

U.S. Department of Justice

Washington, DC 20530

Exhibit A to Registration Statement

Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name and Address of Registrant 5W Public Relations LLC 888 Seventh Avenue, Floor 12 New York, NY 10106	2. Registration No. <div style="background-color: black; width: 100px; height: 20px; margin-bottom: 5px;"></div> 6109
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3. Name of Foreign Principal Travel Alberta	4. Principal Address of Foreign Principal 400,1601-9 Avenue, S.E. Calgary, AB T2G 0H4
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5. Indicate whether your foreign principal is one of the following:

- Foreign government
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input checked="" type="checkbox"/> Other (<i>specify</i>) <u>official tourism marketing agency Province Alberta</u>
- Individual-State nationality

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant

- b) Name and title of official with whom registrant deals

7. If the foreign principal is a foreign political party, state:

- a) Principal address

- b) Name and title of official with whom registrant deals
- c) Principal aim

Formerly CRM-157

FORM NSD-3
Revised 03/11

8. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

Travel Alberta is the official tourism marketing agency of the Province of Alberta.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Owned by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Directed by a foreign government, foreign political party, or other foreign principal	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Controlled by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Financed by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

Travel Alberta is the official tourism marketing agency of the Province of Alberta. Travel Alberta takes direction on tourism/marketing matters directly from the Province of Alberta, who acts in a supervisory capacity.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Travel Alberta

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title	Signature
June 13, 2012		/s/ Ronn Torossian
		eSigned

OMB NO. 1124-0004; Expires February 28, 2014

U.S. Department of Justice
Washington, DC 20530

**Exhibit B to Registration Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant 5W Public Relations LLC	2. Registration No. [REDACTED] 6109
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3. Name of Foreign Principal

Travel Alberta

Check Appropriate Box:

- 4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
- 5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- 6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
- 7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

5W Public Relations has been retained as Public Relations counsel on behalf of Travel Alberta. 5W Public Relations will provide for services as specified in the attached contract.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

- Message development and refinement
- Crafting news releases and creative pitch letters.
- Media services, including targeting, outreach, monitoring editorial opportunities, editorial calendars and opinion editorial placement opportunities
- Media communications, including daily contact with media
- Setting up interviews and other media opportunities
- Story direction and creation
- Account management and coordination
- Compilation of the media yield from our efforts
- Regular monthly written reports

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
June 12, 2012	Ronn Torossian, President and CEO	/s/ Ronn Torossian

eSigned

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



May 16, 2012

Susan Fekete
Travel Alberta
400, 1601 - 9 Avenue S.E.
Calgary, AB T2G 0H4
T: 403.648.1043
Susan.Fekete@TravelAlberta.com

Dear Ms. Fekete

We are pleased to be selected as Public Relations counsel on behalf of Travel Alberta (the "client"). Commencing upon execution of this agreement, 5W Public Relations will devote its best efforts to provide public relations services on behalf of client as detailed in attached addendum.

FEES

This letter, when signed by you, will confirm that you have hired 5W PR as Public Relations counsel commencing June 1, 2012. For services, our monthly fee will be a fee of \$10,000 per month.

This agreement shall remain in effect for a minimum term of three (3) months. After the expiration of the minimum term, this agreement may be terminated by either party upon thirty (30) days advance written notice.

The total minimum value of this agreement is \$30,000 and shall be invoiced in monthly installments of \$10,000 each.

If upon receipt of any invoice client should have any questions, client is obligated to take them up directly with 5W PR as soon as possible. Any objections client may have to any invoice shall be deemed waived if such obligations are not communicated in writing to 5W PR within ten (10) days of client's receipts of said invoices.

Monthly installment invoices will be due and payable by the client on the first business day of each month. 5W Public Relations reserves the right to charge a 1.5 % monthly interest charge on unpaid balances after thirty (30) days.

To initiate activities, 5W PR requests payment of \$20,000, representing payment upon signing of this contract representing first and last month's service. Please make your check payable to 5W Public Relations, LLC and remit to: 5W Public Relations, LLC, 888 Seventh Avenue 12th Floor New York, NY 10106. W

We will devote our best efforts to provide public relations services.

