

**Agreement between
Florida Tourism Industry Marketing Corporation,
doing business as VISIT FLORIDA®,
and [REDACTED]**

THIS AGREEMENT, entered into this 9th day July, 2015 by and between the Florida Tourism Industry Marketing Corporation, doing business as VISIT FLORIDA®, (hereinafter referred to as "VISIT FLORIDA"), and [REDACTED] (hereinafter referred to as "Contractor") furnishing the services of Armando Christian Perez, professionally known as "Pitbull" (hereinafter referred to as "Talent"). VISIT FLORIDA and Contractor may each be referred to individually as a "Party" and collectively as the "Parties"). Notwithstanding some obligations herein for Talent, the Parties expressly agree that the contractual relationship herein is strictly between VISIT FLORIDA and Contractor and Talent is not a Party hereunder.

PURPOSE: VISIT FLORIDA hereby engages the Contractor as a celebrity tourism ambassador/spokesman for the state of Florida.

1. **PARTIES.** The parties and their respective addresses for purposes of this Agreement are as follows:

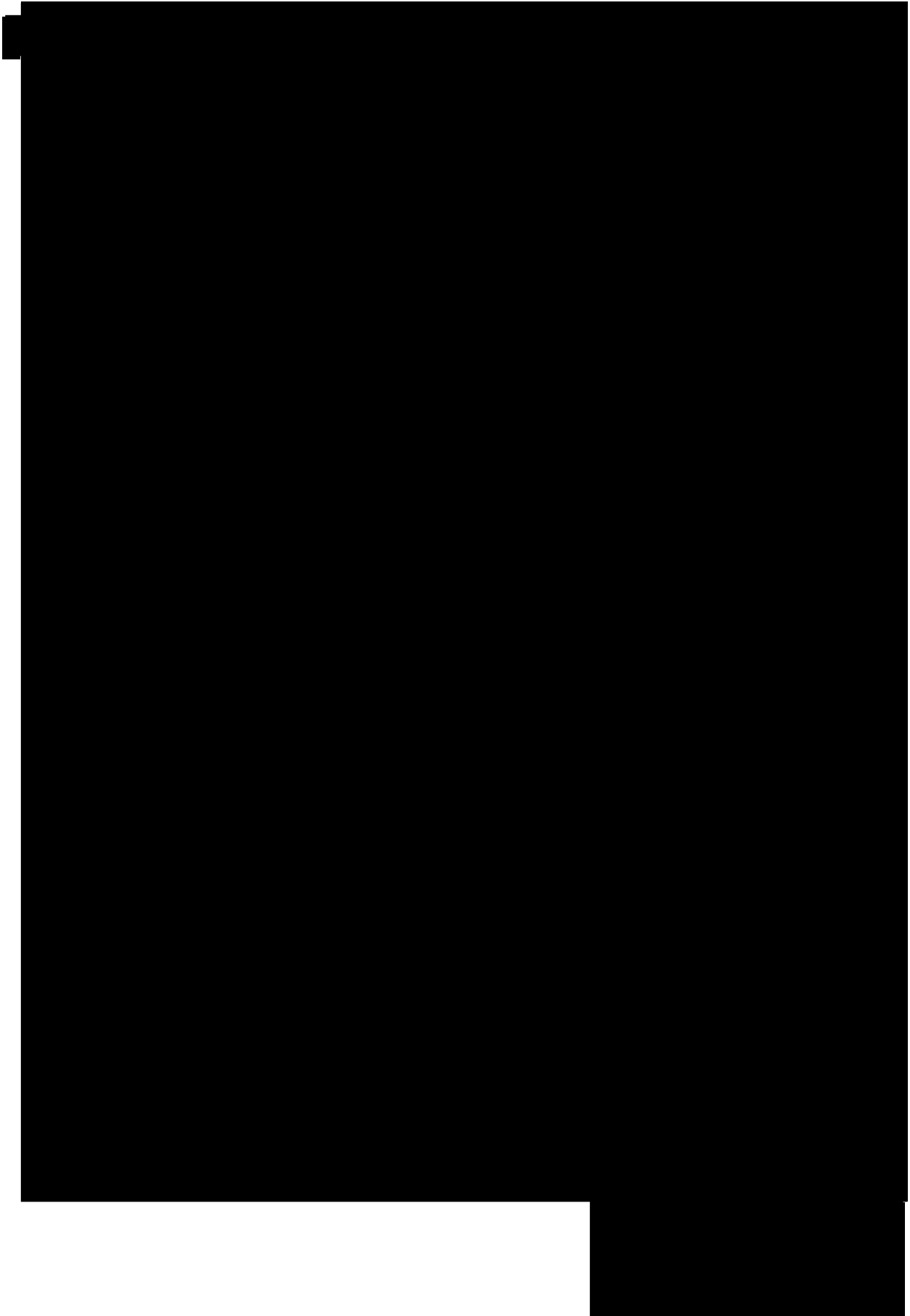
VISIT FLORIDA
c/o Nelson Mongiovi
2540 W. Executive Center Circle, Suite 200
Tallahassee, Florida 32301
(850) 205-3849

