles County Fair	Pomona, CA	568,000	10
10/2- 10/10	Albuquerque Balloon Fiesta	Albuquerque, NM	1,000,000	9
10/15 - 10/22	Arizona State Fair	Phoenix, AZ	470,000	9
TOTAL			4,452,500	62

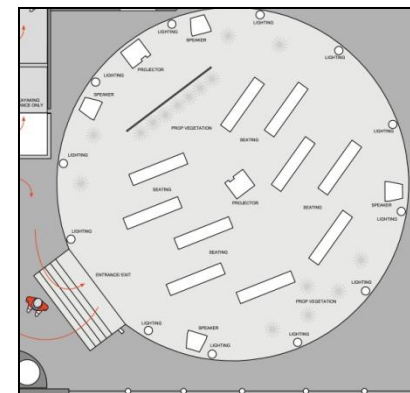
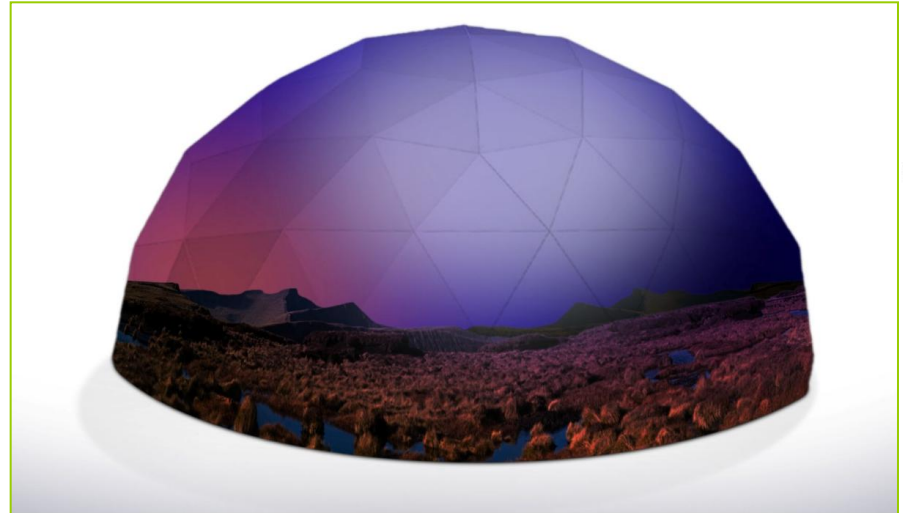
- All events chosen for the tour have a minimum of 50k daily attendance
- Event demographics: Age 25-54, HHI \$60k+

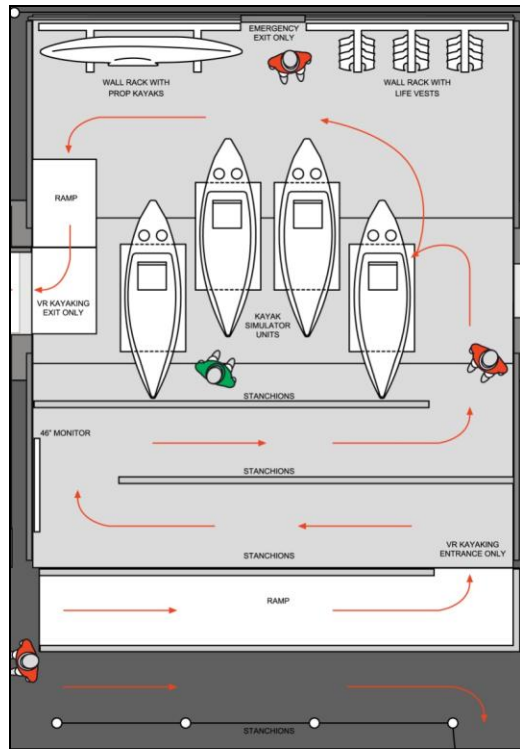
	Banner ad inclusion in Post-event Emails & PR	Access to Post-event Research	Presence on TOT Micro Site	Mentions (:20)	Inclusion in Radio Tags	Experience Ownership	Commercial Plays On-Site in Footprint (:60)	Inclusion in On-site Exit Survey
Level 1	X	X	X	every hour	X	Kayaks, Green Screen, Dome, Music Stage or Texas Beach	X	X
Level 2	X	X	X	every 2 hours	X	Kayaks, Green Screen, Dome, Music Stage or Texas Beach		
Level 3	X	X	X					

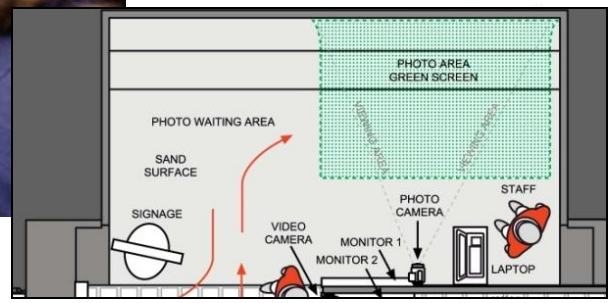
All sponsors will receive: placement of logo on on-site signage, opportunity to provide destination-specific talent** at up to five events, opportunity to distribute a free promo item or coupon at events, and opportunity to display brochures in on-site rack in footprint. (Full Sponsorship details upon request.)**

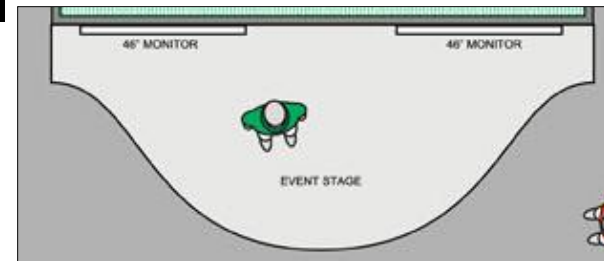
PRICING
Level 1: \$35,000 Solo or \$20,000 per partner Co-Op Sponsorship
Level 2: \$20,000
Level 3: \$3,000 per event selected, minimum of two events

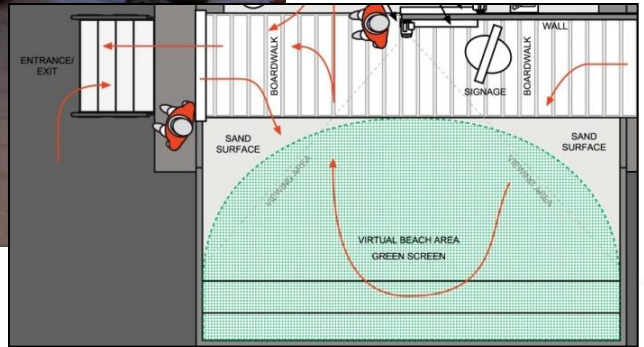
****Must be first approved by Texas Tourism and does not include musicians/band talent**
*****Must send 2,500 by 4/1 (contact Drew Holmgreen for shipping info)**











For more information on Sponsorship opportunities, or to reserve your Sponsorship, please contact:

Drew Holmgreen

Drew.Holmgreen@tm.com

972-830-2161

Deadline for sign-up: March 26, 2010