EXPENSES

Monthly retainer will cover items including, but not limited to, printing, photocopying, telephone, facsimile transmissions, and data charges. Items such as article reprints, wire services, travel, meals, mileage and other reasonable out-of-pocket expenditures will be billed separately, in addition to fees. All out-of-pocket expenditures will require pre-approval from client. Reimbursements will be made within thirty (30) days of the date that an invoice is rendered to client.

SERVICES

- Message development and refinement.
- Crafting news releases and creative pitch letters.
- Media services, including targeting, outreach, monitoring editorial opportunities, editorial calendars and opinion editorial placement opportunities
- Media communications, including daily contact with media
- Setting up interviews and other media opportunities
- Story direction and creation
- Account management and coordination
- Compilation of the media yield from our efforts
- Regular monthly written reports

If 5W Public Relations is engaged for crisis communications work, client shall be billed separately with an advance retainer payment to be applied against crisis hours worked.

INDEPENDENT CONTRACTOR STATUS AND INDEMNIFICATION

5W Public Relations and all of its employees are independent contractors and not employees of client, which agrees to hold 5W Public Relations harmless and indemnify it for any and all claims, lawsuits, judgments or obligations, including counsel fees, experts' fees and costs of suit arising as a result of work performed pursuant to this Agreement for which it is legally responsible, which are not caused by, nor arise from, any act of 5W Public Relations or its employees or representatives, in whole or in part. This section does not minimize or restrict the contractual obligations of the client to reimburse 5W Public Relations for expenses it incurs on behalf of the client as detailed above. The terms of this section shall survive the termination of this agreement.

NON-SOLICITATION

Recognizing the time and expense of 5W Public Relations investment in its employees, client agrees that it shall not directly or indirectly employ, hire or retain any person who is an employee of 5W Public Relations during the term of this agreement and for a period of one (1) year following the termination of this agreement.

ATTORNEY FEES & COSTS

Client agrees to pay all costs and expenses, including but not limited to, attorney fees and court costs, for the collection and/or enforcement of any obligation under this agreement, whether or not a lawsuit or arbitration is commenced.

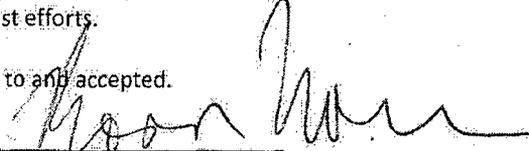
GOVERNING LAW

This agreement shall be governed by the laws of the State of New York. In the event that any dispute should arise under this agreement, the parties agree to waive all jurisdictional and venue objections and to have all such disputes submitted to and heard before the Court of the State of New York. However, 5W Public Relations reserves the right to seek resolution in New York County Small Claims Court for funds in dispute at or below the Small Claims' Court Limit. Non-payment shall result in acceleration of the minimum value of this agreement being payable in full. You acknowledge that in the event of such acceleration, the minimum value of this agreement shall be due and payable as minimum liquidated damages because such balance will bear a reasonable proportion to 5W's minimum probable loss from your non-payment, the amount of 5W's actual loss being incapable to calculate.

Once again, we are pleased to have the opportunity to serve you, and you have the assurance of our very best efforts.

Agreed to and accepted.

By:



5W Public Relations, LLC
Ronn Torossian, President

By:



Steve Thomas, Executive Director Finance & Admin
Travel Alberta

VP000000970



ADDENDUM

EARNED MEDIA VALUE

To elevate visibility to Edmonton for the timeframe discussed, 5W Public Relations recommends an aggressive media relations campaign that generates a steady stream of news about the many events, cultural happenings, and other meaningful points of interest about Alberta's capital.

Over the next three months, we envision targeting a robust collection of leading influential media, in which we secure coverage from all applicable national, regional, and local broadcast television and radio, print, and online publications.

Media from which we will actively pursue coverage includes, but is not limited to:

- National Daily Print
- Regional Daily Print
- Weekly Print Publications
- Entertainment and Celebrity Weekly Magazines
- Men's Magazines
- Women's Magazines
- Bridal Media
- Lifestyle Publications
- Family/Parenting Publications
- Fashion Publications
- Music Publications
- Health and Wellness Media
- Culture and Arts Publications
- Culinary Media
- Consumer Business Media
- Business to Business Media
- Multicultural Media
- Sports Media
- Technology Media
- Travel Media

And more.

