

EXHIBIT A

October 25, 2013

George Zimmerman
Vice President
Travel Michigan
300 North Washington Square
Lansing, Michigan 48913

Dear George;

It is our pleasure to present this proposal to undertake an evaluation of Travel Michigan's 2013 National and Regional Tourism Advertising Campaign.

Research Purpose

The purpose of the research program is to:

- examine the impact of the campaign on national awareness levels;
- provide fundamental strategic insights about the image of Michigan and its key competitors with respect to key destination choice factors;
- evaluate the impact of the campaign including the return on the advertising investment (ROI) on both a national and regional level;
- provide messaging and media diagnostics to illuminate contributing factors to campaign performance and, in turn, insights to help optimize the impact and yield of future activities.

Methodology

The research program will consist of a **Longwoods' R.O.EYE™** study conducted both regionally and nationally;

The study will be conducted by internet panel. Custom panels of individuals will be constructed to be statistically representative of Travel Michigan's regional advertising markets and the balance of the National marketplace.

Respondents will be selected randomly to ensure a representative sample of individuals 18+ years of age and the research results will, therefore, be projectable to the population of the markets surveyed. The recommended sample for the **R.O.EYE™** study is 4,000 (approximately 2,000 for the regional markets and 2,000 for balance of US).

Awareness of the advertising will be determined by exposing respondents to actual samples of the creative. This forced-exposure technique serves to significantly reduce the "phantom recall" that otherwise plagues advertising tracking research.