



Text File

Introduced: 5/27/2022

Bill No: 2022-0409, Version: 1

Committee: Committee on Public Safety
Services

Status: Passed Finally

Resolution authorizing the Mayor and the Director of Public Safety to enter into several Sponsorship Agreements for the Richard S. Caliguiri Great Race.

WHEREAS, each September, the City presents The Richard S. Caliguiri City of Pittsburgh Great Race (“The Great Race”), an annual 10-kilometer foot race, which attracts racers from around the world; and

WHEREAS, Highmark desires to provide the City with financial sponsorship support for the Great Race and designated associated activities; and the parties wish to enter into a Presenting Sponsorship Agreement for the years 2022, 2023, and 2024; and

WHEREAS, Allegheny Health Network and Dollar Bank also desire to provide the City with financial sponsorship support for the Great Race and designated associated activities, and the parties wish to enter into separate Platinum Sponsorship Agreements for the years 2022, 2023, and 2024, and

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

WHEREAS, Eat’n Park Restaurants desires to provide the City with in-kind sponsorship support for the Great Race 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 a Presenting Sponsorship Agreement with Highmark Blue Cross Blue Shield for The Richard S. Caliguiri Great Race and designated associated activities for one year with an option to continue as a sponsor for up to two additional years. The schedule of sponsorship fee payments due from Highmark is as follows:

2022: One Hundred and Ten Thousand Dollars (\$110,000.00)

2023: One Hundred and Ten Thousand Dollars (\$110,000.00)

2024: One Hundred and Twelve Thousand Five-Hundred Dollars (\$112,500.00)

Section 2. The Mayor and the Director of Public Safety are authorized to enter into a Platinum Sponsorship Agreement with Allegheny Health Network for The Richard S. Caliguiri Great Race and designated associated activities for one year with an option to continue as a sponsor for up to two additional years. The schedule of

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sponsorship fee payments due from Allegheny Health Network is as follows:

2022: Forty-Eight Thousand Dollars (\$48,000.00)

2023: Forty-Eight Thousand Dollars (\$48,000.00)

2024: Fifty Thousand Dollars (\$50,000)

Section 3. The Mayor and the Director of Public Safety are authorized to enter into a Platinum Sponsorship Agreement with Dollar Bank for The Richard S. Caliguiri Great Race and designated associated activities for one year with an option to continue as a sponsor for up to two additional years. The schedule of sponsorship fee payments due from Dollar Bank is as follows:

2022: Forty-Six Thousand Five-Hundred Dollars (\$46,500.00)

2023: Forty-Six Thousand Five-Hundred Dollars (\$46,500.00)

2024: Forty-Eight Thousand Dollars (\$48,000.00)

All monies from the aforementioned sponsors will be deposited into the following account: JDE
5000731400.48106.00.

Section 4. The Mayor and the Director of Public Safety are authorized to enter into an In-Kind Sponsorship Agreement with Audacy Pittsburgh for The Richard S. Caliguiri Great Race and designated associated activities for one year with an option to continue as a sponsor for up to two additional years. The In-Kind Sponsorship Terms, consisting of on-air and digital advertising opportunities, will provide an estimated annual total value of \$42,000.00 in advertising value to the City to support the Dollar Bank Junior Great Race and Richard S. Caliguiri City of Pittsburgh Great Race.

Section 5. The Mayor and the Director of Public Safety are authorized to enter into an In-Kind Sponsorship Agreement with Eat'n Park Hospitality Group for The Richard S. Caliguiri Great Race and designated associated activities for one year with an option to continue as a sponsor for up to two additional years. The In-Kind Sponsorship Terms, consisting of cookies and gift cards, will provide an estimated annual total value of \$15,000.00 in prizes and refreshments to the City to support the Dollar Bank Junior Great Race and Richard S. Caliguiri City of Pittsburgh Great Race.

Section 6. The Presenting, Platinum, and In-Kind Sponsorship Agreements may also include a Right of First Refusal for any sponsor who elects to continue its sponsorship status for three (3) years to thereafter enter into further negotiations with the City to continue its sponsorship status in a similar capacity, subject to further negotiations by the parties and further approval by City Council. All agreements must be approved by the Solicitor as to form and substance.