



STAFF REPORT

Date: 1/12/2016

To:	City Council 
From:	Dwayne Dalman, Economic Development Manager

SUBJECT: Sponsorship Agreements for Wild West Bass Trail and Dan's Delta Outdoors Fishing Tournaments

Summary and Background

Oakley residents and those of neighboring communities enjoy the recreational activities of the Delta, including boating and fishing. For a number of years, the City has helped sponsor bass fishing tournaments in the Delta. These tournaments were originally held at the Big Break Marina in Oakley and then later moved to Russo's Marina on Bethel Island.

In May of 2015, the City helped sponsor a bass fishing tournament at Russo's Marina from the Fishing League Worldwide (FLW) held in the amount of \$5,000. At that time, the Council directed staff to explore the possibility of sponsoring future fishing tournaments at an Oakley marina.

In early 2015, ownership of Big Break Marina was transferred to new owners. In the past year, they have made numerous improvements and continue to upgrade the facilities at the marina in order to make it more appealing to patrons as well as fishing tournaments. In fall of 2015, the marina hosted the Dan's Delta Outdoors Fall Striper Series fishing tournament series with events in September, October and November.

Staff has recently been approached by two organizations for sponsorship of bass fishing tournaments at Big Break Marina. The first is Wild West Bass Trail. They are featuring a west-coast bass tournament series that will be fully televised. The organizers of the tournament have a great deal of experience in other parts of the country and are now bringing their tournaments to California and Arizona. They are currently televised on the Pursuit Channel Network on DirectTV and on FoxSports West and FoxSports Arizona.

For a \$7,500 sponsorship, the City will receive the following benefits for two tournaments to be held at Big Break Marina on May 14, 2016 and June 4-5, 2016:

- One thirty second television commercial featuring Oakley to be shown on Wild West Bass Trail host stations, including Pursuit Channel, FoxSports West and FoxSports Arizona
- One full-page ad in the Wild West Bass Trail brochure and e-magazine

- One tournament information page in the Wild West Bass Trail brochure and e-magazine
- Tournament listings in all tournament schedules including national trifolds, members brochures, e-magazines, social media, website and other publications where Wild West Bass Trail advertises scheduled tournaments
- Live rolling billboard ads on tournament detail page of the Wild West Bass Trail web site
- Featured article to be published in the Wild West Bass Trails guide in local areas and lakes
- Radio advertising and/or pre-post tournament coverage where applicable
- Live internet weigh-in mentions and billboards during the event
- Television coverage including tourism interviews and local interest promotion built into the Wild West Bass Trail show where applicable

The second organization is Dan's Delta Outdoors, an Oakley business. They are featuring a bass tournament series, with the following seven dates between March and October, 2016:

- March 26
- April 9
- June 19
- July 23
- August 27
- September 24
- October 22

For a \$1,500 sponsorship, the City would be listed as the Trophy Sponsor and receive the following benefits:

- Name on all trophies
- Name in all press releases
- Banner at events
- Logo with live link for all email updates
- Mentions on Facebook and other social media pages

In addition to the publicity benefits received from the tournament sponsorship, it is anticipated that the City will receive additional economic benefits from the tournament participants and attendees that shop, eat and sleep in Oakley. Staff believes these economic benefits will be increased with the tournaments location at Big Break Marina.

Fiscal Impact

If directed by Council, the City would pay \$7,500 to become a sponsor for the two Wild West Bass Trail tournaments and \$1,500 to sponsor the seven tournament series from Dan's Delta Outdoors. It is anticipated that the City would receive an equal or greater amount of economic and publicity benefits. City staff would work with the tournament director and local vendors to maximize the exposure and participation from Oakley business establishments.

Recommendation

Staff recommends that the City Council approve the \$7,500 and the \$1,500 sponsorship agreements for the Wild West Bass Trail tournaments and the Dan's Delta Outdoors tournaments.

Attachments

- 1) Resolution
- 2) Wild West Bass Trail Sponsorship Agreement
- 3) Dan's Delta Outdoors Sponsorship Agreement

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OAKLEY
APPROVING SPONSORSHIP AGREEMENTS FOR WILD WEST BASS TRAIL
AND DAN'S DELTA OUTDOORS FISHING TOURNAMENTS**

BE IT RESOLVED by the City Council of the City of Oakley that the Sponsorship Agreements attached hereto as Exhibit A are hereby approved and the City Manager is hereby authorized to execute them.

