

ORDINANCE NO. 010-26

AN ORDINANCE AUTHORIZING A  
CO-PROMOTIONAL TRADE WITH  
THE MAYOR'S OFFICE OF  
SPECIAL EVENTS FOR 2010

WHEREAS, Each year the Mayor's Office of Special Events for the City of Chicago sponsors 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 following year 2010 festivals and special events: Kids & Kites Festival; Celtic Fest Chicago; Chicago Gospel Music Festival; Chicago Blues Festival; Taste of Chicago; Race to the Taste; Chicago Air & Water Show; Chicago Jazz Festival; VIVA Chicago Latin Music Festival; Chicago Country Music Festival; Franken Plaza; Tree Lighting; Mayor Daley's Chicago Sports Fest and Snow Days; and other events and festivals as agreed by the parties as long as the value of the co-promotion does not exceed the amount authorized herein; and

WHEREAS, The co-promotion is valued at eight hundred thirty thousand dollars (\$830,000); and

WHEREAS, Through the co-promotion, the Mayor's Office of Special Events will provide 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 and/or festival's print and broadcast advertising; and

WHEREAS, In return, the Authority will post car cards valued up to \$830,000 on unsold Authority advertising space on the interior of its buses and rail cars for the designated festivals and special events; and

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

WHEREAS, This co-promotion will serve to enhance the Authority'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 Chairman, or his designee, is hereby authorized to enter into a co-promotional trade agreement that does not exceed eight hundred thirty thousand dollars (\$830,000) in value with City of Chicago Mayor's Office of Special

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Events for calendar year 2010, 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:

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Chairman

March 10, 2010

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Assistant Secretary

March 10, 2010