

**Carson City Culture & Tourism Authority
Agenda Report**

Date Submitted: 01/09/19

Agenda Date Requested: 01/14/19

Time Requested: 10 Minutes

To: Carson City Culture & Tourism Authority - Board of Directors

From: Joel Dunn, NV Consulting LLC.

Subject Title: To approve the Payment of \$20,000 to AthruZ Enterprises Inc. (All World Sports) for the 2019 cooperative marketing/awards agreement.

Staff Summary: The CTA Board will review and possibly approve a payment of \$20,000 to AthruZ Enterprises Inc. for the 2019 All World Sports marketing/awards campaign. The CTA has partnered with All World Sports in an effort to market signature tournaments held in Carson City over the past three years.

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

Recommended Board Action:

I move to approve the CTA 's payment of \$20,000 to AthruZ Enterprises Inc. for the 2019/20 cooperative marketing campaign.

Applicable Statute, Code, Policy, Rule or Regulation: n/a

Fiscal Impact: \$20,000

Explanation of Impact: n/a

Funding Source: n/a

Supporting Material: AthruZ Enterprises Invoice #2056

Prepared By: Joel Dunn, NV Consulting LLC.

AthruZ Enterprises, Inc

Invoice dba All World Sports

1079 Sunrise Ave #B-330
Roseville, CA 95661

916-919-5968
info@playallworld.com
www.playallworld.com

To: Joel Dunn

Invoice # 2056

Date:
12/27/2018

DESCRIPTION	AMOUNT
<p>2019 All World Marketing and aggressive awards campaign</p> <p>Cooperative Marketing Campaign to include all relative outlets for Carson City Events and purchase of rings for new awards to attract new teams to Carson City (web-social media-blogs-newsletters-media releases-printed collateral...)</p>	<p>\$20,000</p>

