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Date: \_\_\_\_\_

**Monona Terrace Community & Convention Center  
Sponsorship Contract**

THIS AGREEMENT is made on this day, April 18, 2017 by and between the Monona Terrace Community and Convention Center Board, ("Facility"), and Frank Beer, ("Sponsor"), a company having a principal place of business located at 2115 N. Pleasant View Rd, Middleton, WI 53562, for the 2017, 2018 and 2019 summer concert seasons, as outlined below, at Monona Terrace.

WHEREAS, Monona Terrace has been providing quality free concerts to the community for the past 19 years; and

WHEREAS, the Bylaws of the Monona Terrace Board provide that the Board may accept any contribution, gift or bequest for any general or special purpose of Monona Terrace, as approved by the Common Council.

NOW, THEREFORE, in consideration of the mutual agreements contained herein and the mutual benefits to be derived from this Agreement, the parties hereby agree as follows:

**1. SCOPE OF SPONSORSHIP:**

Sponsor agrees to pay Facility a Sponsorship Fee of Ten Thousand Dollars (\$10,000) for each of the 2017, 2018 and 2019 concert seasons (\$30,000 total) to help support program expenses, including band fees, AV labor, security and some additional marketing for the Concerts on the Rooftop Series at Monona Terrace, and assist with facility expenses for the Dane Dances series. The Sponsorship Fee shall be paid in full on or before May 30<sup>th</sup> of each respective year for the services.

In return for its Sponsorship Fee, Sponsor shall receive the following:

- Verbal thank you in announcement at each concert
- Up to two reserved tables for guests at each concert – to be arranged in advance
- Exclusive beer sponsor for Concerts on the Rooftop 2017 dates: (June 1, 8, 15, 29, July 13, 20) and Dane Dances (Aug 4, 11, 18, 25); 2018 dates: COR (6 dates TBD in June and July) and Dane Dances (Aug 3, 10, 17, 24, 31); 2019 Dates: COR (6 dates TBD in June and July) and Dane Dances (Aug 2, 9, 16, 23, 30)
- Frank Beer canned and draft products offered at each concert
- Social media posts, tweets, etc. with two paid Facebook ads tagging vendors of choice
- Stage and onsite banners
- Promotional opportunities and giveaways from stage
- Acknowledgement and logo on Monona Terrace website
- Logo in e-card blasts for each concert (4,500 per concert)
- Logo on signage at event
- Listing in press release sent to all media for each concert
- Logo on series poster
- Logo on concert ad in Isthmus and Hometown News insert (outlying cities including Sun Prairie)

**2. FACILITY AGREES:**

- (a) Facility will ensure its on-site caterer, Monona Catering, LLC, will purchase beer from Sponsor or appropriate wholesaler for each concert to be sold on tap at the main bars in the West Circle of the rooftop, as well as at other mutually agreeable locations on the rooftop and/or Olin Terrace for Concerts on the Rooftop and Dane Dances, excluding Lake Vista Cafe.
- (b) It is understood that Sponsor will not buy back any of Sponsor's product post delivery, with the exception of the last Dane Dances concert. Facility may adjust its order up until the delivery time of each event date.

**3. SPONSOR AGREES:**

- (a) Monona Catering staff will serve all beer products. Monona Terrace welcomes Sponsor marketing representatives to be on site.
- (b) In the case of inclement weather, all concerts will be moved inside Monona Terrace to the Exhibition Hall, or cancelled in the case no indoor facility space is available. The Sponsorship Fee is nonrefundable regardless of weather- related impact on events.

**4. NONDISCRIMINATION:**

- (a) In the services under this Contract, the Sponsor agrees not to discriminate against any employee or applicant because of race, religion, marital status, age, color, sex, handicap, national origin or ancestry, income level or source of income, arrest record or conviction record, less than honorable discharge, physical appearance, sexual orientation, political beliefs, or student status. Sponsor further agrees not to discriminate against any subcontractor or person who offers to subcontract on this Contract because of race, religion, color, age, disability, sex, or national origin.

**5. ENTIRE AGREEMENT, AMENDMENTS:**

- (a) This Sponsorship Contract, and any amendments or attachments incorporated by reference or attached herein, constitute the entire agreement between the parties.
- (b) This Sponsorship Contract may only be modified by written amendment, signed by authorized signatories of the Sponsor and Facility.

**SPONSOR:**

Frank Beer  
2115 N. Pleasant View Rd  
Middleton, WI 53562

Signature  
By: 

Date: 9/29/17

**FACILITY:**

Monona Terrace Community & Convention Center Board  
1 John Nolen Drive  
Madison, WI 53703

Signature By: \_\_\_\_\_

*Glenn Krieg, Board Chair*

Date: \_\_\_\_\_

Signature By: \_\_\_\_\_

*Gregg McManners, Executive Director*

Date: \_\_\_\_\_