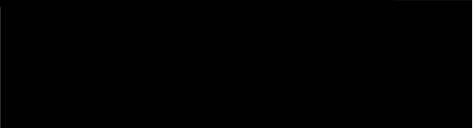
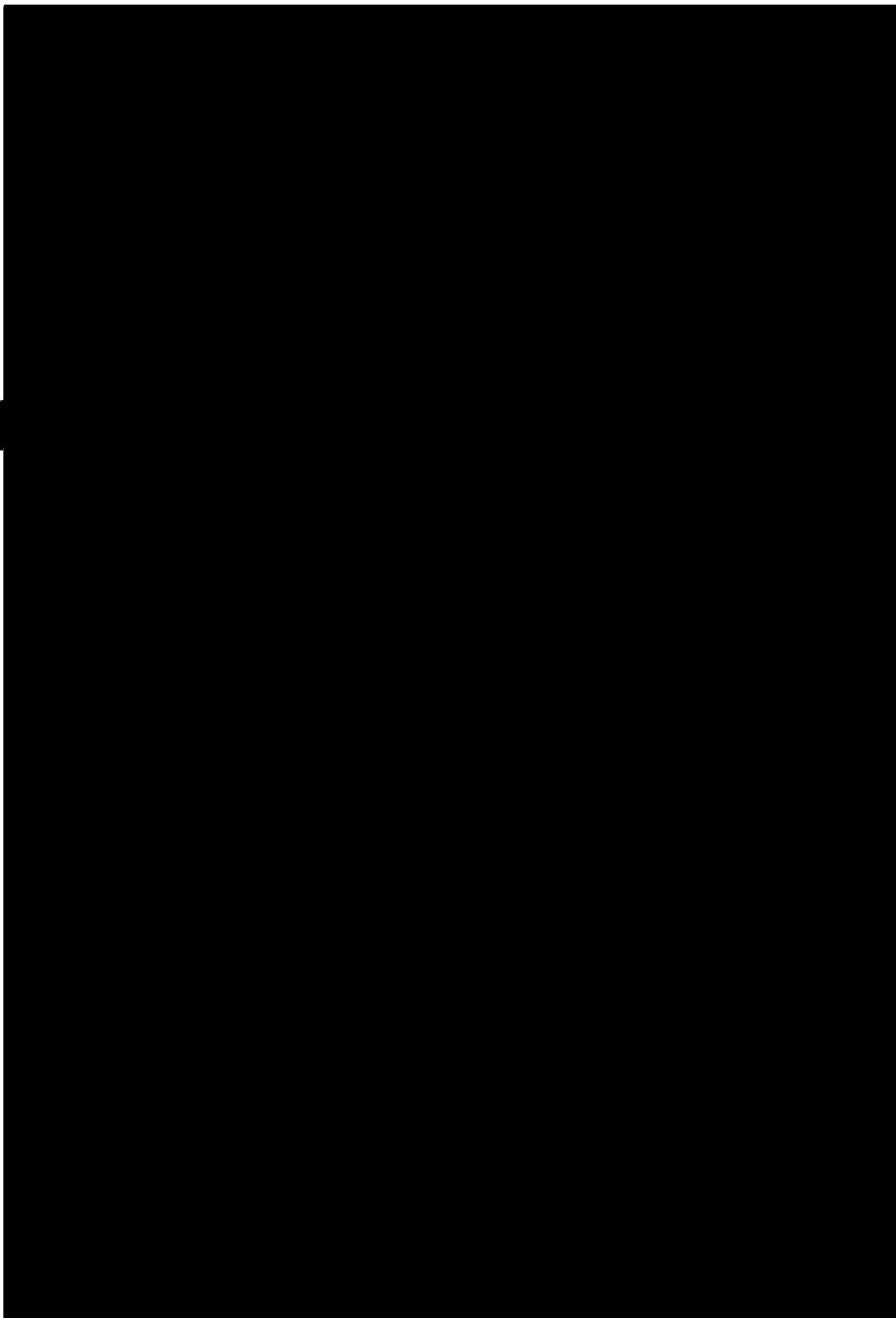
