

ORDINANCE NO. 010-27

AN ORDINANCE AUTHORIZING A
CO-PROMOTIONAL TRADE
AGREEMENT WITH THE
INTERNATIONAL LATINO CULTURAL
CENTER OF CHICAGO FOR 2010

WHEREAS, The International Latino Cultural Center of Chicago ("ILCC"), is sponsoring the 2010 Latino Film Festival and related events (the "Latino Film Festival"), scheduled to take place from Friday, April 16, 2010, through Thursday, April 29, 2010, at two venues in the city of Chicago; and

WHEREAS, ILCC, has proposed a co-promotional trade agreement for the 2010 Latino Film Festival with the Chicago Transit Authority (the "Authority"); and

WHEREAS, Under the co-promotion trade agreement, the Authority will post interior car cards up to Seventy-three Thousand Seven Hundred Twenty-four Dollars (\$73,724) in value advertising the Latino Film Festival, on unsold advertising space on its buses and rail cars; and

WHEREAS, In exchange, ILCC will print the Authority's logo and marketing message on on-site signage and in print advertising, brochures, and other promotional items for the 2010 Latino Film Festival, up to seventy-three thousand seven hundred twenty-four dollars (\$73,724) in value; and

WHEREAS, The co-promotion trade agreement will expose the Authority to a large audience, promote ridership, and support the Authority's corporate image as 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 valued at the not-to-exceed amount of seventy-three thousand seven hundred twenty-four dollars (\$73,724) with the International Latino Cultural Center of Chicago, substantially in the form attached as Exhibit A hereto.

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

APPROVED:

PASSED:

Chairman

Assistant Secretary

March 10, 2010

March 10, 2010