

RESPONSE TO RFP NO. 20260406

DACH & BeNeLux Regions International Representation

for the Punta Gorda / Englewood Beach Visitor & Convention Bureau

Submitted by:

Sommer Touristik Marketing

Aschaffenburg Str. 53
63743 Aschaffenburg
Germany
marketing@touristiksommer.de

June 2026



Dear Members of the Selection Committee,

On behalf of Sommer Touristik Marketing, we hereby submit our proposal for international representation services for Punta Gorda / Englewood Beach in the DACH & BeNeLux regions.

Sommer Touristik Marketing is a Germany-based, senior-led destination representation and tourism marketing agency specializing in the DACH and BeNeLux travel markets. With more than 35 years of tourism industry experience in promoting U.S. destinations, particularly Florida, our agency has an excellent in-market positioning.

Over the past three years, Sommer Touristik Marketing has represented Punta Gorda / Englewood Beach through continuous in-market measures. This existing experience provides PGEB with an important continuity advantage. Our team already understands the destination, and its positioning in the central European market.

We believe Punta Gorda / Englewood Beach's authentic "Old Florida" character, relaxed Gulf Coast lifestyle, boutique-style and luxury accommodations, strong local culture, culinary experiences, waterways, nature-based activities, and hidden-gem appeal align closely with what DACH and BeNeLux travelers are seeking: authentic, less crowded, experience-driven destinations beyond traditional mass-market tourism.

Sommer Touristik Marketing's representation approach is built around strong travel trade relationships, market-specific storytelling, and long-term destination development. PGEB works directly with experienced decision-makers which allows for flexible execution, authentic market communication, and a hands-on working relationship.

The following proposal responds to Charlotte County's objective of maintaining continuity, modernizing and strengthening current efforts where appropriate, and supporting strategic market expansion. Full Letters of Recommendation and selected materials and mandatory forms are included in the Appendix.

We appreciate the opportunity to continue supporting Punta Gorda / Englewood Beach and look forward to helping further strengthen the destination's visibility, relevance, and long-term market position throughout the DACH and BeNeLux region.

A handwritten signature in black ink, appearing to read "Vera H. Sommer". The signature is fluid and cursive, with the first name "Vera" being the most prominent.

Vera H. Sommer

Founder / Owner

Sommer Touristik Marketing

Table of Contents

Cover Letter / Executive Summary

A. Corporate Background / Professional Staff

B. Experience / Creative Thinking

C. Pricing in U.S. Dollars

D. Project / Account Management / Reporting Process

E. References

Appendix:

1. Letters of Recommendation

2. Selected Proof of Performance / KPI Highlights

3. Required Submittal Forms & Addenda Acknowledgements

4. W-8BEN-E / Foreign Status Documentation, if required

A. Corporate Background / Professional Staff

Company Overview

SENIOR-LED DESTINATION REPRESENTATION AGENCY WITH FLORIDA EXPERTISE FOR THE EUROPEAN MARKET

Team Structure · Continuity Advantage · Compliance Readiness

Sommer Touristik Marketing is a Germany-based destination representation and tourism marketing agency specializing in the DACH and BeNeLux travel markets. Founded in 1993 resulting in more than 30 years of tourism industry experience, the agency focuses exclusively on tourism, destination representation, travel trade development, public relations, media relations, co-op marketing, and in-market destination positioning.

STRUCTURE & APPROACH

Sommer Touristik Marketing operates from its staffed office in Germany within the targeted region and has extensive experience promoting U.S. destinations, particularly Florida destinations, within the DACH and BeNeLux markets. The agency's structure is senior-led, hands-on, and highly personalized, allowing clients to work directly with experienced decision-makers rather than through multiple junior account layers.

Core Service Pillars

Six integrated service pillars combining relationship-based representation with measurable destination marketing.

Trade Marketing

Trade outreach, trainings, B2B relationships

PR & Media Relations

Press, journalists, editorial placement

Content Marketing & Storytelling

Market-specific narratives and campaign content

Campaign Management & Partnerships

Co-ops, partner campaigns, activations

Events & Market Activation

Roadshows, FAMs, trade formats

Technology, KPI Tracking & Reporting

AI workflows, reporting, performance tracking

A. CORPORATE BACKGROUND/PROFESSIONAL STAFF

Sommer Touristik Marketing - Senior-led. Florida-specialist. Hands-on. Results-oriented.

35+ YEARS OF EXPERTISE

A senior-led agency with more than 35 years of experience in the DACH and BeNeLux travel markets. Based in Germany, deeply integrated into the European tourism industry, and combining long-standing market relationships with strategic destination expertise and extensive Florida experience.

DIRECT MANAGEMENT MODEL

Unlike large, highly layered agency models, clients work directly with experienced senior leadership throughout strategy development, trade engagement, market representation, reporting, and campaign execution. Fast decision-making, flexible execution, and authentic market communication.

DESTINATION POSITIONING MINDSET

We approach tourism representation on how destinations are emotionally perceived, strategically positioned, distributed through the market, and connected to highly targeted traveler segments seeking authentic and experience-driven travel products.

A. CORPORATE BACKGROUND/PROFESSIONAL STAFF

Continuity Advantage for Punta Gorda / Englewood Beach

THREE YEARS OF IN-MARKET REPRESENTATION: Continuity without disruption.

Over the past three years, our agency has supported PGEB's development in the German-speaking market through consistent in-market representation, tour operator outreach, travel trade education, media relations, co-op marketing measures, FAM support, consumer-facing activation, strategic market communication, and by being Punta Gorda / Englewood Beach's "face" in the central European market.

THE MOMENTUM

This existing knowledge of the destination, its partners, its positioning, and its market challenges allows us to continue building momentum without disruption in market relationships. Continuing with Sommer Touristik Marketing means preserving established relationships, proven workflows, and accumulated market intelligence while further professionalizing reporting, KPI tracking, and future campaign development.

A. CORPORATE BACKGROUND/PROFESSIONAL STAFF

U.S. Cultural Fluency & Florida Affinity

A PERSONAL CONNECTION TO THE UNITED STATES

Sommer Touristik Marketing's work is shaped not only by professional tourism experience, but also by a long-standing personal connection to the United States. Vera H. Sommer spent formative time in California as a high school student. The Sommer family has traveled extensively throughout the United States over many decades, including frequent travel to Florida and other U.S. destinations.

This personal familiarity strengthens our ability to act as a bridge between U.S. destination partners and European travelers. We understand how American destinations communicate, how U.S. tourism partners operate, and how European visitors perceive, compare, and emotionally respond to U.S. travel experiences.

This is especially true for Florida, where the Sommer family maintains deep first-hand familiarity with the state's destinations, regional differences, tourism infrastructure, and traveler experiences for several decades.

WHY THIS MATTERS FOR PGEB

Punta Gorda / Englewood Beach is not a generic travel product. Its appeal depends on nuance, authenticity, atmosphere, local character, and a genuine understanding of what makes 'Old Florida' meaningful to the right European traveler.

Cultural fluency — knowing how to translate a destination's identity into language, imagery, and positioning that resonates with DACH and BeNeLux travelers — is one of the most important and least quantifiable assets a representation agency can bring.

A. CORPORATE BACKGROUND/PROFESSIONAL STAFF

Professional Staff & Team Structure

Vera H. Sommer

Founder / Owner & Primary Account Lead - Languages: German, English

Charlotte County / Punta Gorda / Englewood Beach

Vera H. Sommer brings more than 40 years of tourism industry experience, with extensive expertise in destination representation, travel trade development, airline and tour operator relations, media outreach, sales missions, FAM trip coordination, and international tourism marketing. For PGEB, Vera will serve as the primary account lead and senior point of contact.

Kenny-Lee Sommer

VP DACH Markets / Backup Account Lead - Languages: German, English, French

Strategy, KPI, AI-Supported Workflows & Creative Development

Kenny-Lee Sommer supports Sommer Touristik Marketing's European market development with a focus on strategic positioning, KPI structures, reporting development, creative campaign thinking, digital workflows, AI-supported processes, and modern market analysis. For PGEB, Kenny-Lee will serve as backup account lead and strategic support to Vera.

A. CORPORATE BACKGROUND/PROFESSIONAL STAFF

Professional Staff

Ellen Grimm

Freelance Project Coordination & Administrative Support - Languages: German, English, French

Media Relations

Ellen Grimm supports Sommer Touristik Marketing on a freelance basis with administrative coordination, project support, document handling, scheduling interns, and selected operational tasks. Her support allows the senior account leads to remain focused on strategic client service, relationship management, and direct account execution.

We frequently also hire Marketing-Student interns from the local college in town, whom are overseen and coordinated by Ellen.

A. CORPORATE BACKGROUND/PROFESSIONAL STAFF

Clients & Compliance

CURRENT CLIENTS

Active destination representation clients:

- Punta Gorda / Englewood Beach
- Florida's Sports Coast
- Experience Kissimmee — project-based support

Sommer Touristik Marketing has not lost any destination representation client within the last three years due to performance concerns. Former relationships have concluded as a result of regular contract cycles or strategic market shifts.

COMPLIANCE READINESS

Sommer Touristik Marketing maintains a staffed office in Germany within the target market region, as requested in the RFP.

The required W-8BEN-E Certificate of Foreign Status form has been completed and is included in the Appendix.

B. EXPERIENCE / CREATIVE THINKING

B.1 Understanding of Punta Gorda / Englewood Beach

POSITIONING

Punta Gorda / Englewood Beach stands out through its authentic "Old Florida" character, relaxed Gulf Coast lifestyle, strong local culture, boutique-style and luxury accommodations, and exceptional access to nature and outdoor experiences.

MARKET FIT

This positioning aligns strongly with DACH and BeNeLux travelers seeking authentic, less crowded, emotionally meaningful travel experiences focused on nature, culture, and culinary discovery.

NICHE POTENTIAL

Soft adventure · Boating · Fishing · Cycling · Eco-tourism · Road trips · Boutique stays · Culinary travel · Extended Florida roundtrips

Old Florida

Authentic character and atmosphere

Hidden Gem

Beyond mass-market tourism

Nature & Waterways

Boating, fishing, eco-tourism, outdoor experiences

Local Culture

Culinary discovery, walkable areas, community-driven atmosphere

B. EXPERIENCE / CREATIVE THINKING

B.2 Relevant Destination Representation Experience

EXPERIENCE BASE

Sommer Touristik Marketing brings extensive experience representing Punta Gorda / Englewood Beach and other Florida destinations within the European travel market.