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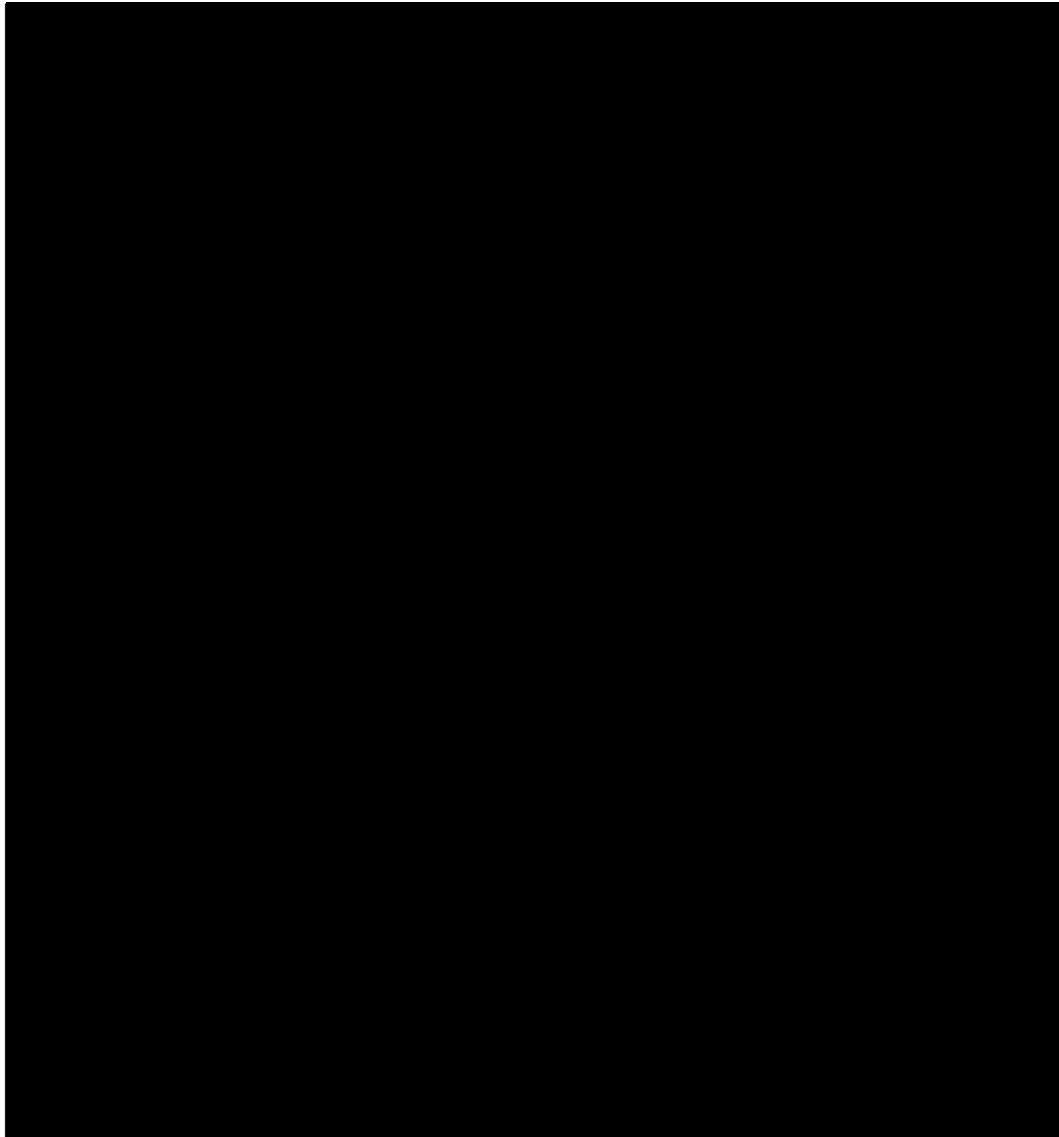
[REDACTED]

