

ORDINANCE NO. 010-76

AN ORDINANCE AUTHORIZING A
CO-PROMOTIONAL TRADE AGREEMENT
WITH BANK OF AMERICA, NATIONAL
ASSOCIATION FOR THE 2010 MARATHON

WHEREAS, Bank of America, National Association (Bank of America) is sponsoring the 2010 Bank of America Chicago Marathon and related events, scheduled to occur between October 8-10, 2010 (Marathon); and

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

WHEREAS, Under the co-promotional trade agreement, the Authority will post car cards on unsold Authority advertising space advertising the Marathon, worth up to Fifty-five Thousand One Hundred Seventy-nine Dollars (\$55,179) in value; and

WHEREAS, In exchange, Bank of America will provide the Authority with booth space at its Health and Fitness Expo; on-site signage; and inclusion in Bank of America's web pages, newsletters, print and broadcast advertising, promotional inserts, guides and brochures for the Marathon worth up to Fifty-five Thousand One Hundred Seventy-nine Dollars (\$55,179) in value; and

WHEREAS, The co-promotion will provide exposure of 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 with Bank of America, National Association, that exchanges advertising and promotional services related to the 2010 Bank of America Chicago Marathon at a trade value not to exceed Fifty-five Thousand One Hundred Seventy-nine Dollars (\$55,179) and that includes a mutual indemnification clause, confidentiality clause, permits each party to use the other's logo in advertisements for the Marathon only and includes such other terms as are set forth substantially in the form of the agreement attached as Exhibit A hereto.

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

APPROVED:

PASSED:

Chairman

July 14, 2010

Assistant Secretary

July 14, 2010