



City of Pittsburgh

510 City-County Building
414 Grant Street
Pittsburgh, PA 15219

Text File

Introduced: 5/27/2022

Bill No: 2022-0410, **Version:** 1

Committee: Committee on Public Safety
Services

Status: Passed Finally

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.