4. **SCOPE OF WORK.** VISIT FLORIDA hereby engages the Contractor to provide Talent as a celebrity tourism ambassador for the state of Florida. VISIT FLORIDA will receive usage rights, celebrity appearances, branding on Contractor's Talent audio, video and digital assets in various advertising, and promotional activities. Contractor agrees to provide the following marketing activities as specifically delineated below:

[REDACTED]







[REDACTED]

[REDACTED]

[REDACTED]

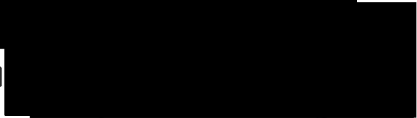
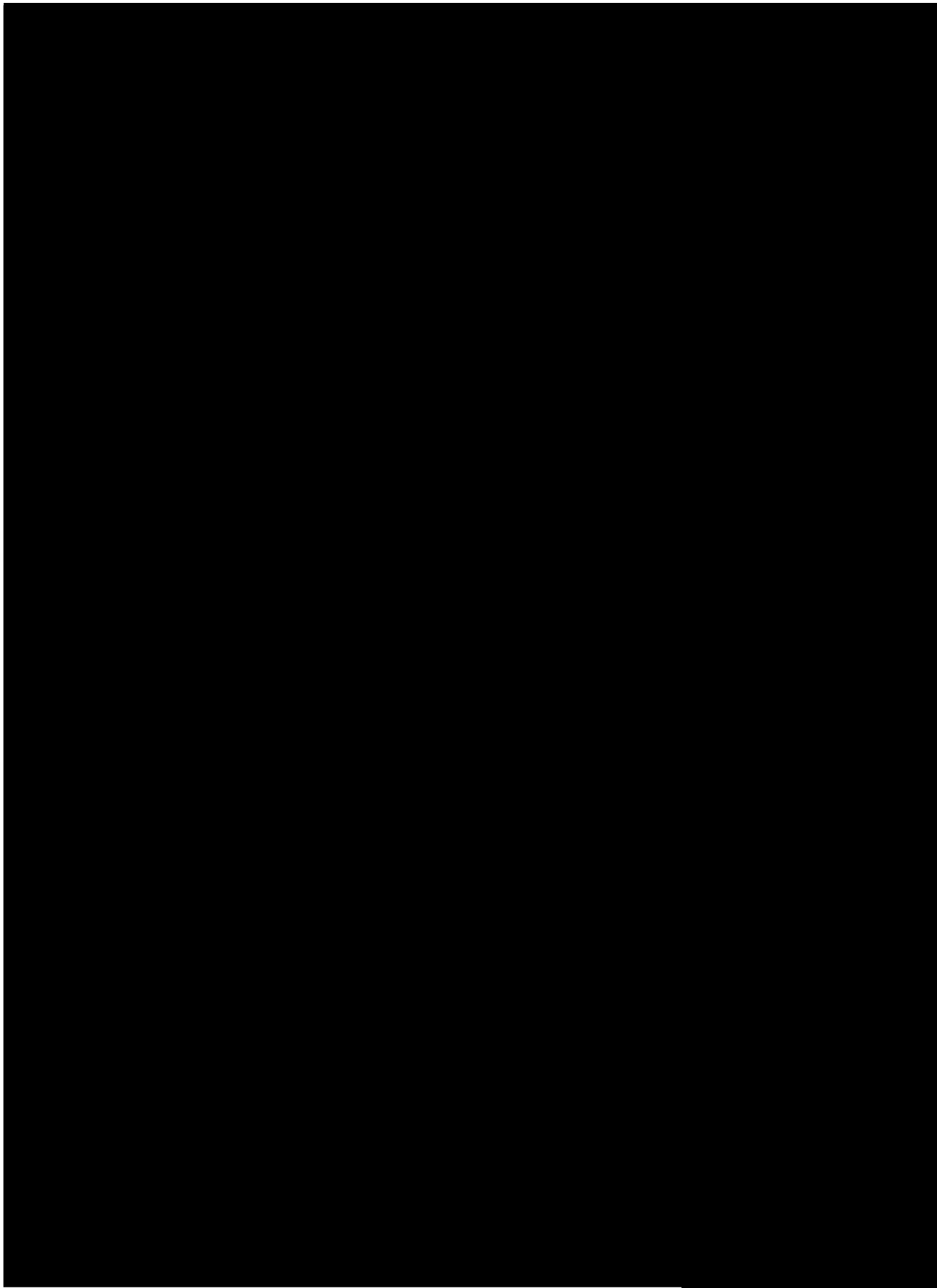
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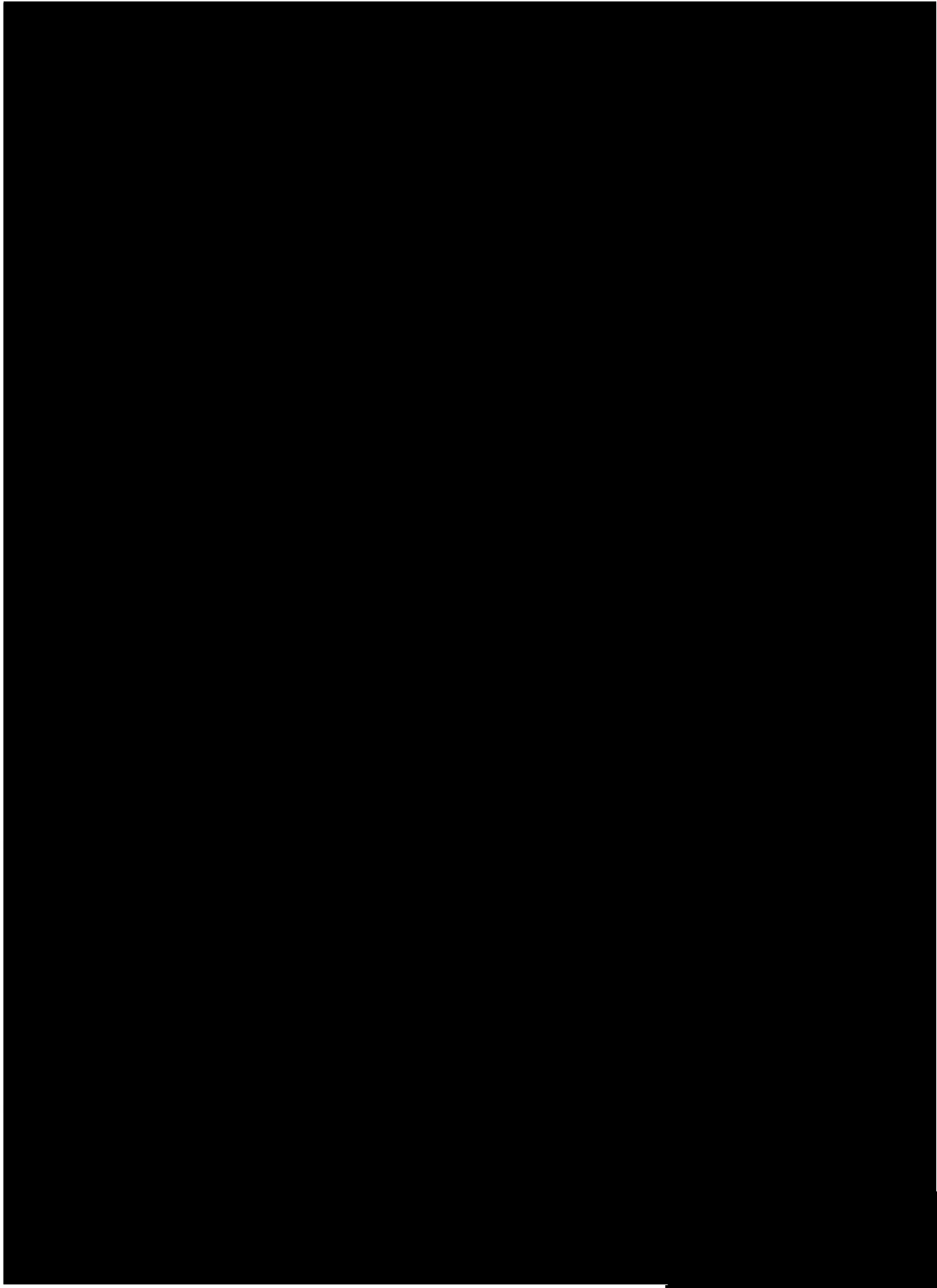
[REDACTED]

