

ORDINANCE NO. 008-80

AN ORDINANCE AUTHORIZING
A CO-PROMOTIONAL TRADE
AGREEMENT WITH
LASALLE BANK, N.A.

WHEREAS, LaSalle Bank, N.A. is sponsoring the 2008 Bank of America Chicago Marathon and related events, scheduled to occur October 10-12, 2008 (Marathon); and

WHEREAS, LaSalle Bank, N.A. has proposed a co-promotional trade agreement for the Marathon with the Chicago Transit Authority (Authority); and

WHEREAS, Under the co-promotional trade agreement, the Authority will post car cards and provide four Wild Train Wrap units on unsold Authority advertising space advertising the Marathon, up to \$48,000 in value; and

WHEREAS, In exchange, LaSalle Bank, N.A. will provide the Authority with booth space at its Health and Fitness Expo and include the Authority in on-site signage, as well as print and broadcast advertising and brochures for the Marathon, up to \$48,000 in value; and

WHEREAS, This 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 Vice-President, Communications and Marketing, is hereby authorized to enter into a co-promotional trade agreement with LaSalle Bank, N.A. that exchanges the advertising and promotional services related to the 2008 Bank of America Chicago Marathon, at a trade value not to exceed \$48,000, and includes a mutual indemnification clause, 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

Assistant Secretary

June 11, 2008

June 11, 2008