

**Sally Littlefair Zarafonetis**  
**Public Relations Consultant**  
**Client: Benzie County Visitors Bureau**  
**2010 Public Relations / Media Relations**

Sally Littlefair Zarafonetis through her business, SallyZara Public Relations, will render public relations services to the Benzie County Visitors Bureau for one year beginning January 1 and ending on December 31, 2010. This proposal is based on promoting a variety of activities and events, generation of press releases, media follow-up and pitching, as well as hosting specific travel editors and writers, as needed, per the hours defined within the scope of this contract. Services by SallyZara Public Relations will include:

- Securing tangible media coverage during this timeframe;
- Writing about Benzie County within the scope of approved stories developed within blog entries and websites relevant to Michigan travel;
- Follow-up with lodging and business owners in Benzie County who may be relevant to a travel idea as directed by the Executive Director of Benzie County;
- Multiple Press releases written per season which will appeal to different target audiences and cover Spring, Summer, Fall & Winter activities;
- Distribution of press releases to the defined audience i.e. Travel writers and editors in Michigan, Illinois, Indiana, Ohio, Wisconsin, Canada and National Travel publications based on media lists owned by Sally Zarafonetis (expanded list);
- Two press release sent out on PRWeb, a new service through SallyZara Public Relations to internet sites on EMedia Wire, Yahoo News, and other online news sources;
- Call backs to "high potential" writers who have expressed interest in stories from the past, as well as new contacts that respond to specific emails and generated pitches.
- Calls to 25 – 30 key contacts within every quarter who may be likely to do stories;
- Travel to Benzie for group meetings / travel writer tours – and – phone contacts and meetings as arranged on a regular basis to provide updates and input to ongoing activities;

An average of thirty-four hours will be spent in 6 timeframe of the year (identified below). Overall, 200 hours + within the annual period are included in the scope of this contract. Invoices will be submitted on February 28, April 30, June 30, August 30, October 30, and December 30, 2009 at \$1500 per invoice, totaling \$9000 over the year period.

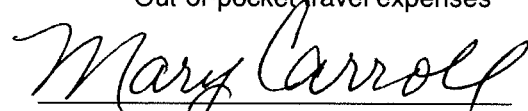
Added expenses: i.e. expenses for reprints and copies will be charged based on costs incurred. In addition, out-of-pocket expenses for mileage, other travel costs are estimated at \$500 for the contract period but may be more based on your requirements and approvals for expenditure.

**Contract Period**  
**January 1 – December 31, 2010**  
**Total**

**\$9000 service fee**  
Plus copy/reprint expenses and  
Out-of-pocket travel expenses

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SallyZara Public Relations  
Sally Littlefair Zarafonetis  
Principle  
Date:

  
Benzie County Visitors Bureau,  
Mary Carroll  
~~Executive Director~~ *President*  
Date: *12/3/09*

July 7, 2009

Subject: Benzie County Visitors Bureau  
Public Relations / Media Relations Estimate for 2010  
SallyZara Public Relations

In review of 2009, here is where we stand to date:

- Approximately \$75,000 worth of story coverage in more than ten print stories and radio interviews was generated over the past six months. I predict that we will almost double the coverage obtained in 2009 compared to 2008.
- I have worked 109 hours so far this calendar year. I'm estimating that the total time spent will exceed 200 hours of work for Benzie County Visitors Bureau by the end of 2009 although the contracted hours were 150.
- I feel that my time spent placing stories, working with area lodging establishments and other Benzie County vendors has been very fruitful and there are good possibilities of more stories to come.
- We have yet to break into the national magazine category, but I feel that over the next six months this may happen with the kind of activity and connections that I'm making.

My thoughts for working with Benzie County Visitors Bureau in 2010 are:

- I would like to continue to work on a twelve month basis as we have been doing this year. This allows for ongoing activity and planning for each upcoming season far enough in advance to maximize results. I wish I could continue to do this at my current bimonthly fee. However, after looking at the number of hours worked and the time and miles traveled off the clock, I'd like to propose a modest increase. An increase in my bimonthly fee from \$1,250 to \$1,500 is more in keeping with my actual hours working on your behalf over the past year and averages less than \$50 per hour. This does not include travel time or expenses.

Thanks Mary. I really enjoy working with you and the Benzie County Visitors Bureau and all of its member businesses. I'll await your decision for 2010 once you have had the chance to discuss this with your Board.

Kind Regards,  
Sally

Proposed Contract Attached