



Legislation Details (With Text)

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Effective date:

Title: Resolution authorizing the Mayor and the Director of the Office of Management and Budget to enter into Sponsorship Agreements for the City of Pittsburgh Independence Day Festival (the "Festival").

Sponsors:

Indexes:

Code sections:

Attachments: 1. 2022-0410 Cover Letter 2022 IDF Sponsorship letter, 2. Summary 2022-0410

Date	Ver.	Action By	Action	Result
6/17/2022	1	Mayor	Signed by the Mayor	
6/14/2022	1	City Council	Passed Finally	Pass
6/8/2022	1	Standing Committee	Affirmatively Recommended	Pass
5/31/2022	1	City Council	Read and referred	

Resolution authorizing the Mayor and the Director of the Office of Management and Budget to enter into Sponsorship Agreements for the City of Pittsburgh Independence Day Festival (the "Festival").

WHEREAS, each July, the Office of Special Events presents the City of Pittsburgh Independence Day Festival, an annual festival in Point State Park which celebrates our Nation's history and independence, which attracts guests from around the region and tri-state area; and

WHEREAS, Audacy Pittsburgh desires to provide the City with in-kind sponsorship support for the Festival and designated associated activities; and the parties wish to enter into a Sponsorship Agreement for the years 2022, 2023, and 2024.

Now therefore, be it resolved by the Council of the City of Pittsburgh as follows:

Section 1. The Mayor and the Director of Public Safety are authorized to enter into an In-Kind Sponsorship Agreement with Audacy Pittsburgh for the City of Pittsburgh Independence Day Festival and designated associated activities for three years. The In-Kind Sponsorship Terms, consisting of on-air and digital advertising opportunities as well as a professionally produced soundtrack to the fireworks display, will provide an estimated annual total value of \$36,750.00 in advertising value and professional services to the City to support the Independence Day Festival.