



MAJOR LEAGUE BASEBALL
Office of the Commissioner

Sarah Horvitz
Senior Vice President & Head Counsel
Business and Technology

April 14, 2026

Mayor Jeff Jacque
City of Dyersville
340 1st Avenue East
Dyersville, Iowa 52040

Re: 2026 Activities for MLB at Field of Dreams and MiLB at Field of Dreams

Dear Mayor Jacque:

This letter of agreement (“LOA”) is to confirm arrangements relating to the participation of the City of Dyersville (the “City”) in activities (“Activities”) surrounding the regular season Minor League Baseball game between the Iowa Cubs and St. Paul Saints to be held on Tuesday, August 11, 2026 (“MiLB Game”) and the regular season Major League Baseball game between the Minnesota Twins and Philadelphia Phillies to be held on Thursday, August 13, 2026 (or Friday, August 14, 2026 if there is inclement weather on Thursday) (“MLB Game”) at the ballpark being constructed in the City near the site of the *Field of Dreams* movie (the “Film”) on the site of the temporary stadium where Major League Baseball held regular season games in 2021 and 2022 (“Ballpark”) (the MiLB Game and MLB Game are, collectively, the “Games” and each, a “Game” and, hereinafter, the week of the Games is the “Game Week”).

Any use of Major League Baseball or Minor League Baseball logos or word marks (collectively, “MLB Marks”), including any trademarks associated with either league or any of its Clubs or events, must be pre-approved in writing by the Office of the Commissioner of Baseball (“MLB”) as to each use thereof. Except to the extent the use of MLB Marks is approved by MLB hereunder, it is agreed and understood that no right, title or interest to or in the MLB Marks or any other copyrights, trademarks, service marks, trade secrets, trade dress and other proprietary rights owned by MLB Entities (as defined below) (collectively, “MLB Intellectual Property”) is granted under this LOA. All such right, title and interest to or in the use of MLB Intellectual Property shall remain the exclusive property of the MLB Entities. For the purposes of this LOA, the “MLB Entities” are MLB, MLB Advanced Media, L.P., MLB Professional Development Leagues LLC, Major League Baseball Properties, Inc., the Major League Baseball and Minor League Baseball Clubs (“Clubs”), The MLB Network, LLC (“MLBN”) and each of their parent, subsidiary, affiliated and related entities.

The City acknowledges and agrees that no rights are granted under this LOA to the *Field of Dreams* word mark, logos or any other proprietary rights in the Film (the “Field of Dreams Marks”). For any use by the City of the Field of Dreams Marks, the City must obtain the requisite consent from NBCUniversal.

In the event the City plans to hold viewing parties of either Game (“Viewing Parties”), any such Viewing Parties must be pre-approved by MLB in writing, provided that any such approval will be subject to the following conditions: (i) the Netflix feed (for MLB Game) or MLBN feed (for MiLB Game) (as applicable, the “Feed”) must be used for all Viewing Parties, (ii) the Feed must be shown in its entirety, including commercials, and no alterations or modifications may be made to the Feed, (iii) neither the City nor its agents may record or retransmit the Feed in any manner, nor permit the recording or retransmitting of the Feed in any manner, (iv) there may be no third party sponsor arrangements or involvement of any kind in connection with the Viewing Parties, (v) no MLB Intellectual Property may be used in connection with the Viewing Parties without the prior written approval of MLB in each instance, (vi) there may be no separate admission charge or “suggested” entry charge to the Viewing Parties, (vii) the Viewing Parties must be limited to the number of guests designated by MLB in each instance, (viii) there may be no marketing, promoting or advertising of any kind of the Viewing Parties without the prior written approval of the MLB, (ix) Netflix or MLBN (as applicable) shall have, and the City shall provide, access to the host venues to film and

telecast live or taped reports of the Viewing Parties to the extent such right is granted by MLB Entities and (x) the MLB Entities reserve all rights not specifically granted hereunder, including, without limitation, all copyrights in the Games and the Feed.

For health and safety reasons, MLB and the City will agree upon designated areas of the City in which no Activities may be conducted on behalf of, or with authorization from, the City during Game Week.

The City will permit MLB, at its sole cost and expense, to install signage, graphics and other décor related to the Games (“Signage”) in mutually agreed upon locations throughout the City, which shall include the City’s major transportation hubs, for the duration of Game Week. The City will work with MLB to obtain expedited permits as necessary in connection with the Games and Activities (“Permits”), including, without limitation, Permits for the Signage.

The City acknowledges that MLB may contact the necessary authorities to request a military flyover (“Flyover”) and a no-fly zone (other than the Flyover and Netflix blimps, if requested by Netflix) during the Games. In connection therewith, the City will consider promulgating a DRONE UAV ordinance to restrict usage at large gatherings at the Ballpark.

The City will coordinate all necessary City services for the Games and Activities. The City and MLB will work together to develop a security plan and transportation plan for Game Week, each of which must be mutually approved by all parties. The security plan will include access restrictions for guests and members of the press to ensure an appropriate presence of police, fire and security personnel at the Games and throughout the City during Game Week.

