



RESOLUTION

APPROVING A HOLMAN STADIUM SPONSORSHIP AGREEMENT

CITY OF NASHUA

In the Year Two Thousand and Ten

RESOLVED by the Board of Aldermen of the City of Nashua that the Mayor is authorized to enter into the attached Holman Stadium Sponsorship Agreement with any interested sponsors, on the terms and conditions found in the sponsorship agreement.

LEGISLATIVE YEAR 2010

RESOLUTION:

R-10-12

PURPOSE:

Approving a Holman Stadium Sponsorship Agreement

SPONSOR(S):

Mayor Donnalee Lozeau

**COMMITTEE
ASSIGNMENT:**

FISCAL NOTE:

The fiscal impact of this legislation includes expenses that vary with the sponsorship plan chosen: \$1,200 for Platinum (offset with \$7,500 in revenue); \$600 for Gold (offset with \$5,000 in revenue); \$600 for Silver (offset with \$2,500 in revenue); and outside wall signs are \$1,200, \$600, \$500 and \$500 for large, medium, dug-out roof and small respectively (with revenues of \$2,500, \$1,500, \$1,00 and \$500 respectively).

ANALYSIS

This resolution would authorize the city to enter into sponsorship agreements at Holman Stadium, with different costs for different benefits. The terms of the sponsorship agreement come from the February 2, 2010 Holman Stadium Ad Hoc Committee Report of the Future Use of Holman Stadium.

Approved as to form:

Office of Corporation Counsel

By:

Dorothy Clarke

Date:

March 31, 2010



HOLMAN STADIUM SPONSORSHIP AGREEMENT

<u>COMPANY – “SPONSOR”</u>	<u>CONTACT</u>
<u>ADDRESS</u>	
<u>CITY, STATE, ZIP</u>	
<u>TELEPHONE</u>	<u>PERIOD (CIRCLE)</u> 1, 2, or 3 Calendar Years
<u>DATE OF AGREEMENT</u>	<u>TOTAL COST</u> \$

This Agreement is made between the above-named Sponsor and the City of Nashua. This Agreement shall begin on the above-referenced date of agreement, which is also that date by which the City of Nashua must receive the appropriate total sponsorship fee. In exchange for a sponsorship fee to the City of Nashua, Sponsor will receive the following benefits, depending on sponsorship level chosen.

Holman Stadium Sponsor Levels (check one):

Platinum Corporate Sponsorship - Cost per year: \$7,500 (two sponsorships available)

Included in this package are:

- One (1) 8' x 16' wall sign (including sign, installation and maintenance).
- One (1) 4' x 6' banner on the exterior concourse of the building (near luxury boxes, including sign, installation and maintenance).
- Company logo and hyperlink on City Website.
- Name and logo printed on all materials publicizing events at Holman Stadium.
- One (1) interior luxury box guaranteeing 20 seats to any/all events including Fourth of July, Collegiate Baseball Games, Concerts, Expos, Fairs and Youth Baseball.
- Five (5) front row parking in the Holman Stadium lot.

Gold Corporate Sponsorship - Cost per year: \$5,000 (four sponsorships available)

Included in this package are:

- One (1) 8' x 8' wall sign (including sign, installation and maintenance).
- Company logo and hyperlink on City Website.
- Name and logo printed on all materials publicizing events at Holman Stadium.
- One (1) exterior luxury box guaranteeing 20 seats to any/all events including Fourth of July, Collegiate Baseball Games, Concerts, Expos, Fairs and Youth Baseball.

Silver Corporate Sponsorship - Cost per year: \$2,500 (eight sponsorships available)

Included in this package are:

- One (1) 8' x 8' wall sign (including sign, installation and maintenance).
- Company logo and hyperlink on City Website.
- Name and logo printed on all materials publicizing events at Holman Stadium.

Outfield Wall- Yearly Rates – these prices include sign, installation, and maintenance by the Parks Department.

Large, size: 8' x 16' – Cost per year: \$2,500 (8 Available)

Medium, size: 8' x 8' – Cost per year: \$1,500 (12 Available)

Dugout Roofs, size: 4' x 12' – Cost per year: \$1,000 (2 Available)

Small, size: 8' x 4' – Cost per year: \$500 (8 Available)

General Terms:

- If a two-year sponsorship term is chosen, then the total price of the sponsorship will be discounted by 5%. If a three-year sponsorship term is chosen, then the total price of the sponsorship will be discounted by 10%.
- Camera ready artwork must be provided for signage. Final proofs will be provided before final production of the signage.
- The initial cost of production and labor will be included in the price of the sponsorship. Any additional costs, such as the cost to change signage, will be the responsibility of the sponsor.
- Tobacco and gambling advertisement is prohibited.