DESTINATION EXPERIENCE

PGEB · Florida's Sports Coast · Experience Kissimmee · Visit Tampa Bay · Bradenton Area CVB · Fort Myers · New Smyrna Beach

THREE-YEAR PGEB CONTINUITY

Over the past three years, Sommer Touristik Marketing has supported PGEB through in-market representation, trade outreach, travel agent education, media relations, co-op marketing, FAM coordination, consumer activations, and localized communication.

Relevant Strengths

- Florida destination knowledge
- DACH and BeNeLux trade relationships
- PR and media expertise
- Co-op marketing experience
- Product placement and itinerary development
- FAM coordination

B. EXPERIENCE / CREATIVE THINKING

B.3 Strategic Representation Approach

CENTRAL OBJECTIVE

Sommer Touristik Marketing will strengthen PGEB's visibility, relevance, and product presence in the DACH and BeNeLux markets while protecting its authentic "Old Florida" character, hidden-gem positioning, and quality-driven appeal.

MARKET DEVELOPMENT LOGIC

Our strategy focuses on continuous market integration rather than isolated campaigns. It combines travel trade development, media and PR outreach, consumer-facing activation, partnership development, localized communication, and structured reporting.

CORE PROGRAM PILLARS

Trade Marketing · PR & Media Relations · Content Marketing & Storytelling · Campaign Management & Partnerships · Events & Market Activation · KPI Tracking, Reporting & AI-supported Workflows

STRATEGIC VALUE

This structure supports continuity, modernization, strategic expansion, and measurable destination marketing for Punta Gorda / Englewood Beach.

B.3 Strategic Representation Approach – Travel Trade Development

Strategic Role

Travel trade development is one of the most important pillars of successful destination representation within the DACH and BeNeLux markets.

For PGEB, sustainable market growth depends on tour operator integration, travel agent education, strategic co-op marketing, and continuous relationship management.

Market Integration

Sommer Touristik Marketing will actively integrate PGEB into relevant sales channels, travel products, Florida roundtrip itineraries, and co-op marketing initiatives.

Core Measures

- Tour operator outreach
- Product placement
- Itinerary development
- Travel agent communication
- Co-op marketing with trade partners
- Sales missions and workshops
- Trade shows and industry networking

B. EXPERIENCE / CREATIVE THINKING

B.3 Strategic Representation Approach – Trade Education, FAMs & Market Presence

Agent Education

PGEB already offers an established German-language online travel agent training program. Sommer Touristik Marketing will further leverage this program through webinars, training sessions, quiz formats, incentives, prize draws, roadshows, and partner communication.

FAM Support

FAM trips and educational visits remain essential for sustainable market development. They help selected travel advisors, media representatives, and partners experience PGEB first-hand and build stronger destination advocacy.

Through long-standing airline relationships, Sommer Touristik Marketing will continue to seek airline support and ticket sponsorships for selected FAM trips where available.

Relevant Activities

- ITB Berlin
- IPW
- IMM events
- Visit USA roadshows
- Brand USA Travel Week
- VISIT FLORIDA activities
- Selected trade, media, and partner activations

B.3 Strategic Representation Approach – Media, PR & Influencer Relations

Strategic Role

Media relations are an important driver of credibility and emotional destination awareness in the European market.

For PGEB, earned media and carefully selected influencer partnerships are especially valuable because the destination's appeal is based on discovery, authenticity, nature, local culture, and personal travel experiences.

Media Approach

Sommer Touristik Marketing will continue to position PGEB toward selected media contacts, journalists, editors, bloggers, creators, and niche publications whose audiences align with the destination's identity.

Selection Principle

Influencer and creator partnerships will be selected based on audience fit, content quality, credibility, and relevance to PGEB's positioning rather than follower numbers alone.

The objective is to build credible editorial visibility while reinforcing PGEB's authentic, nature-forward Gulf Coast positioning.

B.3 Strategic Representation Approach – Story Angles & Media Activation

Story Angles

Old Florida experiences · Hidden Gulf Coast discoveries · Boutique and luxury accommodations · Nature and eco-tourism · Boating and waterways · Local culinary culture · Babcock Ranch · Peace River experiences · Barrier islands · Wildlife · Golf · Road trips · Slow travel

Activation Formats

- Targeted press communication
- Story pitching and journalist follow-up
- IMM and Visit USA media formats
- FAM trip coordination
- Content support and image localization
- Post-visit follow-up to maximize editorial outcomes

These formats connect PGEB's strongest destination themes with qualified media, creators, and niche audiences in the DACH and BeNeLux markets.

B. EXPERIENCE / CREATIVE THINKING

B.3 Strategic Representation Approach – Consumer Marketing & Partnerships

Strategic Role

Consumer-facing marketing will support PGEB's visibility among travelers already interested in Florida, nature-based travel, road trips, lifestyle travel, and authentic destination discovery.

Market Approach

Sommer Touristik Marketing will connect consumer awareness with bookable product, trade partnerships, and targeted distribution channels.

Quality-Driven Growth

The focus is not broad mass-market exposure, but reaching travelers who are more likely to appreciate PGEB's slower, more local, and more experience-driven Florida character.

Recommended Formats

- Tour operator B2B2C co-op campaigns
- Newsletter placements
- Online articles and landing pages
- Social media integrations
- Consumer travel fairs
- Lifestyle events
- Shopping center or city activations
- Niche community activations

Relevant Interest Segments

Boating · Fishing · Golf · Cycling · Kayaking · Culinary discovery · Boutique stays · Motorcycle and road trip travel · Nature photography · Family-friendly outdoor experiences

B. EXPERIENCE / CREATIVE THINKING

B.3 Strategic Representation Approach – Partnerships & Market Intelligence

Partnership Development

Sommer Touristik Marketing will continue to support PGEB through ongoing communication with airline partners, tour operators, travel distribution partners, VISIT FLORIDA, Visit USA, Brand USA, and Florida destination partners where collaborative opportunities make strategic sense.

The focus will be on flight access, routing convenience, FAM partnerships, co-op marketing opportunities, and PGEB's role within larger Florida roundtrip itineraries.

Localization & Market Intelligence

Successful international representation requires more than translation. Sommer Touristik Marketing will support PGEB with localized communication that reflects the expectations, travel behavior, and cultural preferences of DACH and BeNeLux travelers.

Focus Areas

- Airline partner communication
- Tour operator coordination
- Travel distribution partners
- Florida roundtrip positioning
- FAM trip partnerships
- Co-op opportunities
- German-language content support
- Market-relevant wording
- Story angle development
- Travel trend monitoring
- Partner and media feedback
- Strategic recommendations

This approach helps PGEB maintain an active, responsive, and strategically informed presence in the European market.

B.4 Creative Thinking – Campaign Logic

Creative Direction

Sommer Touristik Marketing will develop creative destination marketing that strengthens PGEB's authentic "Old Florida" character, local culture, waterfront lifestyle, nature-based experiences, boutique accommodations, independent restaurants, and slower Gulf Coast atmosphere.

Strategic Principle

Creative activation will make PGEB more visible while protecting the destination's authentic, locally rooted, hidden-gem identity.

Program Logic

The concepts use different marketing angles to connect consumer inspiration, media storytelling, trade development, and bookable partner opportunities.

Creative Concepts

- **Punta Gorgeous**
- **Taste of Punta Gorgeous / Flavor Coast**
- **Gulf Coast Treasures**
- **Waterways & Wildlife**
- **Selective B2B Hospitality**

A varied creative platform designed to strengthen PGEB's identity without pushing the destination toward mass-market tourism.

B. EXPERIENCE / CREATIVE THINKING

B.4 Creative Thinking – Punta Gorgeous

Concept Snapshot

"Punta Gorgeous" is an original campaign idea by Sommer Touristik Marketing that frames Punta Gorda / Englewood Beach as Florida's gorgeous hidden gem on the Gulf Coast.

Emotional Positioning

The concept builds on sunsets, waterfront views, boutique stays, golf, local restaurants, barrier islands, scenic boating, walkable downtown areas, and authentic Gulf Coast charm.

Core Audience

Travelers looking for beauty, atmosphere, authenticity, and a more personal Florida experience away from Florida's busiest tourism hubs.

Campaign Use

Consumer campaigns · Tour operator co-ops · Social storytelling
· Newsletters · Landing pages · Creator collaborations

Strategic Value

Makes PGEB feel aspirational, beautiful, and discoverable while preserving its authentic character.

B.4 Creative Thinking – Taste of Punta Gorgeous / Flavor Coast

Concept

"Taste of Punta Gorgeous" connects Sommer Touristik Marketing's "Punta Gorgeous" campaign idea with PGEB's existing Flavor Coast platform.

The concept translates Punta Gorda / Englewood Beach's Gulf Coast identity, culinary culture, waterfront lifestyle, local restaurants, seafood, and Old Florida charm into a tangible consumer and trade activation for the DACH and BeNeLux markets.

Activation Logic

The platform will connect consumer awareness, culinary storytelling, media visibility, travel trade development, and bookable partner opportunities.

Three Activation Layers

Urban B2C Takeover

A high-footfall city activation in Frankfurt, Munich, or Hamburg built around PGEB-inspired flavors, visual storytelling, tasting moments, and social sharing.

Flavor Coast Media & Creator Storytelling

Culinary-focused press outreach, food and travel journalist pitches, creator partnerships, and editorial story angles around seafood, waterfront dining, local chefs, and authentic Gulf Coast flavors.

B2B Trade Kitchen

A premium hosted cooking, tasting, or trade kitchen format for tour operators, airline partners, and high-value travel agencies.

The activation makes PGEB tangible through taste, atmosphere, visuals, and interaction while reinforcing the destination's local Flavor Coast identity.

B.4 Creative Thinking – Taste of Punta Gorgeous / Example Execution

Example Execution

Sommer Touristik Marketing will develop a "Taste of Punta Gorgeous" urban activation in a high-footfall DACH city location, for example Frankfurt.

The activation will be built around a suitable airline, tour operator, lifestyle, or culinary partner and a selected ice cream shop, café, culinary venue, or pop-up location.

Venue Takeover

The selected venue can be temporarily transformed into a PGEB discovery space with destination-inspired flavors, branded visual elements, take-away materials, and interactive storytelling.

Partner Logic

The activation will connect consumer inspiration with bookable travel opportunities by linking the experience to selected tour operator offers, airline routes, partner communication, or campaign landing pages where appropriate.

The destination becomes tangible through taste, atmosphere, visuals, and interaction.

