

Source Map, Inc.

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GREATER KITSAP COUNTY ADVENTURE (KCA) PROJECT

Map & Trophy Event

SPONSORS

Sportsman's Warehouse & Kitsap Peninsula Visitor & Convention Bureau

KCA Map

A Zero-Net-Cost, full-color, *Enhanced G.I.S.*™, map that show-cases quality adventure activities in the Greater Kitsap County. Each activity can be identified on the KCA map in four important ways:

- Logo on Map
- Display Ad
- Classified Listing
- Internet-Linked Map Logo
- Internet-Logo-Linked Streaming Video with Sound

The KCA map is designed to be optionally sold or given away by retailers. All advertisers will be given sufficient KCA maps, that when sold, will cover the advertising cost.

The KCA map distribution by the sponsors and advertisers is projected to be 20,000 maps.

The KCA map will be an annual promotion and will commence distribution in the 1st Qtr of 2006.

Trophy Quest

Sportsman's Warehouse is sponsoring four *SPORTSMAN of the YEAR* trophies: one trophy for each category: Sports-Man, Sports-Woman, Sports-Boy & Sports-Girl (under 16 years of age). Trophies to be awarded, and the KCA map, will be on display at the Sportsman's Warehouse, located in Silverdale, next to Costco.

Winners in each category will be determined by accumulation of points to be awarded to KCA contestants by adventure sponsors (map advertisers) who choose appear on the KCA map.

The Trophy event will kick-off the first Saturday in May, 2006, with a catered event in Sportsman's Warehouse parking lot. Activity sponsors are invited to attend and promote their activity at no charge. Each activity sponsor will be given one parking space to set up their presentation. Sign-up and information sheets will be provided to all advertisers in advance of the kick-off event.

A similar event, to award Trophies, will follow on the first Saturday in November, 2006.

Although adventure sponsor's activities may be enjoyed year-around, contestant points will only be awarded from July 1, 2006 to October 28, 2006.

There is no additional advertising fee for a KCA map advertiser to sponsor an activity event. Activity sponsors may charge contestants any fee they deem normal, customary or appropriate to participate in their activity.

Charitable Donation

The CHILDRENS HOME SOCIETY (CHS) is the designated non-profit organization associated with the KCA project. The CHS is a nationally recognized adoption organization that is active in assisting adoptions in Kitsap County. Each activity sponsor is requested to make a donation, in any amount, from all KCA sponsor activity fees collected from contestants, to the CHS. The CHS local chapter can be reached at (253) 472-3355.