

Legends Entertainment District Agreement

Flagstaff CVB | 06-02-20





Current out-of-home creative

A photograph of a man in a blue shirt and khaki shorts, a woman in a green tank top and dark leggings, and a large, shaggy brown dog on a leash, all hiking through a grassy field with mountains in the background. A yellow backpack and a brown boot are visible in the lower right corner.

Dog-gone happy
at 7,000 feet

56 miles of urban trails.
discoverflagstaff.com

The "Flagstaff" logo, featuring a mountain silhouette and the text "discoverflagstaff.com" and "Arizona's destination for all seasons".



Current out-of-home creative





Vehicle and foot traffic in #1 Drive Market



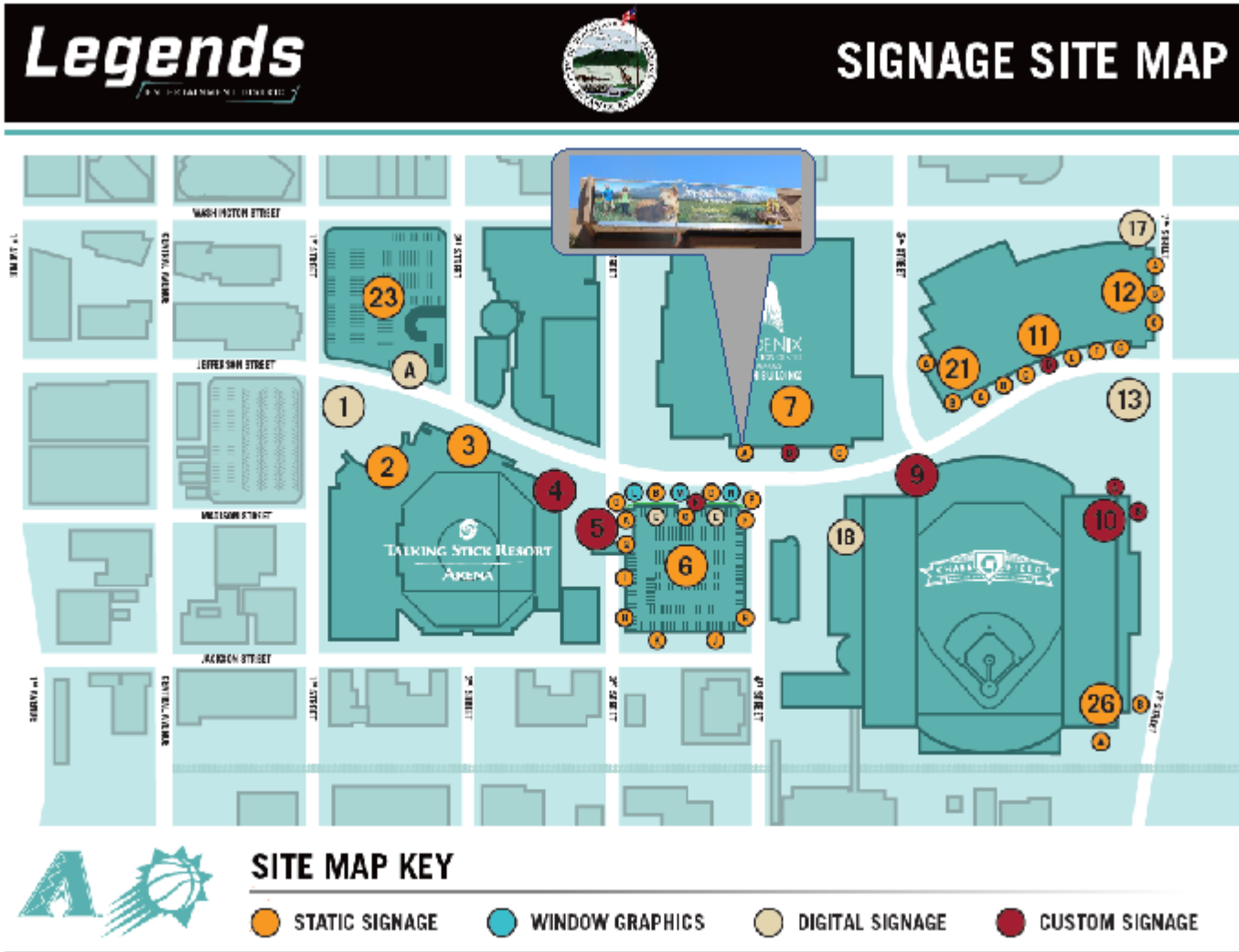


Request to renew contract





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NAU is represented on multiple digital Legends locations marked as 1, 13, 18, and a static board marked 4.

Arizona Snowbowl has previously marketed in the Legends District as well.



Other Flagstaff Representation





Request to renew contract



Legends Entertainment District

- Budget
 - \$78,000 annually, payable FY '21 and FY '22
 - 25% discount from the current rate card
- Negotiations:
 - No increase compared to the same program we've contracted since July '17
 - Legends District will provide one vinyl change-out



Legends Entertainment District

Thank you.

