

Alamance County Tourism Development Authority

**Board of Directors Meeting
Special Meeting**

**August 8, 2023
Burlington Historic Depot**

Present: James Wallace
Matt Patel
Teena Koury
Chuck Marsh

CVB: Grace VandeVisser
Reed Northcott

Meeting Minutes:

Purpose

The purpose of the Special Meeting was to discuss a sponsorship opportunity through Maverick Radio for consideration as Presenting Sponsor for their upcoming concert series at the Burlington Athletic Stadium and Lamb's Chapel for events beginning October 7th and running through December 1st.

A presentation was made by Chuck Marsh for a sponsorship in the amount of \$25,000 for the following concerts: Craig Morgan October 7, Building 429 October 8 and New Song/Jeremy Camp on December 1, 2023. Sponsorship would consist of branding across all broadcast, digital and social media associated with these concerts, through Maverick sister stations and concert venue social platforms. It also includes up to \$45,000 of broadcast advertising at their High Point station and Wytheville, VA stations, to be used over the course of this fiscal year. Additional on site, day of promotion and artist promotion to be included.

At the request of Teena Koury, a specific link to promote overnight travel to our hotel partners would be required.

Chuck recused himself from the meeting vote.

James made a motion to approve the sponsorship and Teena seconded. The sponsorship was unanimously approved.

Meeting was adjourned at 10:28am.