

ORDINANCE NO. 005-181

AN ORDINANCE AUTHORIZING
A CO-PROMOTIONAL TRADE
AGREEMENT WITH THE FIELD
MUSEUM FOR *TUTANKHAMUN AND
THE GOLDEN AGE OF THE
PHARAOHS*

WHEREAS, Between May 6, 2006, and January 7, 2007, the Field Museum will exhibit *Tutankhamun and the Golden Age of the Pharaohs*; and

WHEREAS, The Field Museum has proposed to the Authority a co-promotional trade agreement for the duration of the exhibit; and

WHEREAS, The co-promotion is valued at \$115,542; and

WHEREAS, The co-promotion would involve the Field Museum providing the Authority with on-site signage opportunities, creating a web link between The Field Museum and the Authority, and including transit directions to the museum in the event print advertising, on museum maps, brochure exposure and news releases; and

WHEREAS, In return, the Authority would post up to 1, 242 car cards for the exhibit on unsold Authority space system-wide; and

WHEREAS, There will be an anticipated audience of 1,300,000 to see the exhibit; and

WHEREAS, This co-promotion will serve to enhance CTA'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 Authority's service area; 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 advertising trade agreement with the Field Museum that exchanges the advertising and

ORDINANCE NO. 005-181
(Continued) –2

promotional services set forth herein at a trade value not to exceed \$115,542, substantially in conformance with Exhibit A, attached hereto.

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

APPROVED:

PASSED:

Chairman

December 14, 2005

Assistant Secretary

December 14, 2005