B. EXPERIENCE / CREATIVE THINKING

B.4 Creative Thinking – Taste of Punta Gorgeous / Concrete Measures

Activation Elements

- PGEB-inspired flavor, dessert, drink, spice, or small culinary product
- Destination-themed menu naming and short storytelling
- Co-branded postcards or take-away cards with travel inspiration, recipes, or Flavor Coast references
- Branded cups, napkins, table displays, window branding, or digital screens

Engagement Elements

- Complimentary tasting moments or branded consumer samples during selected activation hours
- Quiz, raffle, or giveaway connected to PGEB experiences
- Hidden-gem discovery wall using visual clues from Punta Gorda / Englewood Beach
- Social media integration encouraging guests to share the activation

This creates consumer curiosity, social sharing, media interest, partner visibility, and bookable travel inspiration.

B. EXPERIENCE / CREATIVE THINKING

B.4 Creative Thinking – Gulf Coast Treasures

Concept

"Gulf Coast Treasures" is a consumer-facing cross-marketing concept designed to connect PGEB's coastal identity with a premium lifestyle, jewelry, or e-commerce partner.

The concept uses motifs such as sea turtles, starfish, shells, coastal colors, ocean-inspired jewelry, and elegant travel accessories to create an emotional bridge to the Gulf Coast.

Audience Fit

The campaign introduces PGEB through an aspirational lifestyle context: coastal beauty, meaningful travel, nature, ocean life, boutique stays, and the appeal of discovering a special place.

Possible Measures

- Co-branded newsletter placements
- Online shop visibility
- Social media storytelling
- Destination-themed giveaway
- Content around Gulf Coast nature
- Sea turtle, shell, and barrier island storytelling
- Travel inspiration linked to PGEB experiences

Strategic Value

This format reaches consumers outside traditional travel media while staying aligned with PGEB's local character, coastal identity, and nature-forward positioning.

B. EXPERIENCE / CREATIVE THINKING

B.4 Creative Thinking – Waterways & Wildlife

Concept

"Waterways & Wildlife" will further strengthen PGEB's positioning as an eco-tourism and outdoor destination built around water, nature, wildlife, and soft-adventure experiences.

Destination Fit

The concept supports PGEB's core strengths: barrier islands, kayaking, paddle sports, boating, fishing, dolphin and manatee encounters, birding, nature preserves, Babcock Ranch, golf, fishing, and outdoor recreation.

Audience Focus

The activation will primarily target outdoor, nature, soft-adventure, photography, active travel, and slow-travel audiences.

Activation Formats

- Outdoor and nature media outreach
- Specialized journalist or creator FAMs
- Eco-tourism storytelling
- Nature and wildlife-focused itinerary modules
- Travel agent education around outdoor experiences
- Co-op opportunities with complementary nature-focused partners

Strategic Value

This concept positions PGEB as a destination where European travelers can experience Florida through waterways, wildlife, local guides, nature preserves, and immersive outdoor exploration.

B. EXPERIENCE / CREATIVE THINKING

B.4 Creative Thinking – Selective B2B Hospitality

Concept

Selective B2B hospitality will help PGEB reach premium trade, airline, media, and industry partners in settings that create stronger personal relationships than standard sales meetings.

Golf & Sports Lifestyle Fit

For PGEB, this can be developed around golf, sports lifestyle, outdoor recreation, and high-quality networking formats that fit the destination's relaxed Gulf Coast character and active outdoor appeal.

Relationship Value

The objective is to create memorable partner engagement while connecting PGEB's destination message with relevant lifestyle, outdoor, and premium travel contexts.

Possible Formats

- PGEB-hosted golf tournament or golf clinic
- Premium B2B networking in a DACH hub such as Frankfurt
- Selective hospitality around a Bundesliga soccer match or similar high-value sports event
- VIP lounge format for invited tour operators, airline partners, premium travel agencies, media, and selected stakeholders
- Short destination presentation or hosted networking moment

Strategic Value

This approach strengthens trade and partner engagement in a memorable setting and supports PGEB's positioning as a high-quality, active, lifestyle-oriented Gulf Coast destination.

B. EXPERIENCE / CREATIVE THINKING

B.4 Creative Thinking – Keep It Local

Creative Guiding Principle

All proposed creative activations are designed to strengthen PGEB's local character rather than dilute it through generic mass-market positioning.

What Makes PGEB Different

The destination's long-term advantage lies in preserving and communicating what makes it special: independent restaurants, authentic communities, waterfront lifestyle, boutique accommodations, nature access, local culture, and a quieter Gulf Coast identity.

Ideal Traveler Fit

PGEB's greatest opportunity in Europe lies in attracting travelers who actively value this destination's character.

These travelers are not primarily looking for large shopping malls, chain restaurants, high-rise beach corridors, or standardized tourism infrastructure. They are seeking places that feel genuine, discoverable, relaxed, and locally rooted.

Strategic Value

By aligning creative campaigns with this positioning, PGEB will build stronger long-term loyalty among high-value European travelers and establish a clearer market identity.

Creative activation should make PGEB more visible without making it feel less authentic.

B. EXPERIENCE / CREATIVE THINKING

B.5 Selected Proof of Performance / KPI Highlights

CANUSA Touristik *Consumer and Tour Operator Campaign*

250,000 newsletter readers

32.75% open rate

4.61% click-to-open rate

201,334 Pinterest impressions

41 quotes generated during the campaign period

Relevance

This campaign demonstrates the value of working with specialized tour operators whose audiences are already receptive to individualized North America travel, authentic experiences, road trips, nature, and destination discovery.

Visit USA Germany *Travel Trade Newsletter Visibility*

22,000+ travel trade and media contacts

up to 40% average opening rates

Direct visibility among travel agents, tour operators, and tourism industry stakeholders

Relevance

This visibility supports PGEB's continued presence within the German-speaking travel trade and reinforces the destination as part of the broader U.S. travel conversation.

These examples show measurable campaign reach, qualified trade visibility, and continued destination awareness in highly relevant market channels.

B. EXPERIENCE / CREATIVE THINKING

B.5 Selected Proof of Performance / KPI Highlights

TLTU / TUI Campus Around the World *Travel Agent Education & FAM*

700 independent travel agents in network

~100 webinar participants

Destination presentations and dedicated educational content

Final in-destination FAM activation with selected travel agents

Relevance

This initiative connects travel agent education with first-hand destination experience, helping travel professionals understand how to sell PGEB more confidently and authentically.

America Reisen Austria *Austrian Market Activation*

5,300 high-quality print mailings to Austrian customers

8,798 newsletter recipients

25.9% newsletter open rate

Dedicated online destination article and itinerary presentation

Relevance

This activation introduced PGEB to a carefully selected Austrian audience already receptive to North America travel and individualized Florida experiences.

These examples show how Sommer Touristik Marketing combines education, product understanding, and targeted market activation across relevant European source markets.

B. EXPERIENCE / CREATIVE THINKING

B.5 Selected Proof of Performance / KPI Highlights

Bike the Best / Custombike

Lifestyle and Niche Audience Activation

30,000+ event visitors

Strong visitor engagement

In-depth travel planning conversations

Direct sales conversations

Guided Florida tours reported as fully booked

Additional self-guided Florida tour sales

IMM / Media Pipeline & Influencer Development

Ongoing Media and Creator Outreach

Selected media opportunities:

22Places – 1M+ monthly readers and strong social media reach

Golfmedico – affluent golf and lifestyle audiences

usa-reise.de – long-standing German-language USA travel community

Lifestyle, culinary, outdoor, travel trade, and consumer travel media contacts

B. EXPERIENCE / CREATIVE THINKING

B.5 Selected Proof of Performance / KPI Highlights

Performance Meaning

The selected indicators show measurable visibility, active partner engagement, qualified audience reach, travel trade education, consumer activation, and media development across relevant market channels.

Long-Term Market Development

For an emerging international destination such as Punta Gorda / Englewood Beach, the objective is not only short-term exposure, but sustained relationship-building, repeated visibility, product integration, travel agent education, media storytelling, and long-term partner confidence.

Continued Opportunity

Continued representation will allow PGEB to build on existing momentum, strengthen its position with qualified partners, deepen product placement, improve KPI tracking, and further convert awareness into long-term visitation from high-value European traveler segments.

Supporting report excerpts are included in Appendix B.

C. Pricing in U.S. Dollars

Option 1: DACH Region Representation

USD 55,000 Annual Retainer

USD 4,583.33 Monthly Retainer

Scope

Germany, Austria, and Switzerland

Positioning

This option focuses on the core DACH markets and maintains PGEB's established representation structure in the German-speaking travel market.

Option 2: DACH + BeNeLux Representation

Recommended

USD 65,000 Annual Retainer

USD 5,416.67 Monthly Retainer

Scope

Germany, Austria, Switzerland, Belgium, the Netherlands, and Luxembourg

Positioning

Sommer Touristik Marketing recommends this option as the stronger long-term European representation structure, with DACH remaining the immediate core foundation and BeNeLux developed as a phased expansion where approved.

Both pricing options are submitted in U.S. Dollars and can be aligned with the final approved scope, budget, performance expectations, and market development priorities.

C. Services Included in Retainer

Account Management & Market Representation

- Senior account management and direct client communication
- Monthly virtual meetings and regular coordination
- Travel trade outreach and relationship management
- Tour operator and travel agent communication
- Media, PR, and influencer outreach
- Market intelligence, strategic recommendations, and trend monitoring

Campaign, Partner & Reporting Support

- Co-op marketing development and partner coordination
- VISIT FLORIDA, Visit USA, Brand USA, airline, and tour operator coordination
- FAM planning support and selected partner follow-up
- Localized market communication and German-language content support
- Monthly reporting, activity summaries, and KPI tracking where available
- One annual in-destination PGEB trip by the primary account lead or designated senior representative

The annual retainer covers ongoing in-market representation, senior-led account management, strategic coordination, and continuous market development for the approved scope.

C. PRICING IN U.S. DOLLARS

C. Reimbursables & Expanded Scope

Separately Approved Reimbursable Costs

Third-party hard costs are not included in the annual retainer and will be submitted for prior approval where applicable.

