

ORDINANCE NO. 003-51

AN ORDINANCE AUTHORIZING A
CO-PROMOTIONAL TRADE WITH
THE CITY OF CHICAGO, MAYOR'S
OFFICE OF SPECIAL EVENTS

WHEREAS, Each year, the Mayor's Office of Special Events sponsors summer festivals and special events; and

WHEREAS, The Mayor's Office of Special Events has proposed to the Authority a co-promotional trade agreement for the year 2003 festivals and events: Neighborhood Festivals, Gospel Festival, Blues Festival, Taste of Chicago/Country Festival, Outdoor Film Festival, Tall Ships® Chicago Air and Water Show, Venetian Night, Viva Chicago, Jazz Festival, Celtic Festival, Chicagoween, and Holiday Sports Festival; and

WHEREAS, The co-promotion is valued at \$930,000; and

WHEREAS, The co-promotion would involve the Mayor's Office of Special Events providing the Authority with on-site signage opportunities, creating a web link between the Mayor's Office of Special Events and the Authority, and including the Authority in the event print and broadcast advertising, brochure exposure and news releases; and

WHEREAS, In return, the Authority would post systemwide, on unsold Authority space, 39,000 car cards for the designated festivals and events; and

WHEREAS, There will be an average audience of 500,000 per festival/event; and

WHEREAS, This co-promotion will serve to enhance CTA's exposure, promote ridership, have a positive effect on the Authority's customers, and support the Authority's corporate image as being cooperative and pro-active in promoting special events throughout the City of Chicago; now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. The Vice-President, Communications and Marketing, is hereby authorized to enter into a co-promotional advertising trade agreement with the

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City of Chicago, Mayor's Office of Special Events, that exchanges the advertising and promotional services set forth herein, at a trade value not to exceed \$930,000.

SECTION 2. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

Chairman

Assistant Secretary

April 2, 2003

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