

CONTRACT APPROVAL REQUEST

PROJECT: Marlboro MVP Team Program

VENDOR: Entertainment Marketing, Inc.

FINANCIAL IMPACT: \$2,751,671

RESPONSIBILITY: Deane Gross  
 Manager, Event Marketing

Steve Sampson  
 Group Manager, Event Marketing

PROJECT DESCRIPTION:

Entertainment Marketing (EMI) will provide personnel to implement the MVP program simultaneously in 32 markets, utilizing 33 teams of six team members each. Responsibilities include: staffing the teams, distribution of incentives, implementation of MAT computer game, name generation, securing bars and sites for events, warehousing of incentives, storage and maintenance of trucks.

FINANCIAL ELEMENTS

	<u>1993</u> (150,480 hours)	<u>1992 (including 1993 Resort)</u> (24,565 hours)
Staff	\$1,912,350	\$400,105
Expenses	564,821	158,850
Fee	<u>274,500</u>	<u>included in staff</u>
	\$2,751,671	\$558,955
average cost per staff hour (including fee and expenses)	\$18.29	\$22.75

BUDGET IMPLICATIONS

These costs were included in the approved budget for the 1993 Marlboro MVP Team program, originally known as SWAT.

COMPETITIVE BID

Competitive bids were sought from five other agencies. EMI proposal was the second lowest. They were chosen for their expertise in running this program based on their experience as our agency in 1992 through Resort, and due to the reliability of their expense projections. Competitive bids have been reviewed and approved by Purchasing and are available upon request from Deane Gross.

Contract Approval Request  
Marlboro MVP Team  
Entertainment Marketing, Inc.

APPROVALS

	INITIALS	DATE
Deane Gross	<u>[Signature]</u>	<u>5/21</u>
Steve Sampson	<u>[Signature]</u>	<u>5/21</u>
Accounting	<u>[Signature]</u>	<u>5/20</u>
Budgets	<u>[Signature]</u>	<u>5/29</u>
Legal	<u>[Signature]</u>	<u>5/26/93</u>
Steve Piskor	<u>[Signature]</u>	
Ina Broeman	<u>[Signature]</u>	<u>5/27/93</u>
Rick Stirlen		- out
Jim Morgan	<u>[Signature]</u>	