



REQUEST FOR BOARD ACTION
New Business

MEETING DATE: April 21, 2022
PREPARED BY: Chuck Stifter, Parks and Recreation Director
AGENDA ITEM: Arena Sponsorship Agreement – Lookout Loft

PREVIOUS ACTIONS:

Park Board approval at their March 17, 2022 meeting of the arena sponsorship program for arena naming rights sponsorship and advertisement sales.

RECOMMENDED PARK BOARD ACTION:

Motion by _____ to approve the arena sponsorship agreement with Lookout Bar and Grill, subject to final review by the Parks and Recreation Director and the City Attorney

COMMENTS:

In February 2021, the Board approved the arena sponsorship program and the consultant services agreement with Prime Advertising and Design directing staff to proceed with the approved branding concept and the sale of sponsorships.

The attached agreement outlines parameters of the sponsorship agreement for the Lookout Loft which included graphic artwork facing the west rink and upgrades to the loft area and to allow for private use of the loft by the sponsor during high school hockey games. The sponsor is responsible for expenses related to all artwork and installation. The Park Board is responsible for expenses related to painting, furniture, tv monitor, and curtain upgrades. Funding for Board upgrades will come from dollars generated from the sponsorship program.

ATTACHMENTS:

Attachment A – Sponsorship Agreement