Sample media targets will include, but are not limited to:

- **Broadcast National/Regional:** The morning shows and evening newscasts of ABC, CBS, NBC as well as CNN, CNN International, FOX News, Fox Business Network, CNBC, MSNBC, Bloomberg Television, Telemundo, Univision, local affiliates, the Travel Channel, The Rachael Ray Show, The Ellen DeGeneres Show, E!, Extra, Inside Edition, The Wendy Williams Show, Anderson, NPR, WOR Radio, and MANY more;
- **Travel Media and Trades:** *Travel + Leisure, Conde Nast Traveler, Departures, Hemispheres, Fodor's, Savvy Traveler, CNN Traveler, Elite Traveler, National Geographic Traveler, Where, American Way, Delta Sky, Continental, Entrée, Beyond, gonomad.com, Saveur, lonelyplanet.com, travellady.com, braveandboldtraveler.com, Peter Greenberg Worldwide, Christopher Elliott, key freelancers,* and more;
- **Newspapers:** *USA Today, Wall Street Journal, Financial Times, New York Times, New York Post, New York Daily News, Newsday, Los Angeles Times, Chicago Sun-Times, Chicago Tribune, Philadelphia Inquirer, Seattle Times, San Francisco Chronicle, Boston Globe, Houston Chronicle, Dallas Morning News, Detroit Free Press, Washington Post, New Jersey Star Ledger, Miami Herald, San Diego Tribune, Atlanta Journal Constitution, Minneapolis Star-Tribune, Denver Post, Las Vegas Review-Journal, Las Vegas Sun, Baltimore Sun, South Florida Sun Sentinel, Hoy, El Diario/La Prensa, El Dia,* and more;
- **Consumer/Celebrity/Lifestyle:** *Time, Newsweek, InStyle, Real Simple, Martha Stewart Living, O, Details, Maxim, GO, Esquire, Men's Journal, Men's Health, Vibe, Playboy, New York magazine, Gotham, Los Angeles, Ocean Drive, Texas Monthly, Cosmopolitan, Harper's Bazaar, Woman's Day, More, Town & Country, Popular Science, Discovery, the Robb Report, Parents, Saveur, Self, Shape, W, Redbook, Women's Health, Redbook, Rolling Stone, Women's World, People, In Touch Weekly, Ok!, Star, US Weekly, Life & Style, Brides, theknot.com, thrillist.com, Daily Candy, PopCandy.com, PopSugar.com, Wedding Style, Essence, Jet, People en Espanol, Latino Future, Latina Style,* and more;
- **Business Media:** *Bloomberg BusinessWeek, Fortune, Forbes, Crain's New York Business, Fast Company, Inc., Investor's Business Daily, Portfolio.com, Smart Money, Wired, Money,* etc.;
- **Shopping:** *Consumer Reports, Smart Shopper, Elle, Vogue, Harper's Bazaar, Lucky, New York Times Style Section, PopSugar, Stylist.com, Fashionista.com, Thrillist, Urban Daddy,* etc.;
- **Eco-living:** *Travel Channel, PlanetGreen, Natural Living, Body & Soul, Whole Living, Natural Health, TreeHugger.com, greenestplanet.com, ecolivingmagazine, green.blogs.nytimes.com, weheartworld,* and more.

And much more.

Of course, together we will refine these targets to meet your goals and objectives.

STRATEGIES AND TACTICS

To showcase some of the largest attractions upcoming in Edmonton over the next three months, 5W Public Relations recommends a targeted media relations campaign to coincide with each major identified event/activity and establish broad coverage within each category.

We commence our proposal with general activities we would pursue on your behalf, followed by specific tactics, the public relations support for which we are prepared to offer for each. Our proposal continues with a break out of events that we would envision supporting. For each, the corresponding media that we would pursue is referenced.

Each of these efforts is designed to achieve the same outcome: enhanced familiarity, recognition and interest in Edmonton – ultimately translating to increased visitation to Alberta's capital city.

