

ORDINANCE NO. 015-12

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

WHEREAS, Bank of America, N.A. ("Bank of America") is sponsoring the 2015 Bank of America Shamrock Shuffle and related events ("Shamrock Shuffle"), which are scheduled to occur on Sunday, March 29, 2015; and

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

WHEREAS, Pursuant to the co-promotional trade agreement, the Authority will promote the 2015 Shamrock Shuffle on unsold advertising space in its buses and trains in a quantity valued up to Twenty-seven Thousand and Six Hundred Seventy-one Dollars (\$27,671.00); and

WHEREAS, In exchange, Bank of America will print the Authority's logo and marketing message on its on-site signage, website, participant guides, and other promotional items for the 2015 Shamrock Shuffle in a quantity valued up to Twenty-nine Thousand Four Hundred Dollars (\$29,400.00); and

WHEREAS, Bank of America has also purchased advertising on the CTA system in the amount of Twenty-seven Thousand and Six Hundred Seventy-one Dollars (\$27,671.00), 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 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 Executive Vice President/Chief Financial Officer, or his designee, is hereby authorized to enter into a co-promotional trade agreement with the Bank of America, N.A. that exchanges advertising and promotional services related to the 2015 Bank of America Shamrock Shuffle, that does not exceed Twenty-seven Thousand Six Hundred Seventy-one Dollars (\$27,671.00) 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 Shamrock Shuffle, and such other terms as are 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

February 11, 2015

Assistant Secretary

February 11, 2015