- The aforementioned sponsor agrees to indemnify and hold the City of Nashua harmless from and against any and all claims, actions, lawsuits, judgments, and costs, including reasonable attorney's fees that the City of Nashua may become liable to pay or defend as the result of the negligent acts or omissions of the sponsor, its employees, or agents arising out of or in connection with the performance of this Agreement.
- Payment shall be sent directly to: **City of Nashua, Treasurer**
229 Main Street
Nashua, NH 03061-2019
- The user further agrees to abide by all ordinances, procedures, policies, and rules governing the use of Holman Stadium.

CITY OF NASHUA, NH

SPONSOR

Mayor, City of Nashua



RESOLUTION

APPROVING A HOLMAN STADIUM SPONSORSHIP AGREEMENT

CITY OF NASHUA

In the Year Two Thousand and Ten

RESOLVED by the Board of Aldermen of the City of Nashua that the Mayor is authorized to enter into the attached Holman Stadium Sponsorship Agreement with any interested sponsors, on the terms and conditions found in the sponsorship agreement.



HOLMAN STADIUM SPONSORSHIP AGREEMENT

<u>COMPANY – “SPONSOR”</u>	<u>CONTACT</u>
<u>ADDRESS</u>	
<u>CITY, STATE, ZIP</u>	
<u>TELEPHONE</u>	<u>PERIOD (CIRCLE)</u> 1, 2, or 3 Calendar Years
<u>DATE OF AGREEMENT</u>	<u>TOTAL COST</u> \$

This Agreement is made between the above-named Sponsor and the City of Nashua. This Agreement shall begin on the above-referenced date of agreement, which is also that date by which the City of Nashua must receive the appropriate total sponsorship fee. In exchange for a sponsorship fee to the City of Nashua, Sponsor will receive the following benefits, depending on sponsorship level chosen.

Holman Stadium Sponsor Levels (check one):

Platinum Corporate Sponsorship - Cost per year: \$7,500 (two sponsorships available)

Included in this package are:

- One (1) 8’ x 16’ wall sign (including sign, installation and maintenance).
- One (1) 4’ x 6’ banner on the exterior concourse of the building (near luxury boxes, including sign, installation and maintenance).
- Company logo and hyperlink on City Website.
- Name and logo printed on all materials publicizing events at Holman Stadium.
- One (1) interior luxury box guaranteeing 20 seats to any/all events including Fourth of July, Collegiate Baseball Games, Concerts, Expos, Fairs and Youth Baseball.
- Five (5) front row parking in the Holman Stadium lot.

Gold Corporate Sponsorship - Cost per year: \$5,000 (four sponsorships available)

Included in this package are:

- One (1) 8' x 8' wall sign (including sign, installation and maintenance).
- Company logo and hyperlink on City Website.
- Name and logo printed on all materials publicizing events at Holman Stadium.
- One (1) exterior luxury box guaranteeing 20 seats to any/all events including Fourth of July, Collegiate Baseball Games, Concerts, Expos, Fairs and Youth Baseball.

Silver Corporate Sponsorship - Cost per year: \$2,500 (eight sponsorships available)

Included in this package are:

- One (1) 8' x 8' wall sign (including sign, installation and maintenance).
- Company logo and hyperlink on City Website.
- Name and logo printed on all materials publicizing events at Holman Stadium.

Outfield Wall- Yearly Rates – these prices include sign, installation, and maintenance by the Parks Department.

Large, size: 8' x 16' – Cost per year: \$2,500 (8 Available)

Medium, size: 8' x 8' – Cost per year: \$1,500 (12 Available)

Dugout Roofs, size: 4' x 12' – Cost per year: \$1,000 (2 Available)

Small, size: 8' x 4' – Cost per year: \$500 (8 Available)

General Terms:

- If a two-year sponsorship term is chosen, then the total price of the sponsorship will be discounted by 5%. If a three-year sponsorship term is chosen, then the total price of the sponsorship will be discounted by 10%.
- Camera ready artwork must be provided for signage. Final proofs will be provided before final production of the signage.
- The initial cost of production and labor will be included in the price of the sponsorship. Any additional costs, such as the cost to change signage, will be the responsibility of the sponsor.
- Tobacco and gambling advertisement is prohibited.

- All sponsorship requests that are to be submitted to the Board of Public Works for approval, all applications are to include camera ready art work of the advertisement signage requested in the application.
- The aforementioned sponsor agrees to indemnify and hold the City of Nashua harmless from and against any and all claims, actions, lawsuits, judgments, and costs, including reasonable attorney's fees that the City of Nashua may become liable to pay or defend as the result of the negligent acts or omissions of the sponsor, its employees, or agents arising out of or in connection with the performance of this Agreement.
- Payment shall be sent directly to: **City of Nashua, Treasurer
229 Main Street
Nashua, NH 03061-2019**
- The user further agrees to abide by all ordinances, procedures, policies, and rules governing the use of Holman Stadium.

CITY OF NASHUA, NH

SPONSOR

Mayor, City of Nashua