

# City of Copperas Cove Information Item

January 21, 2016

## Sponsorship

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SUBJECT: City of Copperas Cove Parks and Recreation Department has secured a sponsorship with Dick's Sporting Goods.

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### 1. BACKGROUND/HISTORY

The Parks and Recreation Department started dialogue with Dick's Sporting Goods in September of 2015 with the intent to agree on terms that would both assist the local Dick's Sporting Goods along with assist our Parks and Recreation Department. Through the agreement the department will have just one more way to add value to our programs and leagues alike and tell Cove participants and/or volunteer coaches "Thank you". The agreement is simply a starting point for our City and Dick's Sporting Goods as the collaboration will continue to grow as the entities work together to provide a better service/product to the Cove community.

### 2. FINDINGS/CURRENT ACTIVITY

Dick's Sporting Goods has proposed the following sponsorship of Copperas Cove Parks and Recreation Department:

- Cash **\$500**
- Dick's Sporting Goods Bonus Certificates in the following denominations (bonus certificates cannot be combined) **\$1,300**
- In-Store(s) Shop Day(s)

Shopping Day(s) at the Harker Heights store(s) for Organization's participants, coaches and families to receive 20% off entire purchase (exclusions apply) on the following date(s):

- Dick's Sporting Goods Team Packet Coupons for distribution to all Organization's players and **\$950**

Total Sponsorship Package Value **\$2,750**

The term of the Agreement shall begin on **1/5/2016** and remain in effect until **1/4/2017**.

### FINANCIAL IMPACT

The agreement requires no fiscal obligation to the City and/or the Parks and Recreation Department through the agreement. The following is what the City will be obligated to provide in return for the services offered through Dick's Sporting Goods:

- Dick's Sporting Goods Team Packet Coupon distribution to all Organization's participants during a mutually agreed time

- Dick's Sporting Goods Banner with Dick's Sporting Goods Logo placed in a mutually agreed space during the Term
- Dick's Sporting Goods Logo with link to electronic team packet coupons on Organization's website
- Distribution of Dick's Sporting Goods electronic coupon in Organization's email communications at least 6 times during the Term
- Promotion of Organization's In-Store Shop Day at Dick's Sporting Goods through Organization's email blasts, website and flyer distribution