



Fairfax Municipal Pool Patio Umbrella Sponsorship Agreement

915 Menomonie St. Eau Claire, WI 54703 ◦ Phone: 715-839-5032 ◦ Fax: 715-839-1685 ◦ www.eauclairewi.gov

Contact Information

Business Name: _____
Address: _____ City: _____ State: _____ Zip: _____
Contact Person: _____ Phone Number: (____) _____ - _____
Email Address: _____

Payment

Payment of first year must be submitted with this signed agreement.

Payable to: Fairfax Pool Mail to: 915 Menomonie Street, Eau Claire, WI 54703

Enclosed is payment for the first year. Please send an invoice annually for the term of this agreement.

Annual Sponsorship Pricing (3 year commitment, exclusive in concession area):

3 Umbrellas - \$2200 the first year, \$1000 per year the remaining two years.

Sponsor shall receive:

- Full color advertising on 3 commercial strength umbrellas up to 7 feet in diameter
- Exposure to 55,000 to 70,000 pool patrons in a 14 week season
- Advertising revenues support Pool Pass Scholarships for youth and families in need.

Terms

- Term of this agreement is 3 years
- Agreements are effective May 1st of each calendar year.
- Advertisement changes are the financial responsibility of the sponsor.
- Invoices are scheduled to be sent January 1st annually. Payments must be received by March 1st.
- Umbrellas may be removed by Fairfax management for balances that are over 90 days past due.
- Refunds will not be issued for annual sponsorship or advertisement upon completion, or upon payment for the next advertising year.
- The first year payment includes the cost of the umbrellas.
- Sponsor will be given the opportunity to assist Fairfax management in ordering the Umbrellas.
- Fairfax reserves the right to require modifications of, or refuse the design of the umbrellas.
- Artwork with alcohol, tobacco, gambling, or sexually explicit advertising will not be accepted.
- Fairfax will take all reasonable and prudent steps to safeguard the Umbrellas from damage or defacement.
- The sponsor will replace umbrella(s) if needed in the event of breakage or upon being deemed unsafe/hazardous.
- Fairfax will install umbrellas upon delivery.
- Umbrellas will be displayed during every day of the Fairfax operating season except days in which the facility is closed due to the weather.
- Fairfax staff reserves the right to close the umbrellas if there are excessive winds.
- Umbrellas will be located over a table adjacent to the concession stand.
- Fairfax will remove umbrellas upon completion of this agreement unless renewed prior to the contract end date.
- Sponsors will be sent a renewal request form at the end of this agreement term. Sponsor shall have first option to renew for an additional term, subject to terms and conditions agreeable to both parties. Agreements will not be automatically renewed.

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The terms of this agreement as defined are understood. Failure of either party to fully perform its duties under the terms of this agreement shall constitute a breach. Upon breach, either party may terminate the agreement with ninety (90) days written notice. Upon termination, the advertisement(s) shall be removed by the City or authorized Fairfax agent.

Authorized Signature: _____

Date: _____

For Office Use Only

This agreement is effective as of ____/____/____; and terminates as of ____/____/____.

- Payment Received Amount \$ _____ Staff Initials: _____ Date: _____
- Reviewed design prior to installation Staff Initials: _____ Date: _____