

## SERVICE AGREEMENT

This is an agreement between the Los Fresnos Community Development Corporation, hereinafter called “CDC” and the Los Fresnos Rodeo Committee, hereinafter called “Rodeo”.

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

This agreement will begin on December 1, 2024 and will be for a one year (1) period and will be reviewed by the CDC to consider extending the agreement or not. Payment in the amount of \$15,000.00 will be paid the first part of December for the 2025 Rodeo.

Therefore, it is agreed that the Rodeo will promote the city 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

### Add-on Sky Box **\$2,500**

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

### Friday Concert **\$2,500**

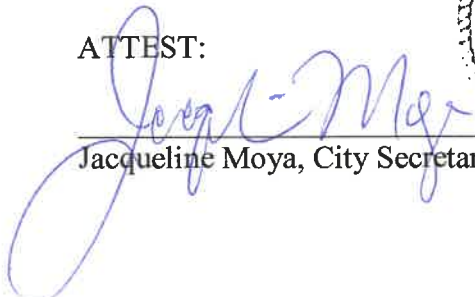
- a. Media Promotion Name Recognition
- b. Announced as a concert promotion during rodeo and concert
- c. Displayed on Big Arena Video Screen
- d. Webpage Listing
- e. Banner or Sign on Stage
- f. Program Listing
- g. 12 Rodeo Tickets (4 per performance)
- h. 40 Friday Concert Tickets
- i. Space for 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 5<sup>th</sup> day of August, 2024 by the Los Fresnos Community Development Corporation Board.

ATTEST:

  
Jacqueline Moya, City Secretary




LOS FRESNOS COMMUNITY  
DEVELOPMENT CORPORATION

  
Enrique Juarez, President

ATTEST:

  
Secretary

LOS FRESNOS RODEO  
COMMITTEE

  
Chairman