Examples include:

- Trade show registrations and event participation fees
- Media buys, newsletters, online campaigns, and co-op marketing
- FAM trip expenses, partner hosting, and related travel costs
- Production, printing, shipping, collateral handling, and promotional items
- Event venues, catering, technical services, and activation-related hard costs
- Additional travel beyond the one annual in-destination PGEB trip included in the retainer

Billing & Expanded Scope

- Reimbursable expenses will be billed separately with supporting documentation.
- Travel expenses and approved out-of-pocket costs will be submitted separately from the monthly retainer.
- If PGEB significantly expands the final scope beyond the baseline retainer — including additional markets, higher campaign volume, additional events, expanded BeNeLux activity, larger FAM programs, or enhanced reporting requirements — the annual retainer can be adjusted accordingly.

Expanded annual retainer guidance:

- Up to USD 85,000 annually
- Equivalent to USD 7,083.33 monthly

This structure keeps the base retainer transparent while allowing PGEB to scale activity based on approved priorities, budget, and market opportunity.

D. Project / Account Management / Reporting Process

Account Model

Senior-Led Account Model

Vera H. Sommer will serve as Primary Account Lead for Charlotte County / Punta Gorda / Englewood Beach.

Kenny-Lee Sommer will serve as Backup Account Lead and strategic support for campaign development, KPI evaluation, reporting structure, market intelligence, and continuity of account communication.

Ellen Grimm will provide project coordination and administrative support where required.

Communication & Coordination

- Direct senior-level client communication
- Regular email and phone coordination
- Monthly virtual meetings
- Timely follow-up on trade, media, airline, partner, and campaign matters
- Coordination with PGEB staff, vendors, research, creative, and partner teams where required
- Backup coverage to maintain continuity

This model provides PGEB with senior-level access, fast decision-making, clear communication, and consistent in-market follow-through.

D. Work Planning & Partner Coordination

Work Planning

Sommer Touristik Marketing will develop work priorities in alignment with PGEB's approved annual goals, final market scope, available budget, campaign opportunities, and partner readiness.

Planning will cover trade outreach, media and PR activity, co-op marketing, FAM support, creative activation, reporting priorities, and market development opportunities.

The work plan will remain flexible so that PGEB can respond to market opportunities, airline developments, partner interest, and approved BeNeLux expansion where strategically appropriate.

Partner Coordination

Sommer Touristik Marketing will coordinate with PGEB staff, appointed vendors, research, creative, media, airline, tour operator, and destination partners where required.

Sommer Touristik Marketing has already worked successfully with Aqua Marketing & Communications on PGEB-related coordination and will continue to collaborate constructively with Aqua and other appointed agency partners.

Coordination may also include VISIT FLORIDA, Visit USA, Brand USA, airline partners, tour operators, receptive operators, media partners, and selected co-op partners.

This process ensures that in-market activity remains aligned, coordinated, flexible, and connected to PGEB's broader marketing ecosystem.

D. PROJECT / ACCOUNT MANAGEMENT / REPORTING PROCESS

D. Reporting & KPI Evaluation

Monthly Reporting

Sommer Touristik Marketing will provide monthly reporting summarizing in-market activity, partner follow-up, campaign development, media and PR outreach, travel trade communication, FAM coordination, co-op activity, and recommended next steps.

KPI Evaluation

Reporting will document available performance indicators such as trade contacts, training participation, webinar activity, newsletter and campaign metrics, media opportunities, event activity, FAM follow-up, product placement progress, partner feedback, inquiries, quotes, and other measurable outcomes where available.

Market Intelligence

Sommer Touristik Marketing will provide ongoing market intelligence based on direct communication with tour operators, travel agents, media contacts, airline partners, industry organizations, and relevant market events.

Continuous Improvement

Monthly reporting will be used not only to document activity, but also to refine priorities, identify opportunities, improve accountability, support budget decisions, and keep PGEB's positioning responsive to European market conditions.

This reporting process supports transparency, measurable market development, and informed decision-making throughout the contract period.

D. Crisis & Issue Management

Crisis Monitoring

Sommer Touristik Marketing will monitor relevant market reactions and partner questions during situations that may affect destination confidence, travel planning, or consumer perception.

Potential scenarios include hurricanes, flooding, operational disruptions, political uncertainty, entry requirement changes, airline schedule changes, or other travel-related issues.

Market Communication

Sommer Touristik Marketing will support PGEB with localized communication guidance for the DACH and BeNeLux markets, helping ensure that messaging remains accurate, calm, timely, and aligned with official destination communication.

Support Measures

- Monitor trade, media, and partner sentiment
- Respond to selected partner inquiries where appropriate
- Share official PGEB updates with relevant contacts
- Advise on localized wording and timing
- Coordinate with PGEB staff and appointed agencies
- Avoid speculation and rely on verified information
- Support post-crisis market confidence where needed

This process helps PGEB maintain trust, clarity, and professional market communication during sensitive or fast-changing situations.

E. References – Destination Client References

Experience Kissimmee

DT Minich, President & CEO
215 Celebration Place, Suite 200
Kissimmee, FL 34747
Phone: 407-569-4800
Email: dminich@experiencekissimmee.com

Scope:

Destination representation and market support in the German-speaking market, including travel trade development, sales support, PR/media relations, market communication, promotional support, and strategic destination positioning.

Assigned Sommer team:

Vera H. Sommer and Kenny-Lee Sommer

Visit Tampa Bay

Patrick Harrison, Chief Marketing Officer
201 N. Franklin Street, Suite 102
Tampa, FL 33602
Phone: 813-218-3826
Email: PHarrison@VisitTampaBay.com

Scope:

Long-term European in-market representation, travel trade relations, tour operator communication, sales and marketing support, PR/media outreach, destination positioning, and partner communication in German-speaking and European markets.

Assigned Sommer team:

Vera H. Sommer and Kenny-Lee Sommer

Fort Myers – Islands, Beaches & Neighborhoods

Pamela Johnson, CDME, Deputy Director
2201 Second Street, Suite 600
Fort Myers, FL 33901-3006
Phone: 239-338-3500
Email: PJohnson@leegov.com

Scope:

International destination representation and German-speaking market support, including travel trade relations, sales and marketing communication, PR, market insights, and strategic destination support.

Assigned Sommer team:

Vera H. Sommer

All letters of recommendation and supporting materials are included in the Appendix.

Appendix

Overview

Appendix 1

Letters of Recommendation

Appendix 2

Selected Proof of Performance

Appendix 3

Required Submittal Forms & Addenda Acknowledgements

Appendix 4

W-8BEN-E / Foreign Status Documentation

Supporting documentation is provided to substantiate qualifications, references, compliance readiness, and selected prior performance indicators.

APPENDIX 1

Letters of Recommendation

Included Letters of Recommendation

Experience Kissimmee

DT Minich, President & CEO

Visit Tampa Bay

Patrick Harrison, Chief Marketing Officer

Fort Myers – Islands, Beaches & Neighborhoods / Lee County Visitor & Convention Bureau

Pamela Johnson, CDME, Deputy Director

Additional Industry Endorsement



May 14, 2026

This letter is a reference in regard to Vera Sommer and her company, Vera Sommer Touristik .I have had the pleasure of working with Ms. Sommer and her company for over twenty years selling Florida Destinations to European travelers, meeting planners, tour operators, media, and airlines.

Ms. Sommer and her team are an extremely competent, aggressive and professional group that are passionate about selling the USA.

I would highly recommend her company to any DMO looking for assistance with the European Market.

Please feel free to contact me if you require additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "DT Minich".

DT Minich
President/CEO
Experience Kissimmee

Email: DTMinich@experiencekissimmee.com

Mobile: 407-973-4855

Office: 407-569-4801



To Whom It May Concern,

I am pleased to provide this letter of recommendation for Vera Sommer and her company, Touristik Marketing, which served for well over a decade as Visit Tampa Bay's European in-market representative.

Throughout our partnership, Touristik Marketing provided trusted and valuable support across European marketing, sales, and media relations, with a particular focus on Germany, Switzerland, Austria, and the Netherlands. As a U.S.-based destination marketing organization, having an experienced and well-connected representative on the ground in these key international markets was incredibly important to our success, and Vera consistently served as a knowledgeable, professional, and dedicated extension of our team.

Vera and Touristik Marketing played an important role in helping Visit Tampa Bay strengthen its presence across Europe. The company supported travel trade relationships, represented the destination at key sales missions and marketplace opportunities, identified meaningful media and promotional opportunities, and helped us better understand the nuances of each market. Vera's insight into the European travel landscape, paired with her long-standing industry relationships, made Touristik Marketing a highly valuable partner.

Beyond the company's market expertise, Vera has always been responsive, thoughtful, and deeply committed to representing Visit Tampa Bay with care and professionalism. She understands how to translate a destination's priorities into effective in-market action and has been a steady, trusted collaborator for many years.

I would highly recommend Vera Sommer and Touristik Marketing to any organization seeking experienced European market representation, particularly in the areas of tourism marketing, travel trade sales, and media relations. They bring strong relationships, sound judgment, and a genuine commitment to their clients' success.

Sincerely,

Patrick Harrison
Chief Marketing Officer
Visit Tampa Bay



May 15, 2026

To Whom It May Concern:

I am pleased to provide this letter of recommendation in support of Vera Sommer and Sommer Touristik Marketing & PR as part of the Punta Gorda/Englewood Beach account re-application process.

During our many years of collaboration with Sommer Touristik Marketing & PR, the Lee County Visitor & Convention Bureau (operating as Fort Myers - Islands, Beaches & Neighborhoods) consistently found their representation in the German-speaking markets (Germany, Austria, and Switzerland) to be professional, reliable, and highly effective. Their team demonstrated strong industry knowledge, well-established travel trade relationships, and a clear commitment to achieving our strategic goals.

Communications from Vera and her team were always timely, thorough, and conducted with professionalism and respect. Their marketing and sales efforts helped elevate our presence abroad, and they consistently supported our objectives with thoughtful recommendations, market insights, and collaborative problem-solving.

Based on our experience, I am confident in recommending Vera Sommer and Sommer Touristik Marketing & PR for continued representation services. Should you have any questions or require additional information, please feel free to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "Pamela Johnson", with a long, sweeping horizontal line extending to the right.

Pamela Johnson, CDME
Deputy Director

ZURICH, 22 April 2026

TO WHOM IT MAY CONCERN

We have had an excellent business relationship with Vera Sommer for more than 30 years. Both on an editorial and on a marketing basis.

Our publishing house publishes numerous tourism magazine for the travel industry and the consumer market as well as special interest publications.

We have come to appreciate her over the years as a dedicated and professional businesswoman with an excellent network and a great know-how in the travel industry in Switzerland.

She has represented and marketed her destinations with a lot of heart and commitment and we have an excellent cooperation.

