

GOVERNMENT OF ANGUILLA

Telephone: 451-5
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Telex: 301 ADMIN AXA LA

The Secretariat
The Valley
Anguilla
West Indies

Ref: TSM/23/D

September 1, 1983

Mr Mario Trombone
President
TMPR
Tromson Monroe Public Relations
40 East 49th Street
New York, N Y 10017 (212) 752-8660

Dear Mr Trombone,

LETTER OF AGREEMENT FOR PUBLIC RELATIONS SERVICES
BETWEEN THE GOVERNMENT OF ANGUILLA AND TROMSON
MONROE INC.

I have pleasure in enclosing a copy of the above agreement duly signed by the Honourable Minister of Tourism.

We look forward to your cooperation and to a successful year of tourism promotion for our island.

Yours sincerely,



C A Rey, (Mrs)
Permanent Secretary
Ministry of Tourism,
Agriculture and Fisheries

CAR/lcr

TMPR
TROMSON MONROE PUBLIC RELATIONS
40 EAST 49TH STREET, NEW YORK, N.Y. 10017 (212) 752-8660

August 17, 1983

Mr. Osborne Fleming
Anguilla Department of Tourism
The Valley
Anguilla, West Indies

Dear Mr. Fleming:

Further to our previous conversations and correspondence, we are submitting herewith a letter of agreement designating Tromson Monroe, Inc. as public relations agency to the Anguilla Department of Tourism.

Following are the terms of the agreement:

Tromson Monroe Inc. will represent the Anguilla Department of Tourism for a period of one year, commencing September 1, 1983, for a public relations program whose goals are to promote tourism to Anguilla as outlined in the 1983 Public Relations Proposal submitted by Tromson Monroe Public Relations.

To accomplish these goals effectively and successfully, the program will be aimed at both the travel trade and consumer media (newspapers, magazines, radio, television, etc.) and will be implemented only with prior approval from you.

It will consist of the preparation of news and feature releases, newsletters, a photo library, and any other such tools which the agency feels will be beneficial to the promotion of tourism to Anguilla. All these services will be carried out with prior approval from you, as shall be the budgets for such services.

The total budget for this public relations program is \$40,000 U.S. dollars per annum. These budgeted monies shall be used as follows:

Public relations retainer fees, including staff necessary to execute the program - \$30,000.

Preparing, printing, postage, mailing of press releases to media on a monthly basis, and a newsletter to travel agents as necessary - \$3,000.

Preparing and printing of letterheads, press kits, and special news releases - \$2,500.

Photographic needs, both color and black-and-white - \$1,000.

Limited Travel and Press Entertainment - \$1,000.

Clipping service - \$1,500.

Long distance telephone and telegram charges, stamps, etc. - \$1,000.

Budgets may be interchanged from time to time. All fees and expenses will be paid quarterly, in advance, and all project monies and expenses such as telephone and telegraph, stamps, necessary hotel and travel charges, press functions and hospitality, will be billed against these advanced monies. These expenses will be billed by Tromson Monroe against your budget at cost. Out-of-pocket expenses and vouchers for them will be submitted with above billings.

Should sales promotion development (additional budget) services be required during the period of this agreement (i.e. preparation of brochures, posters, slide presentations for travel agents, etc.), Tromson Monroe will carry out these services with prior approval from you and within an additional budget to be established and approved by you.

This agreement will remain in full force and effect for a period of twelve months from the above date and shall be reviewed and renewed or cancelled by either party on 90 days written notice before the end of the agreement.

During such cancellation period, if this option is exercised, the client agrees to reimburse the Agency for any authorized but non-cancellable commitments the Agency may have made.

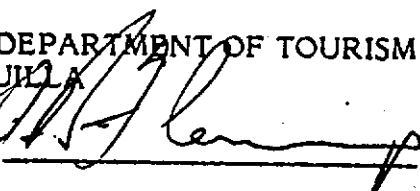
Tromson Monroe staff members assigned to work on this account will meet as frequently as necessary to work with you and any representative of the Anguilla Department of Tourism designated by you to discuss plans, work in progress, and results. In addition, Tromson Monroe will submit to you a written report plus clippings from all media on activities performed by the agency on behalf of the Anguilla Department of Tourism.

Tromson Monroe is also taking the necessary steps to register with the U.S. Government as an official agency to the Anguilla Department of Tourism.

ACCEPTED TO AND AGREED BY:

THE DEPARTMENT OF TOURISM
ANGUILLA

BY:

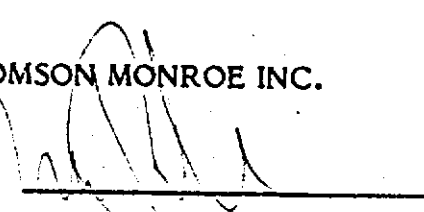


DATE:

Aug 1st 83

TROMSON MONROE INC.

BY:



DATE:

Aug 19 83