CITY CLERK
ORIGINAL

C-9386
11/21/2014

GLENDALE

This Event Sponsorship Agreement ("Agreement") is entered into this 21 day of ~~October,~~ November 2014, by and between the City of Glendale, an Arizona municipal corporation ("CITY") and Cerreta Candy Company, Inc. ("SPONSOR").

NOW THEREFORE, in consideration of the terms and conditions set out herein the parties agree as follows:

I. PURPOSE

SPONSOR and CITY agree that the purpose of this Agreement is to secure a marketing, promotional and vending relationship for the SPONSOR for the following ("Events"): Events included in this promotional relationship consist of GLENDALE GLITTERS SPECTACULAR – 11/28 and 11/29/2014; GLENDALE'S DECEMBER HOLIDAY LIGHTING WEEKENDS – 12/5 and 12/6/2014; 12/12 and 12/13/2014; 12/19 and 12/20/2014; GLENDALE GLITTER & GLOW BLOCK PARTY – 1/10/2015; GLENDALE CHOCOLATE AFFAIRE – 1/30/2015 thru 1/31/2015. These Events and dates constitute the entirety of the 2014-2015 Glendale Festival "season" and represent the season commitment from the SPONSOR for these marketing, promotional and vending sales purposes at these Events.

II. SPONSOR DUTIES

Sponsor Fee . SPONSOR agrees to pay as part of the sponsorship fee $8,000 to the CITY for the six "Events" identified above.

A. Payment for this sponsorship shall be made by company check. The check payment of $8,000 shall be due on or before November 28th, 2014. Payment shall be payable to City of Glendale – Office of Special Events.

Payment shall be sent to:
Glendale Office of Special Events
Attn: Martin Dickey
5850 W. Glendale Ave., Suite B63
Glendale, AZ 85301

III. CITY DUTIES

A. Maximum Benefit. CITY will provide sponsorship acknowledgments, benefits, and recognition as described herein and will work with SPONSOR to assure maximum benefit of this sponsorship is achieved at Events.

B. SPONSOR Logo and/or Name Recognition. CITY will include the SPONSOR'S logo and/or name in Events promotional media, where possible as follows:

1) SPONSOR'S logo included in the www.glendaleaz.com/events events web page. SPONSOR understands that internet activity averages 280,000 impressions per month. This page will be accessible approximately 30 days prior to each festival included in the sponsorship package.

2) Cerrata's Candy Company logo in paid print advertisement for Glendale Glitters and Glendale Chocolate Affaire event newspaper coverage which includes Arizona Republic, Glendale Star and Peoria Times.

3) Cerrata's Candy Company logo on Events programs distributed on site. CITY distributes 10,000 official programs each for Glendale Glitters Spectacular, Glendale Glitter & Glow Block Party and Glendale's Chocolate Affaire on site at the Events. (30,000 total)

4) Cerrata's Candy Company logo inclusion in a minimum of 1,000 Events promotional posters created for Glendale Glitters Spectacular, Glendale Glitter & Glow Block Party and Glendale Chocolate Affaire. (4,000 total)

5) Cerrata's Candy Company logo inclusion in all paid television broadcast advertising promoting Glendale Glitters and Glendale Chocolate Affaire on ABC15 – KNXV-TV. In addition, SPONSOR will be included, where practicable, in pre-event TV and on-site promotions for these festivals.

6) Cerrata's Candy Company will be mentioned in City of Glendale new releases promoting the Events listed above and sent to virtually all media outlets in central Arizona.

C. On-Site Recognition & Benefits.

1) SPONSOR'S logo to be displayed on three on-site sponsor tower "thank you" signs at each of Glendale's festivals.

2) SPONSOR will be provided with prominent booth space locations for Glendale Glitters, Jingle Bell Rockin' Nights, Winter Wonderland Weekend, Spirit of Giving Weekend, Glendale Glitter & Glow Block Party and Glendale Chocolate Affaire for one 10' x 30' and one 10' X 10' booth space for the Events listed above. These booth spaces will include power and, if needed, tents, tables, chairs and lights at no additional cost to SPONSOR, in premium high-traffic locations for the purpose of SPONSOR'S data capture and marketing needs.

3) In addition, at Glendale Chocolate Affaire Sponsor will also be provided with a 20' X 30' "chocolate pizza-making" booth. This additional booth space will include power and, if needed, tents, tables, chairs and lights at no additional cost to SPONSOR, in a premium high-traffic location for the purpose of SPONSOR'S chocolate pizza vending needs.

4) SPONSOR will receive name/logo recognition on the approx. 15' X 20' video screen provided for the first night of Glendale Glitters for stage/concert video support. This screen allows thousands of additional event attendees to watch the Mayor and Council lighting

ceremony and stage performances from the north side of the Park when the amphitheatre is full.

5) Authorize the onsite display of SPONSOR'S promotional signs and banners. Promotional signs and banners are at the cost of SPONSOR. Location of additional signs and banners are subject to CITY approval.

6) SPONSOR will receive name/logo recognition on the approx. 15' X 20' video screen provided for the first night of Glendale Glitters for stage/concert video support. This screen allows thousands of additional event attendees to watch the Mayor and Council lighting ceremony and stage performances from the north side of the Park when the amphitheatre is full.

7) SPONSOR will be provided with main stage announcements acknowledging SPONSOR each day of a sponsored Event.

8) SPONSOR will be provided with shuttle service at Chocolate Affaire for festival attendees to ride to and from Cerreta's Candy Factory from the event site. This service will run from opening hours of the festival each day until 30 minutes prior to the end of festival hours each day.