The City will take all commercially reasonable steps to prevent competition with Major League Baseball and Minor League Baseball sponsors (each, a “Sponsor”). At a minimum, during Game Week, the City will not permit any competitor of a Sponsor (“Sponsor Competitor”), other than a Sponsor Competitor with a primary place of business located within the City of Dyersville, to host and/or sponsor public hospitality events or set up temporary retail locations, including, but not limited to, pop-up stores, tents, canopies or air-supported structures, through which retail products or free samples are marketed or distributed, in the City (“Sponsor Competitor Activations”). A list of Sponsors as of the date of this LOA is attached as Exhibit A. MLB will provide the City with an update to such list if there are any changes prior to Game Week. The foregoing shall not prohibit an existing business with a physical retail location within the City of Dyersville from operating in the ordinary course of business.

Finally, the City will use best efforts to have the City Council enact a clean zone ordinance that prohibits certain specified activities to be mutually agreed upon between the parties (“Prohibited Activities”) within designated areas of the City that are mutually agreed upon between the parties (“Clean Zone”), during Game Week, unless otherwise authorized in writing by MLB, including, without limitation, the following Prohibited Activities: (i) sale of Game tickets, (ii) sale of goods and merchandise bearing MLB Intellectual Property, (iii) distribution of free samples and (iv) crop dusting by helicopters, planes and crop dusters. The parties will work together in good faith to determine the Prohibited Activities and the Clean Zone.

We look forward to working together to make Game Week safe for guests of the City of Dyersville.

Sincerely yours,

DocuSigned by:

Sarah Horvitz

Acknowledged and confirmed:

CITY OF DYERSVILLE

By: _____

Name: Jeff Jacque

Title: Mayor

Exhibit A**MLB Sponsors**

AbbVie	Pharmaceutical
Adobe	Marketing Performance, Cross Channel Marketing Campaign Management, and Customer Marketing Interactions, Product Usage Patterns, Document Signature and Creative Services/Creative Services Software
Anheuser-Busch	American, Craft & Non-Alcoholic Beer and Hard Seltzer/Flavored Malt Beverage, Ready-to-Drink Cocktails
Apple	Tablets
Astroturf	Artificial Turf
Banana Boat	Sunscreen
Booking.com	OTA, Hotel & Resort, Short-Term Rentals
Capital One	Banking Services, Affinity Card, Credit Card
Church & Dwight (Arm & Hammer, OxiClean)	Laundry Detergent, Baking Soda, Dish Cleaner, Air Freshener, Pet Care, Dental Care, Nasal Care, Stain Remover, Carpet Stain Remover
Corona	Imported Beer, Hard Seltzer
Extreme Networks	Wi-Fi Analytics
Fanatics	e-commerce, Third Party Marketplace
FanDuel	Daily Fantasy, Sports Betting, Sports Book, iGaming
Ford	Automobile Manufacturer, Automotive Marketplace, Automotive Mobility Solutions (Telematics)
Franklin	Batting Gloves, Equipment
Gallo Wines (Mark West)	Wine/Sparkling Wine (Champagne)
Gatorade	Isotonic Beverages, Protein/Energy Bars
GEICO	Auto Insurance, Homeowners Insurance, Renters Insurance, Motorcycle/ATV Insurance and Boat Insurance
Google Cloud	Cloud Storage Provider, Workplace Collaboration, Data & Analytics, Machine Learning and Artificial Intelligence Services
Ito En	Green Tea, Green Tea Products
Japan Airlines	Airline (Japan Based)
John Deere	Tractor, Lawn Mower & Lawn Equipment
Konami	Video Game Publisher
Marucci/Victus	Bats
Mastercard	Credit Card/Payment System
MGM Resorts International/BetMGM	Gaming (Casino, Sports Book & Sports Betting)
Mountain Dew Baja Blast (Pepsi)	Carbonated Soft Drink
New Balance	Footwear
New Era	Headwear, Celebration Goggles
New York Life	Life Insurance, Financial Planning, Retirement Planning, Wealth Advisory, and Estate Planning
NFP	Commercial Insurance Brokerage
Nike	Apparel & Footwear
Nippon Express	Freight Logistics and Transportation Logistics Services
Nutrafol	Hair Growth, Hair Health Supplement
Polymarket	Prediction Market Exchange
Primo Brands (formerly BlueTriton Brands)	Water
Rawlings	Baseballs, Batting Helmets, Bases, Fielding Gloves
Sage	Business software and advisory services, each with the primary function of supporting HR, finance, payroll, supply chain and/or accounting
Sazerac (Traveller Whiskey)	Whiskey
SeatGeek	Ticket Marketplace
SiriusXM	Satellite Radio

Strauss	Workwear, Work/Protective Footwear, Workwear Protective Equipment
T-Mobile	Wireless (including 5G), Wi-Fi (Home Internet)
WM	Waste Services/Waste Management, Sustainability Consulting
Zillow	Home Search, Home Rental
Zoom	Unified Communications