



CITY OF MARSHALL AGENDA ITEM REPORT

Meeting Date:	Tuesday, January 11, 2022
Category:	NEW BUSINESS
Type:	ACTION
Subject:	Consideration of renewal for Red Baron Arena & Expo Sponsorship Agreements
Background Information:	Both Lockwood Motors, Inc., and Alota Action, LLC., DBA Action Manufacturing, are founding sponsors of the Red Baron Arena & Expo. Those original agreements both expired at the end of 2021. Each of these entities have generously agreed to renew their agreements. Cassi Weiss, Visit Marshall Director, will present both sponsorship renewal agreements.
Fiscal Impact:	<p>Lockwood Motors, Inc., renews as a founding sponsor at \$10,000 yearly, on an Automatic Renewal Term.</p> <p>Alota Action, LLC., DBA Action Manufacturing, renews as a founding sponsor at \$12,000 yearly, on a 10-year agreement through 2031.</p>
Alternative/Variations:	N/A
Recommendations:	Approve Red Baron Arena & Expo sponsorship renewal agreements as presented.