

RESOLUTION NO 16 - 36

A RESOLUTION AUTHORIZING AGREEMENT WITH TEXAS A&M UNIVERSITY-COMMERCE ATHLETIC DEPARTMENT FOR PROMOTIONAL PROGRAMMING; GRANTING AUTHORITY TO THE MAYOR TO EXECUTE SAID RESOLUTION AND AUTHORIZING CITY SECRETARY TO AUTHENTICATE MAYOR'S SIGNATURE TO THIS RESOLUTION AND AUTHORIZING THE CITY MANAGER TO EXECUTE ALL INSTRUMENTS REQUISITE IN IMPLEMENTING THIS RESOLUTION AND AUTHORIZING CITY SECRETARY TO AUTHENTICATE CITY MANAGER'S SIGNATURE TO THIS RESOLUTION.

A regular meeting of the City Council of the City of Commerce, Texas, was held in Commerce, Texas, at City Hall, on the 15th day November 2016 at 6:00 p.m., majority of Council Members being present and constituting a quorum, the following resolution was adopted:

WHEREAS, after careful consideration by the City Council, it would be in the best interest and general welfare of the City of Commerce that agreement with Texas A&M University-Commerce Athletic Department be accepted; and

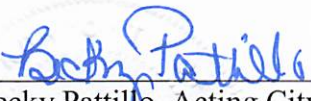
NOW, THEREFORE, BE IT RESOLVED that the Mayor of the City of Commerce, Texas, be authorized and he is hereby authorized to execute this Resolution; and that the City Manager be authorized to execute agreement, a copy of which is marked Exhibit "A" and being made a part hereof just as if copied herein verbatim, and all instruments requisite in implementing this resolution.

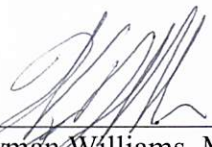
BE IT FURTHER RESOLVED that the City Secretary be authorized and he is hereby authorized to attest to the signature of the Mayor to this Resolution, and to attest to the signature of the City Manager to any instruments requisite to implementing this Resolution.

PASSED BY THE GOVERNING BODY of the City Council of the City of Commerce, Texas, on the 15th day of November 2016.

ATTEST:

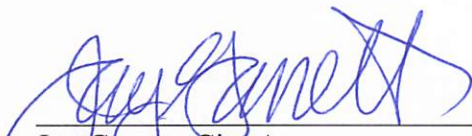
CITY OF COMMERCE:


Becky Pattillo, Acting City Secretary


Wyman Williams, Mayor

(seal)

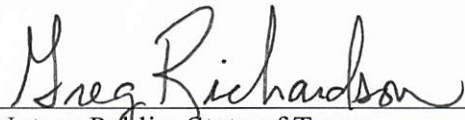
APPROVED AS TO FORM:


Jay Garrett, City Attorney

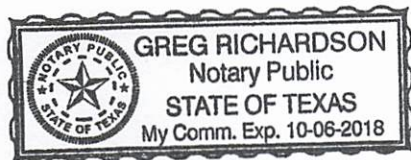
I, Becky Pattillo, Acting City Secretary of the City of Commerce, Texas, do hereby certify that the above is a true and correct copy of a resolution, and that the same has not been repealed and is in full force and effect.


Becky Pattillo, Acting City Secretary

Sworn to and subscribed before me, on this the 1st day of December, 2016, to certify which witness my hand and seal of office.


Notary Public, State of Texas

(seal)





LION SPORTS PROPERTIES

ATHLETIC PARTNERSHIP PROPOSAL

City of Commerce



COLLABORATIVE MISSIONS

Just as the City of Commerce is committed to delivering quality services and experiences to our community, Lion Athletics is also committed to that same relational mission of providing a “Best in Class” experience for each of our 361 talented student-athletes and trainers, spanning 14 sports programs.

To achieve these relational missions, we both rely on five common P’s:

Purpose	Being mission committed
Principles	Imposing our core values
Processes	Evolving both strategy and action items
People	Having a firm culture and work ethic
Performance	Balancing initiative and accountability

As detailed in this proposal, we have unique opportunities to extend a progressive partnership that highlights our dynamic and robust growth. This proposal is structured in segments dedicated to brand exposure, student-athlete impact, and other considerations. Thank you for the opportunity to present this unique proposal.



I. BRAND EXPOSURE

MEMORIAL STADIUM SCOREBOARD

City of Commerce will receive a year-round advertising panel on the Memorial Stadium scoreboard ().

DIGITAL SIGNAGE

- One logo message in the “loop” of messages running 24 hours a day on the digital message board located on the north side of the Memorial Stadium scoreboard.
- One logo message in the “loop” of messages running during home athletics events on the south side of the Memorial Stadium scoreboard.
- One logo message in the “loop” of messages running during home athletics events that are held in the Lion Athletics Fieldhouse.

SEASON TICKETS AND COMMUNITY TICKET POOL

City of Commerce would have access to 50 Lion Athletics tickets annually for use throughout all sports platforms. Tickets are a great way to reward employees, entertain vendors, or donate to community partners and friends of the city. These are by request only and should be made 48 hours in advance.

LOGO – GRANT OF RIGHTS

City of Commerce is permitted to use the logos of Lion Athletics and the designation of “Lion Athletics Partner” and “Lion Sports Properties” without licensing clearance from Lion Athletics.



II. Principles of Agreement

This agreement is by and between Texas A&M University-Commerce (hereafter referred to as University) and the **City of Commerce**. It is primarily an agreement for the **City of Commerce** to partner and occupy advertising space on the University's Commerce, Texas campus. Further, as part of this agreement, the University shall provide to the **City of Commerce** advertising through various mediums and contact points, as outlined in this agreement.

Term of Agreement

The term of this agreement shall be for two calendar years commencing on November 10, 2016 and ending on August 31, 2018, unless renewed by mutual agreement on or before 6/30/18.

Terms of Payment

As payment for advertising benefits set forth in this agreement, **City of Commerce** shall pay to the University the amount of **\$5,000.00** cash per year.

Terms of Advertising and Benefits provided by University are outlined in this document.



Derrek Farrell
City Manager
City of Commerce

11/29/16
Date

Tim McMurray
Director of Athletics
Texas A&M University-Commerce

Date

Bert White
Texas A&M University-Commerce
Director of Contracts Administration

Date