

ORDINANCE NO. 015-69

AN ORDINANCE AUTHORIZING A CO-PROMOTIONAL ADVERTISING TRADE AGREEMENT WITH BANK OF AMERICA, N.A. FOR THE 2015 BANK OF AMERICA CHICAGO MARATHON

WHEREAS, Bank of America, N.A. ("Bank of America") is sponsoring the 2015 Bank of America Chicago Marathon and related events ("Chicago Marathon"), which are scheduled to occur on Sunday, October 11, 2015; and

WHEREAS, Bank of America has proposed a co-promotional trade agreement for the 2015 Chicago Marathon with the Chicago Transit Authority ("Authority"); and

WHEREAS, Pursuant to the co-promotional trade agreement, the Authority will promote the 2015 Chicago Marathon on unsold advertising space in its buses and trains in a quantity valued up to Seventeen Thousand Three Hundred Forty-six Dollars (\$17,346.00); and

WHEREAS, In exchange, Bank of America will provide the Authority with booth space at the Chicago Marathon Health & Fitness Expo and will print the Authority's logo, maps, and travel information in its spectator and participant guides for the 2015 Chicago Marathon in a quantity valued up to Twenty-One Thousand Nine Hundred Dollars (\$21,900.00); and

WHEREAS, Bank of America has also purchased advertising on the Authority's system in the amount of Seventeen Thousand Three Hundred Forty-six Dollars (\$17,346.00), as required by Ordinance No. 012-29 governing co-promotional agreements; and

WHEREAS, The co-promotional trade agreement includes a mutual indemnification provision; and

WHEREAS, The co-promotional trade agreement will provide exposure of the Authority to a large audience, promote ridership, and support the Authority's corporate image as cooperative and proactive in promoting special events throughout the City of Chicago; now, therefore:

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

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SECTION 1. The Executive Chief Financial Officer is hereby authorized to enter into a co-promotional trade agreement with Bank of America, N.A. that exchanges advertising and promotional services related to the 2015 Bank of America Chicago Marathon, that does not exceed Seventeen Thousand Three Hundred Forty-six Dollars (\$17,346.00) in trade value to Bank of America, and that includes a mutual indemnification clause, a confidentiality clause, a limited license permitting each party to use the other's logo in advertisements and promotion related to the 2015 Chicago Marathon, and such other terms as are substantially in the form of the agreement attached as Exhibit A hereto.

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

APPROVED:

PASSED:

Chairman

July 15, 2015

Assistant Secretary

July 15, 2015