A. GENERAL TACTICS

As a whole, for Travel Alberta, we would work to:

- Develop creative pitches and tie-ins about Edmonton for constant top-tier "product" placement;
- Monitor editorial calendars and constantly develop creative angles that will result in the best editorial placements about Edmonton;
- Develop ongoing trend stories tied to Edmonton's unique attributes such as Must-See Places Around the World; Top Places to Live Your Best Life; Best Destinations for Active Travel; Top Canadian Hot Spots; Best Vacations that Don't Require an Overseas Flight; Park It in Edmonton (re: City's fabulous Parks); etc.;
- Schedule ongoing desk side meetings with all relevant travel, hospitality, business, retail, consumer interest, entertainment, and additional reporters of top-tier television programs, magazines, newspapers and blogs;
- Pitch Edmonton for awards, broadcast and print travel guides, shopping lists and "Best of" lists within top broadcast and print consumer media outlets;
- Develop a brand ambassador program, targeting the most often booked editors, contributors and bloggers for morning TV; secure a relationship with these key influencers in an effort to become included in their segments;
- Pitch and disseminate press releases and relevant information supporting any and all upcoming launches, music festivals, theatre festivals, film festivals, exhibits, openings, and more.

B. TARGETED PRESS TRIPS

5W Public Relations recommends Edmonton host familiarization trips for media, each of which will be carefully choreographed to enable these journalists to experience the many positive attributes of Edmonton first hand.

July and August 2012: Lifestyle, Culture and Sports

In celebration of Edmonton's many signature annual Festivals, 5W Public Relations recommends Edmonton host a group of targeted **lifestyle, culture and sports** writers and Producers, the timing of which coincides with some of Edmonton's leading summer cultural festivals.

A sample press trip itinerary might include, for example:

- ✓ A backstage pass to the Improvaganza Festival in June, including individual improv lessons from some of the craft's most well respected actors;
- ✓ Catching the July 6-15 Edmonton International Street Performers at the annual Edmonton Street Festival;
- ✓ Tickets to the July 20-22 Edmonton Indy Car Race, complete with a behind the scenes look and meet & greet with some of the drivers;

- ✓ VIP access to the renowned Edmonton International Fringe Theatre Festival and to some of the top participating performers and theatre companies; participating in the August 15-26 Festival
- ✓ Tickets to the Women's Baseball World Cup games, with VIP access to coaches, locker rooms, star players and more.

C. CELEBRITY AMBASSADORS (UPON REQUEST; REQUIRES AN ADDITIONAL FEE, TO BE DETERMINED)

Celebrities can also be secured as "Ambassadors" on a general contractual basis. For parameters established between both parties, celebrities will represent the brand in public, in a positive manner, appear at public events, etc.

We would be happy to work with you to create a list of target celebrity prospects, and then to work with their representation to determine possibility, prospective terms and contract execution.

Further, we would additionally work with Travel Alberta to identify key celebrities of varying target demographics to gift them with trips to Edmonton over the coming months. While visiting, we would encourage them to Tweet about their experiences, the positive attributes of the beautiful city and all the beauty and activity that is inherent to a stay in Alberta's capital.

D. CELEBRITY SEEDING (UPON REQUEST; REQUIRES AN ADDITIONAL FEE, TO BE DETERMINED)

SW Public Relations understands the power of a photograph. Our agency could also work on your behalf to ensure that Edmonton, Alberta is perceived by the general American public a place where our most photographed celebs can be found.

SW Public Relations can work with Travel Alberta to create an ongoing program to reach target celebrities. SW Public Relations has relationships in place with managers, publicists, assistants, personal makeup artists and celebrities themselves and can leverage these relationships to get the product in the hands of the appropriate people.

E. CHRONOLOGICAL / EVENT-DRIVEN TACTICS

1. June: Pride and Performance in Edmonton

To publicize Edmonton Pride Festival, SW Public Relations will make concerted outreach to all appropriate traditional and non-traditional media in assorted verticals, all of which encourages coverage of travel to Edmonton and participation in the week long festival.

Further, should celebrity attendance be sought, SW Public Relations would be pleased to assist in the identification and contracting of celebrity participation.

Lastly, we would be pleased to work to secure the attendance of select appropriate journalists who may be interested in attending and or covering.

