

SPONSORSHIP CONTRACT
East Main Dental Center, LLP

THIS AGREEMENT is made and entered into in duplicate this _____, by and between the **CITY OF MEDFORD**, Oregon, a municipal corporation of the State of Oregon, hereinafter termed "CITY" and **East Main Dental Center, LLP**, hereinafter termed "SPONSOR."

I. DESCRIPTION OF SPONSORSHIP

Little Hoopsters Sponsor

See Exhibit A – Sponsorship Descriptions and Benefits

See Exhibit B – Temporary Permit for Banner Placement in a City Park

See Exhibit C – Banner Rates and Specifications

See Exhibit D – Community Connection Guide Rates and Specifications

II. PAYMENT TERMS.

SPONSOR will pay a sponsorship fee of \$1,300 by August 1, 2015.

III. DURATION OF SPONSORSHIP

This sponsorship term will be effective for one year, beginning on May 1, 2015 and ending on April 30, 2016. SPONSOR will maintain first right of refusal on the aforementioned sponsorships and must confirm renewal in writing to CITY no later than March 30, 2016.

IV. INDEMNIFICATION

SPONSOR shall indemnify, defend and hold harmless CITY from any liability, cost or damage arising out of its activities regarding the display of banners at City facilities described in this contract.

IN WITNESS WHEREOF, CITY and SPONSOR have caused this contract to be executed for and on their behalf by their duly authorized officer(s) on the day and year first above written.

CITY OF MEDFORD

EAST MAIN DENTAL CENTER, LLP

By _____
Brian Sjothun

By _____
Tonya Sowles

Title Director

Title Office Manager

East Main Dental Center, LLP

East Main Dental Center, LLP
1123 E. Main St.
Medford, OR 97504
541-773-3422
Contact: Jodie Randolph
jodierandlph@yahoo.com

Medford Parks & Recreation Dept:

Santo Community Center
701 North Columbus Ave
Medford, Oregon 97501
(541) 774-2407
Contact: Chris Shaul
chris.shaul@cityofmedford.org

Exhibit “A”

Sponsorship Descriptions and Benefits

Little Hoopsters Basketball Sponsorship

Annual sponsorship of the Medford Parks and Recreation Little Hoopsters Basketball Program: \$1,300

- East Main Dental Center, LLP will be listed as a sponsor for the four full sessions of Little Hoopsters Basketball: Fall 2015, Winter 2016, Spring 2016, Summer 2016.
- East Main Dental Center, LLP logo will be included on all participant and coach jerseys and in all registration listing modules, including the Program Guide.
- East Main Dental Center, LLP logo will appear on all program material, handouts, schedules, etc.
- East Main Dental Center, LLP may distribute promotional materials to parents and coaches at the coach/parent meetings and at the beginning or end of each season

Additional Advertising Benefits

- One 4' x 8' East Main Dental Center banner displayed in Santo Gymnasium for life of contract.
- Two East Main Dental Center banner(s) at U.S. Cellular Community Park, ground level for life of contract.
- 1/8 page, annual inside page advertisement in the Community Connection Guide. Fall 2015, Winter/Spring 2016, Summer 2016. Distribution of 42,000 copies per season.

Exhibit “B”
TEMPORARY PERMIT FOR
BANNER PLACEMENT
IN A CITY PARK

The CITY OF MEDFORD hereby grants to East Main Dental Center, LLP (Sponsor), permission to use portions of the city property described as for temporary placement of two 3.5' x 12' banners at U.S. Cellular Community Park and one 4' x 8' banner in the Santo Gymnasium. This permit is subject to the following conditions:

1. This permit is only for the time of May 1, 2015 – April 30, 2016. Any extension of time must be approved in writing.
2. This permit only authorizes banner size and location as set forth in this Exhibit B. Specifications are provided in Exhibit C.
3. If City later adopts a general ordinance regulating issuance of permits such as this, Sponsor shall be required to conform to all applicable requirements of such ordinance including, but not limited to, provisions requiring the payment of fees for use City property.
4. Before hanging banners on City property described herein, Sponsor shall first confer with Parks Department and obtain approval of banner appearance and material quality, and shall give the Parks Department at least two working days notice before conferring.
5. Sponsor shall at its own cost and expense, restore and replace any property disturbed, damaged or in any way injured by or on account of its activities to as good as the condition of such property was in immediately prior to the disturbance, damage or injury or pay the fair market value of such property to its owner.
6. Sponsor shall at its own cost and expense maintain its banners without excessive wear and tear or damage. If a banner's appearance and condition become unacceptable, the City may remove the banner and claim reasonable expenses from Sponsor.
7. Permit is not transferable or assignable.
8. This permit may be revoked at any time by the City without notice. Fees will be refunded pro-rata less administrative costs.