Best regards,



ANGELO HEUBERGER

Editor-in-Chief & Publisher



SOMMER TOURISTIK MARKETING

Vera Sommer

Bernd Bauer, bernd.bauer@flyedelweiss.com, +41 43 456 55 67
May 13, 2026

Letter of Recommendation

To whom it may concern,

I am pleased to confirm the long-standing and successful collaboration between Sommer Touristik Marketing and Edelweiss Air as well as Discover Airlines.

Over the years, in my role as CEO of the two airlines, I have seen Sommer Touristik Marketing work closely with both companies in the Swiss and German markets. Sommer Touristik Marketing has proven to be a reliable and professional partner, contributing significantly to the successful execution of these initiatives. Their in-depth knowledge of Florida destinations and their strong network within the travel industry have consistently added value to our joint projects.

Based on my experience, I highly recommend Sommer Touristik Marketing as a trusted and competent agency partner.

Yours sincerely,



Bernd Bauer
CEO

Kolja Kassner

kolja@canusa.de

Letter of reference

To whom it may concern

It is with great confidence that we endorse **Sommer Touristik Marketing**, led by **Vera H. Sommer**, as destination representative for US destinations in Florida in the German-speaking markets. Our highly valued, long-term partnership with Vera has consistently been reliable, strategic, and successful, providing a strong foundation for future collaboration.

CANUSA TOURISTIK is the established German market leader for specialized, individual travel to Canada and the United States. We maintain a substantial operational base with over 160 employees across seven key German offices. Our organizational strength lies in integrating product development, distribution, and strategic marketing.

As the executive responsible for CANUSA's marketing and sales, I have maintained a close, multi-year partnership with Vera and the Sommer Touristik Marketing team. Our intensified cooperation has yielded highly effective, integrated marketing campaigns. These joint efforts successfully elevated all represented destinations to a better position among the preferred destinations in Florida, a testament to their professional expertise and creative execution. Crucially, the continued, close coordination between Vera and our marketing and product teams ensures the destinations maintain a strong and successful market presence, even amidst challenging environments.

Sommer Touristik Marketing maintains a visibly proactive role in the German-speaking marketplace. Vera and her team's strategic effectiveness and standing within the trade are exceptional. Their general competence, coupled with Vera's personal proficiency in communication, marketing, and destination knowledge, is exemplary. The team consistently demonstrates goal-orientation and dedication to delivering durable solutions for sustained market growth.

We love the collaboration and wholeheartedly recommend the continuation of this highly productive partnership with Vera H. Sommer and the Sommer Touristik Marketing team. Should you require any further detail or elaboration, please feel free to contact me at the address provided above.

Kind regards

Hamburg, May 11, 2026



Chief Commercial Officer



Travel Media Network CPR Verlags GmbH • Neuer Wall 1 • 20354 Hamburg

Hamburg · May 13, 2026

To Whom it May Concern,

I have the pleasure of working with Vera H. Sommer Touristik Marketing in Germany for the 21st consecutive year now. All the B2B media projects we did together turned out to be very successful. Working with Vera Sommer and her team means having a reliable, creative, and very dedicated partner for the travel trade media. I appreciate their deep knowledge of all destinations they represent, their great enthusiasm and their understanding of the needs of journalists as well as their strong ties within the German travel trade industry.

All of these enable me to communicate news on their customers in a way that helps my travel trade readers to increase their sales.

Kind regards,

Iris M. Köpke
Editor-in-Chief

Travel Media Network
CPR Verlags GmbH
Neuer Wall 1 • 20354 Hamburg
GERMANY
travelmedianetwork.de



**America
Unlimited**

**USA & Kanada
Reisen**

America Unlimited GmbH · Leonhardtstr. 10 · 30175 Hannover

Vera Sommer
Director Sommer Touristik Marketing
Germany

America Unlimited GmbH
USA & Kanada Reisen
Leonhardtstr. 10
30175 Hannover
Fon +49 (0)511 37 444 750
Fax +49 (0)511 37 444 770
info@america-unlimited.de
america-unlimited.de

AG Hannover HRB 200811
Ust-ID-Nr. DE249367305

Sparkasse Hannover
BIC/SWIFT: SPKHDE2H
IBAN DE44250501800900236230

Geschäftsführung
Julia Kurz & Timo Kohlenberg

RECOMMENDATION

22.04.2026

To whom it may concern,

we are pleased to recommend Vera Sommer as an outstanding partner in Tourism Marketing and Public Relations since the foundation of America Unlimited in 2006.

From the very beginning, it was a great pleasure to work together with Vera and her highly experienced team. We jointly created several successful marketing initiatives for various clients including Social Media marketing, traditional as well as non-traditional marketing pieces. Vera initiated staff-trainings, presentations and meetings, which are highly important for the continued development of our relations in the tourism business.

Vera Sommer stands for great commitment, detailed and profound strategies, creativity and a team of highly motivated, friendly and professional associates, with whom we maintain a very close and efficient working relationship. During our longstanding partnership, Vera has proven to be a very reliable and strong partner with an excellent reputation throughout the industry.

We are certain that Vera Sommer will continue to set new benchmarks for excellence, innovation and vision in the tourism sector and we have no hesitancy whatsoever in recommending Vera Sommer as a first-rate specialist of the European Market and as one of our most valued partners.

Sincerely,

Timo Kohlenberg · President, America Unlimited GmbH

APPENDIX 2

Selected Proof of Performance

Selected supporting documentation is available for the performance indicators referenced in this proposal, including:

CANUSA Touristik Campaign Reporting

Newsletter reach, open rate, click-to-open rate, Pinterest impressions, and campaign quotes

Visit USA Germany Newsletter Reporting

Travel trade reach and newsletter performance

TLTU / TUI Campus Around the World Reporting

Travel agent education, webinar participation, and FAM activation

America Reisen Austria Reporting

Print mailing, newsletter performance, and online destination article

Bike the Best / Custombike Reporting

Lifestyle audience activation, visitor engagement, and Florida tour sales feedback

IMM 2026 Media Meeting Notes / Media Pipeline

Media contacts, creator opportunities, and editorial development

These performance indicators are based on prior monthly reports, partner reporting, and campaign documentation prepared for or submitted to Punta Gorda / Englewood Beach. Full supporting documentation can be provided upon request.

APPENDIX 3

Required Submittal Forms & Addenda Acknowledgements

Included / To Be Included in Final Submission

Proposal Submittal / Signature Form

Signed by Vera H. Sommer

Drug Free Workplace Form

Included as requested in the RFP

Addendum Acknowledgements

Addendum #1 dated May 14, 2026 · Addendum #2 dated June 2, 2026

PART IV - SUBMITTAL FORMS
PROPOSAL SUBMITTAL SIGNATURE FORM

The undersigned attests to his/her authority to submit this proposal and to bind the firm herein named to perform as per contract, if the firm is awarded the Contract by the County. The undersigned further certifies that he/she has read the Request for Proposal, Terms and Conditions, Insurance Requirements and any other documentation relating to this request and this proposal is submitted with full knowledge and understanding of the requirements and time constraints noted herein.

By signing this form, the proposer hereby declares that this proposal is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

In accordance with section 287.135, Florida Statutes, the undersigned certifies that the company is not on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, and does not have business operations in Cuba or Syria (if applicable) or the Scrutinized Companies that Boycott Israel List, or is not participating in a boycott of Israel.

As Addenda are considered binding as if contained in the original specifications, it is critical that the Consultant acknowledge receipt of same. The submittal may be considered void if receipt of an addendum is not acknowledged.

Addendum No. 1 Dated 05/14/26 Addendum No. Dated Addendum No. Dated
Addendum No. 2 Dated 06/02/26 Addendum No. Dated Addendum No. Dated

Type of Organization (please check one): ☒ INDIVIDUAL ☐ PARTNERSHIP ☐
 ☐ CORPORATION ☐ JOINT VENTURE ☐

Sommer Touristik Marketing	+496021-325303
Firm Name	Telephone

Fictitious or d/b/a Name	n/a
Federal Employer Identification Number (FEIN)	

Aschaffenburg Str. 53
Home Office Address

63743 Aschaffenburg / Germany	33
City, State, Zip	Number of Years in Business

Address: Office Servicing Charlotte County, other than above

Vera Sommer / Director	+496021325301
Name/Title of your Charlotte County Rep.	Telephone

n/a
Name/Title of Individual Binding Firm (Please Print)

Signature of Individual Binding Firm 06/09/2026
Date

marketing@touristiksommer.com

Email Address

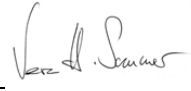
(This form must be completed & returned)

DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that Sommer Touristik Marketing does:
(name of business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.



Proposer's Signature

06/09/2026

Date

NAME OF FIRM Sommer Touristik Marketing

(This form must be completed and returned)

**HUMAN TRAFFICKING AFFIDAVIT
for Nongovernmental Entities Pursuant To FS. §787.06**

Charlotte County Contract #20260406

The undersigned on behalf of the entity listed below, (the "Nongovernmental Entity"), hereby attests under penalty of perjury as follows:

1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
2. I am an officer or representative of the Nongovernmental Entity and authorized to provide this affidavit on the Company's behalf.
3. Nongovernmental Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.
4. This declaration is made pursuant to Section 92.525, Florida Statutes. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.



Signature

Vera H. Sommer

Printed Name

Director

Title

Sole proprietorship

Nongovernmental Entity

06/09/2026

Date

END OF PART IV

NAME OF FIRM Sommer Touristik Marketing

(This form must be completed and returned)

APPENDIX 4

W-8BEN-E / Foreign Status Documentation

Sommer Touristik Marketing is a Germany-based foreign entity and submits the completed W-8BEN-E Certificate of Foreign Status as required.

Included Document:

Completed W-8BEN-E Certificate of Foreign Status

**Certificate of Status of Beneficial Owner for
United States Tax Withholding and Reporting (Entities)**

► For use by entities. Individuals must use Form W-8BEN. ► Section references are to the Internal Revenue Code.
► Go to www.irs.gov/FormW8BENE for instructions and the latest information.
► Give this form to the withholding agent or payer. Do not send to the IRS.