Thespians would also be a focal point in June, as we would work to generate awareness of the Freewill Shakespeare Festival that runs from the last week of the month through the third week of July. We would work to target all applicable media in relevant national, regional and local markets, as well as appropriate vertical publications in culture, entertainment, lifestyle, arts/theater, and more.

If this angle is pursued, we can generate strong media stories in the local U.S. market in which the trivia whiz/cameo winner resides.

Improvaganza is another Festival in which we would be keen to generate awareness to. We would work to ensure that culture and arts sections of US dailies, travel, entertainment and other media are aware of the festival.

Further, we can create a call to action seeking out the best improvised comedy performances in the USA. Video submissions can be collected and reviewed, with either the general public voting on the winning entry – or a celebrity judge doing the honors of choosing the best improv.

The winner of this contest would earn him/herself a featured spot in **Improvaganza**, and we would work to secure meaningful media pieces about the event, and the performer, in advance of the event and in follow up to it.

One of the most remarkable qualities of Edmonton is its natural beauty. **The Works of Art & Design Festival** provides us a natural platform to showcase it.

2. July: Street Performers, Indy Cars, and Food!

"The **Edmonton International Street Performers Festival**" was the first of its kind in North America. Now in its 27th year, it is known worldwide for its amazing artists and generous audiences. Since 1984, almost four million people have played in the streets and shared a laugh at **StreetFest**."

With so many incredible visuals and individual stories to be found at "**StreetFest**," **5W Public Relations** looks forward to working with the Festival organizers to pinpoint some of the most interesting stories of performers, and working with the media to share them.

To this end, we would work to secure the coverage of the festival by leading TV programs in the USA, including national morning shows, evening comedy shows, entertainment shows and more, with the hope of generating a segment at the start of the Festival that serves to raise awareness in the short term, and invite future attendance in the longer.

Edmonton Indy will be a major event for the sporting world. As such, **5W Public Relations** will reach out to media that cover Indy to ensure that any advance needs they may have in Edmonton are met. Further, we will work with them to entice their coverage to stretch just beyond the track at City Centre Airport, to include some of the many other attractions to enjoy in the city.

We will also work to establish media coverage in advance of the event, in media that are consumed by a voracious racing fan base, as well as attract this base to the race via social media efforts.

IV. SCOPE OF WORK and SUGGESTED FEE

Although the start-up period will include very brief workshops to better understand your overall marketing strategy and business objectives, our efforts on your behalf will commence on day one – delivering immediate results for the company and your brand.

The timeframe for our services is a three month contract, focused on the efforts of the initiatives outlined above. All fees are included except for specific project/celebrities which may be elected for separate from the core program as outlined above.

Monthly Retainer

\$10,000

Scope of Services for Travel Alberta's Edmonton Initiative and ongoing daily activities will include:

Media/Influencer Relations

- REGIONAL Media Outreach
- NATIONAL Media Outreach
- CONSUMER Media Outreach
- DEMOGRAPHIC SPECIFIC Media Outreach
- BUSINESS & ENTREPRENEUR Media Outreach
- TRADE Media Outreach
- INFLUENCER Media Outreach
- WEB & ONLINE/BLOGGER Media Outreach

Travel Product Placement and Outreach

- Identification of media and social influencers
- Identification of situation-specific seeding opportunities

Authoring & Producing Content

- Authoring and issuing announcement and specific press releases, pitch letters and media advisories
- Authoring and issuing fact sheets and bios
- Authoring and issuing trend reports

Consumer Marketing/Events

- Ideation & creative
- Media identification and invite outreach
- Media follow up and coverage monitoring

Communications

- Weekly Conference Calls
- Strategy brainstorm
- Updates on SW's outreach and company news
- Assign and implement targeted media outreach
- Define weekly objectives
- Report on previous week goal achievements
- Monthly detailed activity reports

Account Management

- Regular client correspondence

- Compilation of the media yield from our efforts
- Regular written reports to you
- Measurement of ROI
- Monitoring for third party alliance opportunities

Unless otherwise arranged, SW Public Relations' fee for out of pocket expenses is 17.5%. Travel and out of office time for account management is a billable expense, not included in retainer referenced above.