9) SPONSOR will have exclusive category sales rights to truffles and share co-exclusive sales rights to chocolate dipped strawberries with the Jacka family a.k.a. Kelly Jacka. Should the Jacka family not participate in the Chocolate Affaire festival, Cerretas will have sole exclusive rights to sell chocolate dipped strawberries

10) SPONSOR will provide in-kind services/products to include Arizona's largest chocolate Valentine's Heart, or item(s) of similar promotional value, and foil wrapped hearts for MYAC, 12 large gift baskets, packaged chocolate to be used for TV/radio/print media kits, TV/radio on-air promotions and raffles by Glendale Office of Special Events. Glendale Office of Tourism will be provided with miscellaneous product for Glendale promotions as mutually agreed upon by Glendale Tourism Manager and Cerreta Candy Company.

11) SPONSOR will be provided with parking passes for 10 vehicles. One space is immediately adjacent to the event site for load-in and load-out and the rest are in one of the two Preferred Parking garages at each event.

IV. GENERAL TERMS

A. No Partnership Created. Nothing in this Agreement shall be construed to place the parties in the relationship of partners or joint ventures or agents, and SPONSOR shall have no power to obligate or bind CITY in any manner whatsoever.

B. Use of Parties' Names. Except as otherwise provided herein, neither party may use the other party's name and other indicia without prior express written approval of the other party which may require the payment of a royalty rights fee. Each party agrees that it shall neither state nor imply, either directly or indirectly, other than pursuant to exercise of this Agreement, that it is supported, endorsed or sponsored by the other party and, upon the direction of the other party, shall issue express disclaimers to that effect.

C. Sales. Nothing in this Agreement grants any right to the SPONSOR to engage in sales, to solicit sales, to display its products or services or the products or services of others at the Events or activities unless specifically provided by this Agreement.

D. Severability. If any portion of this Agreement is declared invalid or unenforceable for any reason, that portion is deemed severable from the remainder of the Agreement which shall be deemed and remain fully valid and enforceable.

E. Assignment. This Agreement and any rights herein contained granted are personal to the parties. This Agreement shall be binding upon and inure to the benefit of the parties hereto. This Agreement shall not be assignable by either party without the prior written consent of the other party and shall not be assigned, sublicensed or encumbered without the non-assigning party's written consent, which shall not be unreasonably withheld.

F. Entire Agreement. This Agreement constitutes the entire Agreement and understanding of the parties hereto and cancels, terminates and supersedes any prior Agreement or understanding relating to the subject matter hereof between the parties relating to promises, agreements, warranties, covenants or undertakings other than those contained herein.

G. Modification. None of the provisions of this Agreement may be waived or modified except expressly in writing signed by both parties. However, failure of either party to require the performance of any term in this Agreement or the waiver by either party of any breach thereof shall not prevent subsequent enforcement of such term nor be deemed a waiver of any subsequent breach.

H. Governing Law. This Agreement shall be construed in accordance with the laws of the State of Arizona and shall not be binding on CITY until signed on its behalf by an authorized representative of the same.

I. Force Majeure. Neither party shall be responsible to the other for failure to perform any of the obligations imposed by this Agreement, provided such failure shall be occasioned by fire, flood, explosion, lightning, windstorm, earthquake, subsidence of soil, failure or destruction, in whole or in part, of machinery or equipment or failure of supply of materials, discontinuity in the supply of power, governmental interference, civil commotion, riot, war, strikes, labor disturbance, transportation difficulties, labor shortage or any cause beyond the reasonable control of the party.

J. Waiver of Jury Trial. To the fullest extent permitted by law, each party hereby irrevocably waives any and all rights to a trial by jury, and covenants and agrees that it will not request a trial by jury, with respect to any legal proceeding arising out of or relating to this Agreement.

K. Termination. This Agreement may be terminated by either party by providing notice to the other no less than 30 days written notice prior to the start date of the Event.

L. Immigration Laws. SPONSOR warrants, to the extent applicable under A.R.S. § 41-4401, that it has registered with and will continue to participate in the E-Verify program established by the United States Department of Homeland Security and Social Security Administration or any successor program; that it warrants compliance with all federal immigration laws and understands that any breach of this warranty subjects SPONSOR to penalties, including termination of this Agreement; and finally, understands that CITY has the right to inspect the papers of the SPONSOR or any of its employees participating in this Agreement to ensure compliance with this paragraph.

V. NOTICES

Any notice or communication required or permitted under this Agreement will be effective only if it is in writing, and delivered in person, by private express overnight delivery service (delivery charges prepaid) or by certified or registered mail (return receipt requested). A Notice is considered delivered to the person to whom it is addressed as of the date of receipt. Notices will be sent as follows:

CITY: Office of Special Events
City of Glendale
Attn: Martin Dickey
5850 W. Glendale Ave., Ste. B63
Glendale, AZ 85301

SPONSOR: Cerreta Candy Company, Inc.
Attn: Joner Cerreta
5400 W. Glendale Ave.
Glendale, AZ

with a copy to:
City of Glendale
City Attorney
5850 W. Glendale Avenue
Glendale, Arizona 85301

Statutory Agent:

Signatures on following page

CITY OF GLENDALE
Event Sponsorship Agreement

VI. TERM

This Agreement is effective upon the date of the last signature affixed below and expires on Feb. 1, 2015.

AGREED AND ACCEPTED ON BEHALF OF SPONSOR:

By: Joner Cerreta

Title: VP

Signature: Joner Cerreta

Date: 11-20-2014

AGREED AND ACCEPTED ON BEHALF OF CITY:

By: Martin Dickey

Title: Special Event Division Manager

Signature: Martin Dickey

Date: 11/21/14

APPROVED AS TO FORM:

City Attorney

ATTEST:

City Clerk