

BANNER DISPLAY AGREEMENT

The City of Kaukauna (henceforth referred to as “City”) hereby grants Fox Family Endurance Events (henceforth referred to as “Fox Firecracker 5k”) the ability to display donated banners advertising the event on municipally-owned light poles (henceforth referred to as “Pole Banners”), pursuant to the terms of this agreement.

TERMS AND CONDITIONS

1. **SHORT-TERM AGREEMENT LENGTH.** This agreement governs the temporary display of 10-20 donated pole banners on municipally-owned light poles in the Kaukauna area. Pole banners will be displayed in 2024, 2025 and 2026 for approximately 6 weeks, from roughly late May through 4th of July. After three years, the pole banners will be evaluated to measure condition and wear and tear. If condition is still good, a separate agreement extending the display timeframe may be offered to Fox Firecracker 5k.
2. **STORAGE SPECIFICATIONS.** The City of Kaukauna agrees to store the 10-20 donated Pole Banners in the City Street Department facilities.
3. **BANNER DESIGN AND PLACEMENT.**
 - a. **DESIGN APPROVAL.** The City of Kaukauna has approved the proposed design (attached as Exhibit A) for the Pole Banners. This design is to be professionally produced by IDMarketing, LLC, who is familiar with City brand standards and the specifications of municipally-owned light poles. Fox Firecracker 5k is responsible for bearing all costs of banner production.
 - b. **BANNER PLACEMENT AND INSTALLATION.** The City of Kaukauna Street Superintendent reserves the right to determine placement of pole banners. Pole banners shall be placed in the downtown area on the light poles with permanent banner brackets. The City is responsible for bearing all costs of installing and removing pole banners on a yearly basis. No additional items shall be displayed on or near light poles.
 - c. **BANNER CONDITION EVALUATION AND REPLACEMENT.** The City of Kaukauna Street Superintendent shall report to Fox Firecracker 5k each winter (following seasonal removal of pole banners) the condition of the pole banners and if any were damaged and necessitate replacement. Pole banners damaged within the short-term agreement are the responsibility of Fox Firecracker 5k to replace at Fox Firecracker 5k’s discretion. Pole banners must be replaced prior to the installation date the following year. Pole banners will not be replaced during the 6-week display period.

4. TERMINATION. This Agreement will terminate on December 31, 2026.

IN WITNESS WHEREOF, the parties have executed this Agreement on the ____ day of _____, 2024.

CITY OF KAUKAUNA REPRESENTATIVE:

Anthony J. Penterman, Mayor

FOX FAMILY ENDURANCE EVENTS REPRESENTATIVE:

Jessica Decet, President

This instrument prepared by:
Lily Paul
Department of Planning and Community Development
City of Kaukauna
144 W. 2nd Street
Kaukauna, WI 54130

EXHIBIT A:

Date: 4/9/18
Product Color: Yellow
Print Color: yellow and royal blue

ART PROOF



Marketing



FOXFIRECRACKER5K.COM

40 vinyl stickers to cover old web info on 20 two sided banners

Proof is an accurate representation of final product



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