Do NOT use this form for:

- U.S. entity or U.S. citizen or resident W-9
- A foreign individual W-8BEN (Individual) or Form 8233
- A foreign individual or entity claiming that income is effectively connected with the conduct of trade or business within the United States (unless claiming treaty benefits) W-8ECI
- A foreign partnership, a foreign simple trust, or a foreign grantor trust (unless claiming treaty benefits) (see instructions for exceptions) . . . W-8IMY
- A foreign government, international organization, foreign central bank of issue, foreign tax-exempt organization, foreign private foundation, or government of a U.S. possession claiming that income is effectively connected U.S. income or that is claiming the applicability of section(s) 115(2), 501(c), 892, 895, or 1443(b) (unless claiming treaty benefits) (see instructions for other exceptions) W-8ECI or W-8EXP
- Any person acting as an intermediary (including a qualified intermediary acting as a qualified derivatives dealer) W-8IMY

Instead use Form:**Part I Identification of Beneficial Owner****1** Name of organization that is the beneficial owner**2** Country of incorporation or organization**3** Name of disregarded entity receiving the payment (if applicable, see instructions)**4** Chapter 3 Status (entity type) (Must check one box only):☐ Simple trust☐ Tax-exempt organization☐ Corporation☐ Complex trust☐ Partnership☐ Foreign Government - Controlled Entity☐ Central Bank of Issue☐ Private foundation☐ Estate☐ Foreign Government - Integral Part☐ Grantor trust☐ Disregarded entity☐ International organizationIf you entered disregarded entity, partnership, simple trust, or grantor trust above, is the entity a hybrid making a treaty claim? If "Yes," complete Part III. ☐ Yes ☐ No**5** Chapter 4 Status (FATCA status) (See instructions for details and complete the certification below for the entity's applicable status.)☐ Nonparticipating FFI (including an FFI related to a Reporting IGA FFI other than a deemed-compliant FFI, participating FFI, or exempt beneficial owner).☐ Nonreporting IGA FFI. Complete Part XII.☐ Foreign government, government of a U.S. possession, or foreign central bank of issue. Complete Part XIII.☐ Participating FFI.☐ International organization. Complete Part XIV.☐ Reporting Model 1 FFI.☐ Exempt retirement plans. Complete Part XV.☐ Reporting Model 2 FFI.☐ Entity wholly owned by exempt beneficial owners. Complete Part XVI.☐ Registered deemed-compliant FFI (other than a reporting Model 1 FFI, sponsored FFI, or nonreporting IGA FFI covered in Part XII). See instructions.☐ Territory financial institution. Complete Part XVII.☐ Excepted nonfinancial group entity. Complete Part XVIII.☐ Sponsored FFI. Complete Part IV.☐ Excepted nonfinancial start-up company. Complete Part XIX.☐ Certified deemed-compliant nonregistering local bank. Complete Part V.☐ Excepted nonfinancial entity in liquidation or bankruptcy. Complete Part XX.☐ Certified deemed-compliant FFI with only low-value accounts. Complete Part VI.☐ 501(c) organization. Complete Part XXI.☐ Certified deemed-compliant sponsored, closely held investment vehicle. Complete Part VII.☐ Nonprofit organization. Complete Part XXII.☐ Certified deemed-compliant limited life debt investment entity. Complete Part VIII.☐ Publicly traded NFFE or NFFE affiliate of a publicly traded corporation. Complete Part XXIII.☐ Certain investment entities that do not maintain financial accounts. Complete Part IX.☐ Excepted territory NFFE. Complete Part XXIV.☐ Owner-documented FFI. Complete Part X.☐ Active NFFE. Complete Part XXV.☐ Restricted distributor. Complete Part XI.☐ Passive NFFE. Complete Part XXVI.☐ Excepted inter-affiliate FFI. Complete Part XXVII.☐ Direct reporting NFFE.☐ Sponsored direct reporting NFFE. Complete Part XXVIII.☐ Account that is not a financial account.**6** Permanent residence address (street, apt. or suite no., or rural route). **Do not use a P.O. box or in-care-of address** (other than a registered address).

City or town, state or province. Include postal code where appropriate.

Country

7 Mailing address (if different from above)

City or town, state or province. Include postal code where appropriate.

Country

Part I Identification of Beneficial Owner *(continued)***8** U.S. taxpayer identification number (TIN), if required _____**9a** GIIN _____**b** Foreign TIN _____**c** Check if FTIN not legally required. ☐**10** Reference number(s) (see instructions) _____**Note:** Please complete remainder of the form including signing the form in Part XXX.**Part II Disregarded Entity or Branch Receiving Payment.** (Complete only if a disregarded entity with a GIIN or a branch of an FFI in a country other than the FFI's country of residence. See instructions.)**11** Chapter 4 Status (FATCA status) of disregarded entity or branch receiving payment☐ Branch treated as nonparticipating FFI.☐ Reporting Model 1 FFI.☐ U.S. Branch.☐ Participating FFI.☐ Reporting Model 2 FFI.**12** Address of disregarded entity or branch (street, apt. or suite no., or rural route). **Do not use a P.O. box or in-care-of address** (other than a registered address).

City or town, state or province. Include postal code where appropriate. _____

Country _____

13 GIIN (if any) _____**Part III Claim of Tax Treaty Benefits** (if applicable). (For chapter 3 purposes only.)**14** I certify that (check all that apply):**a** ☐ The beneficial owner is a resident of _____ within the meaning of the income tax treaty between the United States and that country.**b** ☐ The beneficial owner derives the item (or items) of income for which the treaty benefits are claimed, and, if applicable, meets the requirements of the treaty provision dealing with limitation on benefits. The following are types of limitation on benefits provisions that may be included in an applicable tax treaty (check only one; see instructions):☐ Government☐ Company that meets the ownership and base erosion test☐ Tax-exempt pension trust or pension fund☐ Company that meets the derivative benefits test☐ Other tax-exempt organization☐ Company with an item of income that meets active trade or business test☐ Publicly traded corporation☐ Favorable discretionary determination by the U.S. competent authority received☐ Subsidiary of a publicly traded corporation☐ No LOB article in treaty☐ Other (specify Article and paragraph): _____**c** ☐ The beneficial owner is claiming treaty benefits for U.S. source dividends received from a foreign corporation or interest from a U.S. trade or business of a foreign corporation and meets qualified resident status (see instructions).**15 Special rates and conditions** (if applicable—see instructions):

The beneficial owner is claiming the provisions of Article and paragraph _____

of the treaty identified on line 14a above to claim a _____ % rate of withholding on (specify type of income): _____

Explain the additional conditions in the Article the beneficial owner meets to be eligible for the rate of withholding: _____

Part IV Sponsored FFI**16** Name of sponsoring entity: _____**17 Check whichever box applies.**☐ I certify that the entity identified in Part I:

- Is an investment entity;
- Is not a QI, WP (except to the extent permitted in the withholding foreign partnership agreement), or WT; **and**
- Has agreed with the entity identified above (that is not a nonparticipating FFI) to act as the sponsoring entity for this entity.

☐ I certify that the entity identified in Part I:

- Is a controlled foreign corporation as defined in section 957(a);
- Is not a QI, WP, or WT;
- Is wholly owned, directly or indirectly, by the U.S. financial institution identified above that agrees to act as the sponsoring entity for this entity; **and**
- Shares a common electronic account system with the sponsoring entity (identified above) that enables the sponsoring entity to identify all account holders and payees of the entity and to access all account and customer information maintained by the entity including, but not limited to, customer identification information, customer documentation, account balance, and all payments made to account holders or payees.

Part V Certified Deemed-Compliant Nonregistering Local Bank18 ☐ I certify that the FFI identified in Part I:

- Operates and is licensed solely as a bank or credit union (or similar cooperative credit organization operated without profit) in its country of incorporation or organization;
- Engages primarily in the business of receiving deposits from and making loans to, with respect to a bank, retail customers unrelated to such bank and, with respect to a credit union or similar cooperative credit organization, members, provided that no member has a greater than 5% interest in such credit union or cooperative credit organization;
- Does not solicit account holders outside its country of organization;
- Has no fixed place of business outside such country (for this purpose, a fixed place of business does not include a location that is not advertised to the public and from which the FFI performs solely administrative support functions);
- Has no more than \$175 million in assets on its balance sheet and, if it is a member of an expanded affiliated group, the group has no more than \$500 million in total assets on its consolidated or combined balance sheets; **and**
- Does not have any member of its expanded affiliated group that is a foreign financial institution, other than a foreign financial institution that is incorporated or organized in the same country as the FFI identified in Part I and that meets the requirements set forth in this part.

Part VI Certified Deemed-Compliant FFI with Only Low-Value Accounts19 ☐ I certify that the FFI identified in Part I:

- Is not engaged primarily in the business of investing, reinvesting, or trading in securities, partnership interests, commodities, notional principal contracts, insurance or annuity contracts, or any interest (including a futures or forward contract or option) in such security, partnership interest, commodity, notional principal contract, insurance contract or annuity contract;
- No financial account maintained by the FFI or any member of its expanded affiliated group, if any, has a balance or value in excess of \$50,000 (as determined after applying applicable account aggregation rules); **and**
- Neither the FFI nor the entire expanded affiliated group, if any, of the FFI, have more than \$50 million in assets on its consolidated or combined balance sheet as of the end of its most recent accounting year.

Part VII Certified Deemed-Compliant Sponsored, Closely Held Investment Vehicle

20 Name of sponsoring entity: _____

21 ☐ I certify that the entity identified in Part I:

- Is an FFI solely because it is an investment entity described in Regulations section 1.1471-5(e)(4);
- Is not a QI, WP, or WT;
- Will have all of its due diligence, withholding, and reporting responsibilities (determined as if the FFI were a participating FFI) fulfilled by the sponsoring entity identified on line 20; **and**
- 20 or fewer individuals own all of the debt and equity interests in the entity (disregarding debt interests owned by U.S. financial institutions, participating FFIs, registered deemed-compliant FFIs, and certified deemed-compliant FFIs and equity interests owned by an entity if that entity owns 100% of the equity interests in the FFI and is itself a sponsored FFI).

Part VIII Certified Deemed-Compliant Limited Life Debt Investment Entity22 ☐ I certify that the entity identified in Part I:

- Was in existence as of January 17, 2013;
- Issued all classes of its debt or equity interests to investors on or before January 17, 2013, pursuant to a trust indenture or similar agreement; **and**
- Is certified deemed-compliant because it satisfies the requirements to be treated as a limited life debt investment entity (such as the restrictions with respect to its assets and other requirements under Regulations section 1.1471-5(f)(2)(iv)).

Part IX Certain Investment Entities that Do Not Maintain Financial Accounts23 ☐ I certify that the entity identified in Part I:

- Is a financial institution solely because it is an investment entity described in Regulations section 1.1471-5(e)(4)(i)(A), **and**
- Does not maintain financial accounts.

