

ORDINANCE NO. 020-3

AN ORDINANCE AUTHORIZING A
CO-PROMOTIONAL ADVERTISING
TRADE AGREEMENT WITH BANK OF
AMERICA, N.A. FOR THE 2020 BANK
OF AMERICA SHAMROCK SHUFFLE

WHEREAS, Bank of America, N.A. (“Bank of America”) is sponsoring the 2020 Bank of America Shamrock Shuffle, which is scheduled to occur on Sunday, March 22, 2020, and related events (“Shamrock Shuffle”); and

WHEREAS, Bank of America has proposed a co-promotional trade agreement for the 2020 Shamrock Shuffle with the Chicago Transit Authority (“Authority”); and

WHEREAS, Pursuant to the co-promotional trade agreement, the Authority will promote the 2020 Shamrock Shuffle on unsold advertising space in its trains in a quantity valued up to Thirty-one Thousand Six Hundred Eighty-three Dollars (\$31,683.00); 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 2020 Shamrock Shuffle in a quantity valued up to Thirty-one Thousand Six Hundred Eighty-three Dollars (\$31,683.00); and

WHEREAS, Bank of America has also purchased advertising on the Authority’s system in the amount of Thirty-one Thousand Six Hundred Eighty-three Dollars (\$31,683.00), as required by Ordinance No. 012-29 governing co-promotional agreements; and

WHEREAS, The co-promotional trade agreement includes a mutual indemnification provision, a confidentiality clause, and a limited license permitting each party to use the other’s logo in advertisements and promotion related to the 2020 Shamrock Shuffle; 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 proactive in promoting special events throughout the City of Chicago; now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD
OF THE CHICAGO TRANSIT AUTHORITY:

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SECTION 1. The Chief Financial Officer, or his designee, is hereby authorized to enter into a co-promotional trade agreement with Bank of America, N.A. that exchanges advertising and promotional services related to the 2020 Bank of America Shamrock Shuffle; does not exceed Thirty-one Thousand Six Hundred Eighty-three Dollars (\$31,683.00) in trade value to Bank of America; includes a mutual indemnification clause, a confidentiality clause, and a limited license permitting each party to use the other's logo in advertisements and promotion related to the 2020 Shamrock Shuffle; and contains such other terms as are substantially in conformance with the Bank of America Shamrock Shuffle Sponsorship and Promotion 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

January 15, 2020

January 15, 2020