Exhibit "C"



U.S. Cellular Community Park Promotional Opportunities

Signage

	— Per Field —		— Five Fields —	
	1 Year	2 Years	1 Year	2 Years
3.5' x 12' banner (outfield, multi-sport)	\$300	\$540	\$1,200	\$2,160
3.5' x 12' banner – preferred location*	\$450	\$810	\$1,800	\$3,240
5' x 112" banner – Sportafences	\$500	\$900	NA	NA
28" x 70" backstop banner (faces bleachers)	\$150	\$270	\$600	\$1,080

Specialty location or size

Negotiable @ \$10.71/ft²

Banner Notes:

- 10% discount for 2-year contract
- Price does not include production cost
- All pricing is based on ground level positioning with the exception of "preferred locations"
- Discounted packages must be paid in cash.

* walk-ways, dugouts, above ground, parking-lot view, heavy traffic areas

Web Site Hyperlink Advertisements

(www.sportsmedford.com)

Lead sponsor (160 pixels wide x 140 high)	\$850/year	\$1,530/two-year contract
Basic sponsor (160 pixels wide x 70 high)	\$500/year	\$900/two-year contract

Special Discount Packages (cash contracts only)

Base Hit \$750/year

- 28" x 6' backstop banner at all five fields in softball/baseball complex
- Basic web site hyperlink ad
- Save \$375!

Double Play \$1,100/year

- Two 28" x 6' backstop banners at all five fields in softball/baseball complex
- Basic web site hyperlink ad
- Save \$900!

Daily Double \$2,500/year

- 3.5' x 12' outfield or Sportafence banner on each field in both complexes (10 total)
- Basic web site hyperlink ad
- Save \$1,600!

Grand Slam \$4,000/year

- 3.5' x 12' banner or Sportafence banner – ground-level, preferred locations in both complexes (10 total)
- Lead sponsor web site hyperlink
- 4' x 8' banner in Santo Gymnasium
- ½ page annual color advertisement in the Community Connection Guide
- Save \$2,916!

Outfield Signage Specifications and Requirements

- Ground level banners must be exact dimensions described in purchase package
- Each banner must have at least eight equally spaced grommets – one on each corner and two in the middle, top and bottom. (3 corner grommets, and/or corner “tabs,” are recommended. They hold up much better in the wind and prevent warping.)
- **Windscreen material is required** to decrease the likelihood of chain-link fence bowing
- Medford Parks and Recreation reserves the right to approve banner content and location
- Sponsors own their banners and thus are responsible for the printing costs

Other Facilities

Santo Gymnasium

4' x 8' banner (vinyl material).....\$300/year

For More Information

Primary Contact:

Chris Shaul

Resource Development Coordinator

541-774-2407

chris.shaul@cityofmedford.org

Exhibit "D"

Program Guide Rates and Specifications



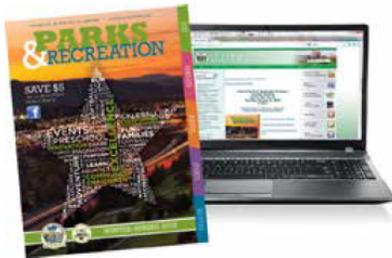
MEDFORD PARKS & RECREATION

PROGRAM GUIDE AD RATE/SPEC SHEET

ISSUES & DEADLINES	SPACE RESERVATION	PAYMENT DUE	PRINT/MAIL DATES
WINTER/SPRING January-April	December 1	December 7	December 15-30
SUMMER May-August	April 1	April 7	April 15-30
AUTUMN September-December	August 1	August 7	August 15-30

ABOUT THE MEDFORD PARKS & RECREATION PROGRAM GUIDE

The businesses that advertise help make our programs possible. Published three times a year, the Parks & Recreation Program Guide is direct-mailed to over 42,000 households with additional copies distributed at all Medford Parks and Recreation facilities, Medford Public Schools, the Medford Chamber of Commerce, the Medford Public Library and other public institutions in Jackson County. The publication can also be viewed online at www.playmedford.com.



Ad Submission: Please create full color ads in CMYK at 300 dpi. Submit electronically in PDF file format to: chris.shaull@cityofmedford.org

RECEIVE A 25% DISCOUNT FOR ANNUAL SPONSORSHIPS!

INSIDE COVER				SPECS
	Color	Color Annual		
	1x	3 Issues	Per Issue	W x H
Full Page	\$1,500	\$3,375	\$1,125	7.5" x 9.5"
1/2 Page	\$750	\$1,688	\$563	3.5" x 9.5"
1/4 Page	\$375	\$844	\$281	3.5" x 4.5"
1/8 Page	\$188	\$422	\$141	3.5" x 2.25"
BACK COVER				
Full Page	\$1,800	\$4,050	\$1,350	7.5" x 8.5"
INSIDE PAGES				
Full Page	\$1,125	\$2,531	\$844	7.5" x 9.5"
1/2 Page V	\$563	\$1,266	\$422	3.5" x 9.5"
1/2 Page H	\$563	\$1,266	\$422	7.5" x 4.5"
1/4 Page	\$281	\$633	\$211	3.5" x 4.5"
1/8 Page	\$141	\$316	\$105	3.5" x 2.25"

Design Services: Prices are for camera ready artwork. If you need help with design we can put you in touch with our design services provider.