Part X Owner-Documented FFI

Note: This status only applies if the U.S. financial institution, participating FFI, or reporting Model 1 FFI to which this form is given has agreed that it will treat the FFI as an owner-documented FFI (see instructions for eligibility requirements). In addition, the FFI must make the certifications below.

24a ☐ (All owner-documented FFIs check here) I certify that the FFI identified in Part I:

- Does not act as an intermediary;
- Does not accept deposits in the ordinary course of a banking or similar business;
- Does not hold, as a substantial portion of its business, financial assets for the account of others;
- Is not an insurance company (or the holding company of an insurance company) that issues or is obligated to make payments with respect to a financial account;
- Is not owned by or in an expanded affiliated group with an entity that accepts deposits in the ordinary course of a banking or similar business, holds, as a substantial portion of its business, financial assets for the account of others, or is an insurance company (or the holding company of an insurance company) that issues or is obligated to make payments with respect to a financial account;
- Does not maintain a financial account for any nonparticipating FFI; **and**
- Does not have any specified U.S. persons that own an equity interest or debt interest (other than a debt interest that is not a financial account or that has a balance or value not exceeding \$50,000) in the FFI other than those identified on the FFI owner reporting statement.

Part X Owner-Documented FFI *(continued)***Check box 24b or 24c, whichever applies.**

- b** ☐ I certify that the FFI identified in Part I:
- Has provided, or will provide, an FFI owner reporting statement that contains:
 - (i) The name, address, TIN (if any), chapter 4 status, and type of documentation provided (if required) of every individual and specified U.S. person that owns a direct or indirect equity interest in the owner-documented FFI (looking through all entities other than specified U.S. persons);
 - (ii) The name, address, TIN (if any), and chapter 4 status of every individual and specified U.S. person that owns a debt interest in the owner-documented FFI (including any indirect debt interest, which includes debt interests in any entity that directly or indirectly owns the payee or any direct or indirect equity interest in a debt holder of the payee) that constitutes a financial account in excess of \$50,000 (disregarding all such debt interests owned by participating FFIs, registered deemed-compliant FFIs, certified deemed-compliant FFIs, excepted NFFEs, exempt beneficial owners, or U.S. persons other than specified U.S. persons); **and**
 - (iii) Any additional information the withholding agent requests in order to fulfill its obligations with respect to the entity.
 - Has provided, or will provide, valid documentation meeting the requirements of Regulations section 1.1471-3(d)(6)(iii) for each person identified in the FFI owner reporting statement.
- c** ☐ I certify that the FFI identified in Part I has provided, or will provide, an auditor's letter, signed within 4 years of the date of payment, from an independent accounting firm or legal representative with a location in the United States stating that the firm or representative has reviewed the FFI's documentation with respect to all of its owners and debt holders identified in Regulations section 1.1471-3(d)(6)(iv)(A)(2), and that the FFI meets all the requirements to be an owner-documented FFI. The FFI identified in Part I has also provided, or will provide, an FFI owner reporting statement of its owners that are specified U.S. persons and Form(s) W-9, with applicable waivers.

Check box 24d if applicable (optional, see instructions).

- d** ☐ I certify that the entity identified on line 1 is a trust that does not have any contingent beneficiaries or designated classes with unidentified beneficiaries.

Part XI Restricted Distributor

- 25a** ☐ (All restricted distributors check here) I certify that the entity identified in Part I:
- Operates as a distributor with respect to debt or equity interests of the restricted fund with respect to which this form is furnished;
 - Provides investment services to at least 30 customers unrelated to each other and less than half of its customers are related to each other;
 - Is required to perform AML due diligence procedures under the anti-money laundering laws of its country of organization (which is an FATF-compliant jurisdiction);
 - Operates solely in its country of incorporation or organization, has no fixed place of business outside of that country, and has the same country of incorporation or organization as all members of its affiliated group, if any;
 - Does not solicit customers outside its country of incorporation or organization;
 - Has no more than \$175 million in total assets under management and no more than \$7 million in gross revenue on its income statement for the most recent accounting year;
 - Is not a member of an expanded affiliated group that has more than \$500 million in total assets under management or more than \$20 million in gross revenue for its most recent accounting year on a combined or consolidated income statement; **and**
 - Does not distribute any debt or securities of the restricted fund to specified U.S. persons, passive NFFEs with one or more substantial U.S. owners, or nonparticipating FFIs.

Check box 25b or 25c, whichever applies.

I further certify that with respect to all sales of debt or equity interests in the restricted fund with respect to which this form is furnished that are made after December 31, 2011, the entity identified in Part I:

- b** ☐ Has been bound by a distribution agreement that contained a general prohibition on the sale of debt or securities to U.S. entities and U.S. resident individuals and is currently bound by a distribution agreement that contains a prohibition of the sale of debt or securities to any specified U.S. person, passive NFFE with one or more substantial U.S. owners, or nonparticipating FFI.
- c** ☐ Is currently bound by a distribution agreement that contains a prohibition on the sale of debt or securities to any specified U.S. person, passive NFFE with one or more substantial U.S. owners, or nonparticipating FFI and, for all sales made prior to the time that such a restriction was included in its distribution agreement, has reviewed all accounts related to such sales in accordance with the procedures identified in Regulations section 1.1471-4(c) applicable to preexisting accounts and has redeemed or retired any, or caused the restricted fund to transfer the securities to a distributor that is a participating FFI or reporting Model 1 FFI securities which were sold to specified U.S. persons, passive NFFEs with one or more substantial U.S. owners, or nonparticipating FFIs.

Part XII Nonreporting IGA FFI26 ☐ I certify that the entity identified in Part I:

- Meets the requirements to be considered a nonreporting financial institution pursuant to an applicable IGA between the United States and _____ . The applicable IGA is a ☐ Model 1 IGA or a ☐ Model 2 IGA; and is treated as a _____ under the provisions of the applicable IGA or Treasury regulations (if applicable, see instructions);
- If you are a trustee documented trust or a sponsored entity, provide the name of the trustee or sponsor _____ . The trustee is: ☐ U.S. ☐ Foreign

Part XIII Foreign Government, Government of a U.S. Possession, or Foreign Central Bank of Issue27 ☐ I certify that the entity identified in Part I is the beneficial owner of the payment, and is not engaged in commercial financial activities of a type engaged in by an insurance company, custodial institution, or depository institution with respect to the payments, accounts, or obligations for which this form is submitted (except as permitted in Regulations section 1.1471-6(h)(2)).**Part XIV International Organization**

Check box 28a or 28b, whichever applies.

28a ☐ I certify that the entity identified in Part I is an international organization described in section 7701(a)(18).b ☐ I certify that the entity identified in Part I:

- Is comprised primarily of foreign governments;
- Is recognized as an intergovernmental or supranational organization under a foreign law similar to the International Organizations Immunities Act or that has in effect a headquarters agreement with a foreign government;
- The benefit of the entity's income does not inure to any private person; **and**
- Is the beneficial owner of the payment and is not engaged in commercial financial activities of a type engaged in by an insurance company, custodial institution, or depository institution with respect to the payments, accounts, or obligations for which this form is submitted (except as permitted in Regulations section 1.1471-6(h)(2)).

Part XV Exempt Retirement Plans

Check box 29a, b, c, d, e, or f, whichever applies.

29a ☐ I certify that the entity identified in Part I:

- Is established in a country with which the United States has an income tax treaty in force (see Part III if claiming treaty benefits);
- Is operated principally to administer or provide pension or retirement benefits; **and**
- Is entitled to treaty benefits on income that the fund derives from U.S. sources (or would be entitled to benefits if it derived any such income) as a resident of the other country which satisfies any applicable limitation on benefits requirement.

b ☐ I certify that the entity identified in Part I:

- Is organized for the provision of retirement, disability, or death benefits (or any combination thereof) to beneficiaries that are former employees of one or more employers in consideration for services rendered;
- No single beneficiary has a right to more than 5% of the FFI's assets;
- Is subject to government regulation and provides annual information reporting about its beneficiaries to the relevant tax authorities in the country in which the fund is established or operated; **and**
 - (i) Is generally exempt from tax on investment income under the laws of the country in which it is established or operates due to its status as a retirement or pension plan;
 - (ii) Receives at least 50% of its total contributions from sponsoring employers (disregarding transfers of assets from other plans described in this part, retirement and pension accounts described in an applicable Model 1 or Model 2 IGA, other retirement funds described in an applicable Model 1 or Model 2 IGA, or accounts described in Regulations section 1.1471-5(b)(2)(i)(A));
 - (iii) Either does not permit or penalizes distributions or withdrawals made before the occurrence of specified events related to retirement, disability, or death (except rollover distributions to accounts described in Regulations section 1.1471-5(b)(2)(i)(A) (referring to retirement and pension accounts), to retirement and pension accounts described in an applicable Model 1 or Model 2 IGA, or to other retirement funds described in this part or in an applicable Model 1 or Model 2 IGA); **or**
 - (iv) Limits contributions by employees to the fund by reference to earned income of the employee or may not exceed \$50,000 annually.

c ☐ I certify that the entity identified in Part I:

- Is organized for the provision of retirement, disability, or death benefits (or any combination thereof) to beneficiaries that are former employees of one or more employers in consideration for services rendered;
- Has fewer than 50 participants;
- Is sponsored by one or more employers each of which is not an investment entity or passive NFFE;
- Employee and employer contributions to the fund (disregarding transfers of assets from other plans described in this part, retirement and pension accounts described in an applicable Model 1 or Model 2 IGA, or accounts described in Regulations section 1.1471-5(b)(2)(i)(A)) are limited by reference to earned income and compensation of the employee, respectively;
- Participants that are not residents of the country in which the fund is established or operated are not entitled to more than 20% of the fund's assets; **and**
- Is subject to government regulation and provides annual information reporting about its beneficiaries to the relevant tax authorities in the country in which the fund is established or operates.

