

SERVICE AGREEMENT

This is an agreement between the City of Los Fresnos, hereinafter called "City" and the Los Fresnos Rodeo Committee, hereinafter called "Rodeo".

The purpose of this agreement is to establish a development program between the City and the Rodeo to promote the City.

This agreement will begin on December 1, 2024 and will be for one year (1) period and will be reviewed by the City to consider extending the agreement or not. Payment in the amount of \$16,000.00 for Rodeo will be paid the first part of December for the 2025 Rodeo.

Therefore, it is agreed that the Rodeo will use advertisement dollars as follows:

Platinum: \$10,000

- a. Media Promotion
- b. Sign on Top of Announcer's Stand
- c. Poster Logo or Name
- d. Announced as Platinum promotion during rodeo performances
- e. Displayed on Big Arena Video Screen
- f. Flag with your logo in Gran Entry
- g. Program Advertising (Full Page)
- h. Webpage Listing
- i. Box Seats. Three Rodeo Performances (6 seats per performance)
- j. Custom Embroidered Jacket or Buckle or Six Caps
- k. Space for Banners outside arena
- l. 100 Regular Admission Concert Tickets
- m. 20 Rodeo Tickets (6-Friday, 8-Saturday, 6-Sunday)
- n. Program Listing

Sky Box Option: \$2,500

- a. Sky Box Seats for all Three Rodeo Performances (10 seats per performance)
- b. Out of the weather and above the crowd.
- c. Private stair entrance
- d. A spot for a 12" x 8' name above the opening facing the arena
- e. Complimentary small ice chest with 10 or more refreshments daily
- f. Program Listing

Saturday Concert Promotion: \$3,500


- a. Media Promotion Name Recognition
- b. Announced as a concert promotion during rodeo and concert
- c. Displayed on Big Arena Video Screen
- d. Webpage Listing
- e. Banner or Sign on Stage
- f. Program Listing
- g. 12 Rodeo Tickets for Saturday Performance
- h. 40 Saturday Concert Tickets
- i. Space for Two Banners Outside Arena

The Rodeo must submit Audited Financials from a Certified Public Accountant. A Form 990 to the IRS is sufficient to meet this requirement.

This agreement is effective upon the approval of both parties.

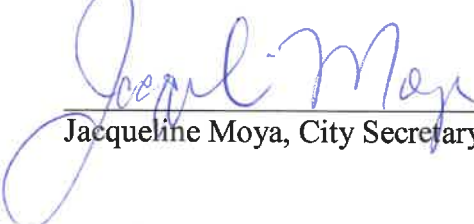
Passed and approved this 13th day of August, 2024 by the City Council of the City of Los Fresnos.

CITY LOS FRESNOS



Alejandro Flores, Mayor

ATTEST:



Jacqueline Moya, City Secretary

LOS FRESNOS RODEO COMMITTEE



Chairman

ATTEST:



Secretary