



CITY COUNCIL AGENDA REQUEST

Meeting Type: Mayor & Council Meeting

Meeting Date: 12/2/19

Agenda Item: Agreement Academy Sports and Outdoors

Department: Dalton Parks and Recreation

Requested By: Mike Miller

Reviewed/Approved by City Attorney? Yes/No

Cost: \$0.00

Funding Source if Not in Budget N/A

Please Provide A Summary of Your Request, Including Background Information to Explain the Request:

- This agreement is a continuation of the same contract DPRD has with Academy.
- Academy will provide \$5,000 each year

DPRD will:

- Recipient will place Academy banners on a minimum of seven (7) of the Recipient's fields.
- Recipient will distribute Academy marketing materials when and where applicable as mutually agreed. Content to be mutually agreed upon by the Parties.
- Recipient will place Academy logo in program guide and brochure in newspaper.
- Recipient will place Academy's logo and a link to Academy's e-commerce website (Academy.com) on Recipient's website.
- Minimum of two (2) scheduled league night events. Recipient must provide Academy with at least four (4) weeks advance notice for league night event requests and league night dates are subject to Academy's agreement. Recipient must promote league nights on Recipient's website, social media channels, and any other means applicable to ensure turnout.
- Recipient will provide proof of performance to include number of participants and pictures of banners on Recipient's fields upon request.