Part XV Exempt Retirement Plans *(continued)*

- d ☐ I certify that the entity identified in Part I is formed pursuant to a pension plan that would meet the requirements of section 401(a), other than the requirement that the plan be funded by a trust created or organized in the United States.
- e ☐ I certify that the entity identified in Part I is established exclusively to earn income for the benefit of one or more retirement funds described in this part or in an applicable Model 1 or Model 2 IGA, or accounts described in Regulations section 1.1471-5(b)(2)(i)(A) (referring to retirement and pension accounts), or retirement and pension accounts described in an applicable Model 1 or Model 2 IGA.
- f ☐ I certify that the entity identified in Part I:
- Is established and sponsored by a foreign government, international organization, central bank of issue, or government of a U.S. possession (each as defined in Regulations section 1.1471-6) or an exempt beneficial owner described in an applicable Model 1 or Model 2 IGA to provide retirement, disability, or death benefits to beneficiaries or participants that are current or former employees of the sponsor (or persons designated by such employees); **or**
 - Is established and sponsored by a foreign government, international organization, central bank of issue, or government of a U.S. possession (each as defined in Regulations section 1.1471-6) or an exempt beneficial owner described in an applicable Model 1 or Model 2 IGA to provide retirement, disability, or death benefits to beneficiaries or participants that are not current or former employees of such sponsor, but are in consideration of personal services performed for the sponsor.

Part XVI Entity Wholly Owned by Exempt Beneficial Owners

- 30 ☐ I certify that the entity identified in Part I:
- Is an FFI solely because it is an investment entity;
 - Each direct holder of an equity interest in the investment entity is an exempt beneficial owner described in Regulations section 1.1471-6 or in an applicable Model 1 or Model 2 IGA;
 - Each direct holder of a debt interest in the investment entity is either a depository institution (with respect to a loan made to such entity) or an exempt beneficial owner described in Regulations section 1.1471-6 or an applicable Model 1 or Model 2 IGA.
 - Has provided an owner reporting statement that contains the name, address, TIN (if any), chapter 4 status, and a description of the type of documentation provided to the withholding agent for every person that owns a debt interest constituting a financial account or direct equity interest in the entity; **and**
 - Has provided documentation establishing that every owner of the entity is an entity described in Regulations section 1.1471-6(b), (c), (d), (e), (f) and/or (g) without regard to whether such owners are beneficial owners.

Part XVII Territory Financial Institution

- 31 ☐ I certify that the entity identified in Part I is a financial institution (other than an investment entity) that is incorporated or organized under the laws of a possession of the United States.

Part XVIII Excepted Nonfinancial Group Entity

- 32 ☐ I certify that the entity identified in Part I:
- Is a holding company, treasury center, or captive finance company and substantially all of the entity's activities are functions described in Regulations section 1.1471-5(e)(5)(i)(C) through (E);
 - Is a member of a nonfinancial group described in Regulations section 1.1471-5(e)(5)(i)(B);
 - Is not a depository or custodial institution (other than for members of the entity's expanded affiliated group); **and**
 - Does not function (or hold itself out) as an investment fund, such as a private equity fund, venture capital fund, leveraged buyout fund, or any investment vehicle with an investment strategy to acquire or fund companies and then hold interests in those companies as capital assets for investment purposes.

Part XIX Excepted Nonfinancial Start-Up Company

- 33 ☐ I certify that the entity identified in Part I:
- Was formed on (or, in the case of a new line of business, the date of board resolution approving the new line of business) _____ (date must be less than 24 months prior to date of payment);
 - Is not yet operating a business and has no prior operating history or is investing capital in assets with the intent to operate a new line of business other than that of a financial institution or passive NFFE;
 - Is investing capital into assets with the intent to operate a business other than that of a financial institution; **and**
 - Does not function (or hold itself out) as an investment fund, such as a private equity fund, venture capital fund, leveraged buyout fund, or any investment vehicle whose purpose is to acquire or fund companies and then hold interests in those companies as capital assets for investment purposes.

Part XX Excepted Nonfinancial Entity in Liquidation or Bankruptcy

- 34 ☐ I certify that the entity identified in Part I:
- Filed a plan of liquidation, filed a plan of reorganization, or filed for bankruptcy on _____;
 - During the past 5 years has not been engaged in business as a financial institution or acted as a passive NFFE;
 - Is either liquidating or emerging from a reorganization or bankruptcy with the intent to continue or recommence operations as a nonfinancial entity; **and**
 - Has, or will provide, documentary evidence such as a bankruptcy filing or other public documentation that supports its claim if it remains in bankruptcy or liquidation for more than 3 years.

Part XXI 501(c) Organization

35 ☐ I certify that the entity identified in Part I is a 501(c) organization that:

- Has been issued a determination letter from the IRS that is currently in effect concluding that the payee is a section 501(c) organization that is dated _____; **or**
- Has provided a copy of an opinion from U.S. counsel certifying that the payee is a section 501(c) organization (without regard to whether the payee is a foreign private foundation).

Part XXII Nonprofit Organization

36 ☐ I certify that the entity identified in Part I is a nonprofit organization that meets the following requirements.

- The entity is established and maintained in its country of residence exclusively for religious, charitable, scientific, artistic, cultural or educational purposes;
- The entity is exempt from income tax in its country of residence;
- The entity has no shareholders or members who have a proprietary or beneficial interest in its income or assets;
- Neither the applicable laws of the entity's country of residence nor the entity's formation documents permit any income or assets of the entity to be distributed to, or applied for the benefit of, a private person or noncharitable entity other than pursuant to the conduct of the entity's charitable activities or as payment of reasonable compensation for services rendered or payment representing the fair market value of property which the entity has purchased; **and**
- The applicable laws of the entity's country of residence or the entity's formation documents require that, upon the entity's liquidation or dissolution, all of its assets be distributed to an entity that is a foreign government, an integral part of a foreign government, a controlled entity of a foreign government, or another organization that is described in this part or escheats to the government of the entity's country of residence or any political subdivision thereof.

Part XXIII Publicly Traded NFFE or NFFE Affiliate of a Publicly Traded Corporation

Check box 37a or 37b, whichever applies.

37a ☐ I certify that:

- The entity identified in Part I is a foreign corporation that is not a financial institution; **and**
- The stock of such corporation is regularly traded on one or more established securities markets, including _____ (name one securities exchange upon which the stock is regularly traded).

b ☐ I certify that:

- The entity identified in Part I is a foreign corporation that is not a financial institution;
- The entity identified in Part I is a member of the same expanded affiliated group as an entity the stock of which is regularly traded on an established securities market;
- The name of the entity, the stock of which is regularly traded on an established securities market, is _____; **and**
- The name of the securities market on which the stock is regularly traded is _____.

Part XXIV Excepted Territory NFFE

38 ☐ I certify that:

- The entity identified in Part I is an entity that is organized in a possession of the United States;
- The entity identified in Part I:
 - (i) Does not accept deposits in the ordinary course of a banking or similar business;
 - (ii) Does not hold, as a substantial portion of its business, financial assets for the account of others; **or**
 - (iii) Is not an insurance company (or the holding company of an insurance company) that issues or is obligated to make payments with respect to a financial account; **and**
- All of the owners of the entity identified in Part I are bona fide residents of the possession in which the NFFE is organized or incorporated.

Part XXV Active NFFE

39 ☐ I certify that:

- The entity identified in Part I is a foreign entity that is not a financial institution;
- Less than 50% of such entity's gross income for the preceding calendar year is passive income; **and**
- Less than 50% of the assets held by such entity are assets that produce or are held for the production of passive income (calculated as a weighted average of the percentage of passive assets measured quarterly) (see instructions for the definition of passive income).

Part XXVI Passive NFFE

40a ☐ I certify that the entity identified in Part I is a foreign entity that is not a financial institution (other than an investment entity organized in a possession of the United States) and is not certifying its status as a publicly traded NFFE (or affiliate), excepted territory NFFE, active NFFE, direct reporting NFFE, or sponsored direct reporting NFFE.

Check box 40b or 40c, whichever applies.

- b** ☐ I further certify that the entity identified in Part I has no substantial U.S. owners (or, if applicable, no controlling U.S. persons); **or**
- c** ☐ I further certify that the entity identified in Part I has provided the name, address, and TIN of each substantial U.S. owner (or, if applicable, controlling U.S. person) of the NFFE in Part XXIX.

Part XXVII Excepted Inter-Affiliate FFI41 ☐ I certify that the entity identified in Part I:

- Is a member of an expanded affiliated group;
- Does not maintain financial accounts (other than accounts maintained for members of its expanded affiliated group);
- Does not make withholdable payments to any person other than to members of its expanded affiliated group;
- Does not hold an account (other than depository accounts in the country in which the entity is operating to pay for expenses) with or receive payments from any withholding agent other than a member of its expanded affiliated group; **and**
- Has not agreed to report under Regulations section 1.1471-4(d)(2)(ii)(C) or otherwise act as an agent for chapter 4 purposes on behalf of any financial institution, including a member of its expanded affiliated group.

Part XXVIII Sponsored Direct Reporting NFFE (see instructions for when this is permitted)

42 Name of sponsoring entity: _____

43 ☐ I certify that the entity identified in Part I is a direct reporting NFFE that is sponsored by the entity identified on line 42.**Part XXIX Substantial U.S. Owners of Passive NFFE**

As required by Part XXVI, provide the name, address, and TIN of each substantial U.S. owner of the NFFE. Please see the instructions for a definition of substantial U.S. owner. If providing the form to an FFI treated as a reporting Model 1 FFI or reporting Model 2 FFI, an NFFE may also use this part for reporting its controlling U.S. persons under an applicable IGA.

Name	Address	TIN

Part XXX Certification

Under penalties of perjury, I declare that I have examined the information on this form and to the best of my knowledge and belief it is true, correct, and complete. I further certify under penalties of perjury that:

- The entity identified on line 1 of this form is the beneficial owner of all the income or proceeds to which this form relates, is using this form to certify its status for chapter 4 purposes, or is submitting this form for purposes of section 6050W or 6050Y;
- The entity identified on line 1 of this form is not a U.S. person;
- This form relates to: (a) income not effectively connected with the conduct of a trade or business in the United States, (b) income effectively connected with the conduct of a trade or business in the United States but is not subject to tax under an income tax treaty, (c) the partner's share of a partnership's effectively connected taxable income, or (d) the partner's amount realized from the transfer of a partnership interest subject to withholding under section 1446(f); **and**
- For broker transactions or barter exchanges, the beneficial owner is an exempt foreign person as defined in the instructions.

Furthermore, I authorize this form to be provided to any withholding agent that has control, receipt, or custody of the income of which the entity on line 1 is the beneficial owner or any withholding agent that can disburse or make payments of the income of which the entity on line 1 is the beneficial owner.

I agree that I will submit a new form within 30 days if any certification on this form becomes incorrect.

☐ I certify that I have the capacity to sign for the entity identified on line 1 of this form.

Sign Here ▶

Signature of individual authorized to sign for beneficial owner

Print Name

Date (MM-DD-YYYY)