[REDACTED]

[REDACTED]







[REDACTED]

[REDACTED]

[REDACTED]

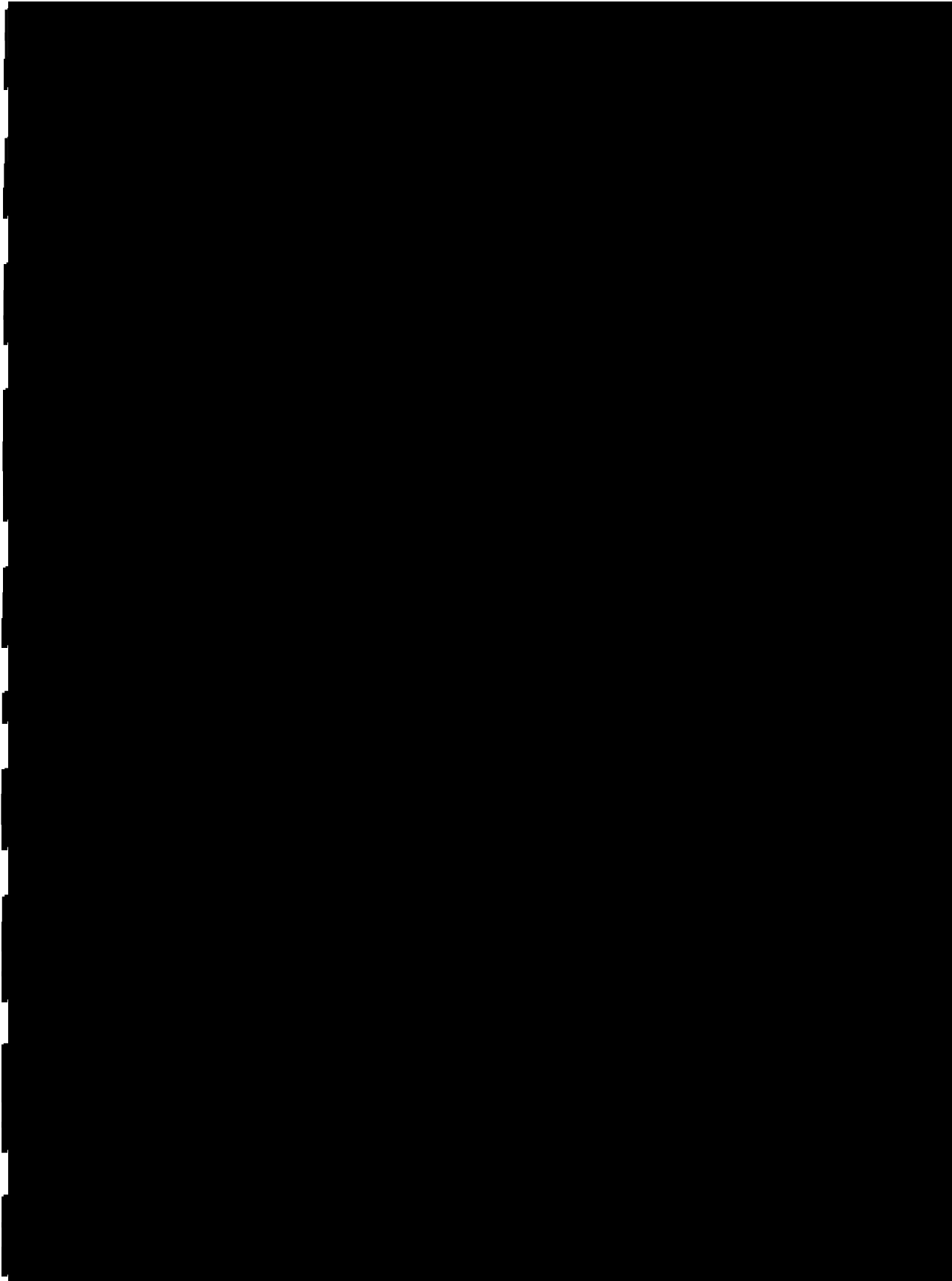
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



Florida Tourism Industry Marketing Corporation, d/b/a VISIT FLORIDA®


Signature: _____

Printed Name: J. William Seaman

Title: President + CEO

Date: 8/3/15