The foregoing resolution was adopted at a regular joint meeting of the Oakley City Council/ Oakley City Council acting as the Successor Agency to the Oakley Redevelopment Agency held on the 12th day of January, 2016, by Councilmember _____, who moved its adoption, which motion being duly seconded by Councilmember _____, was upon voice vote carried and the resolution adopted by the following vote:

AYES:

NOES:

ABSTENTION:

ABSENT:

APPROVED:

Kevin Romick, Mayor

ATTEST:

Libby Vreonis, City Clerk

Date

07-16



NATIONAL QUALIFIER CONFIDENTIAL CONTRACT

Team Green Fish Holdings
Wild West Bass Trail
PO Box 578, Lapel IN 46051

AGREEMENT BETWEEN Team Green Fish Holdings LLC of Las Vegas, Nevada and

City of Oakley
whose mailing address is: 3231 Main Street City: Oakley
State: CA Zip Code: 94561 Phone: (925) 625-7000
Fax: (925) 625-9194 Email: dalman@ci.oakley.ca.us
Web Address: www.ci.oakley.ca.us

Whereas, Team Green Fish Holdings LLC is desirous of promoting and conducting a bass tournament on California Delta ^{May 14 2016 Team}

Whereas, City of Oakley hereafter called Sponsor, is desirous of assisting the promotions and conduct of said tournament, and whereas the parties do desire to enter into certain agreements concerning responsibilities in relation to said tournament,

Now therefore, the parties hereto do hereby agree and covenant as follows:

A. Team Green Fish Holdings LLC does hereby agree to conduct a bass tournament on the date(s) of ^{May 14 2016 12pm} ~~June 4-5 2016~~ ^{Pro Am} and it is agreed between the parties the Team Green Fish Holdings in connection with said tournaments shall:

1. Be responsible for all expences incurred in connection with travel, telephone, advertising, national promotion activities, printing of brochures and salaries related to stated tournament that Team Green Fish Holdings LLC may provide.
2. Provide rules and regulations for said tournament, soliciting and aquring all entries for said tournament.
3. Arrange for all pairing of press and observers as needed.
4. Design, arrange, print and distribute the offical brochure for the stated bass tournament and be responsoble for the sale of advertising.
5. Brief, supervise and instruct all personnel working in connection with the bass tournament.
6. Provide additional services and agreements of amendments.
7. Team Green Fish Holdings LLC agrees that its performance and the performance of any of its contractors and subcontractors under this agreement shall comply with all applicable federal and state statutes and regulations.
8. Guarantee a **minimum of \$10,000.00** payback in cash and prizes for the state tournament to anglers regardless of the number of enteries.
9. Provide Sponsor/Tourism advertising in the following manor:
 - A. One full-page ad in the Wild West Bass Trail brochure and e-magazine.
 - B. One tournament information page in the Wild West Bass Trail brochure and e-magazine.
 - C. Tournament listings in all tournament schedules including natitional trifolds, members brochures, e-magazines, social media, ie. (facebook, twitter, instagram), website, and other publications where Wild West Bass Trail advertises scheduled tournaments.
 - D. Live rolling billboard ads on tournament detail page of the Wild West Bass trail web site.
 - E. Featured article to be published in the Wild West Bass Trails guide in local areas and lakes.
 - F. Radio advertising and/or pre-post tournament coverage where applicable.
 - G. Live internet weigh-in mentions and bilboards during the event.
 - H. Television coverage including tourism interviews and local interest promotion built into the Wild West Bass Trail show where applicable with option 2.

National Qualifier without Television Sponsor fee: \$ NA.

Note: Current Wild West Bass Trail is aired Nationally on the Pursuit Channel Network with a total reach of 38,000,000 HH, FoxSport Arizona and FoxSports West with a total of 11,000,000 HH combined. The Wild West Bass Trail reserves the right to change the host television coverage without notice, however the amount of air time, quality, and media exposure will be equal to or greater than as currently provided.

SPONSOR AGREEMENT

2. It is agreed between the parties that the sponsor shall:

A. Provide a meeting room at no charge for the Official Registration and Seminar for the bass tournament.

B. Provide completed full page ad or artwork for ad space and send via email to: angie@teamgreenfishholdings.com or by mail to P.O. Box 578 Lapel IN 46051
by Dec 22 2015

Note: Full page ad sizes are as follows, A blocked or ad with a border is 8 inches x 10.5 inches, an ad covering the full page with bleed is 8.75 inches x 11.25 inches minimum. The cut is 8.5 x 11. Formats should be submitted in .pdf's, .jpegs or .tiff. All art, picture and/or ads should be a minimum of 300 dpi resolution, CMYK color.

C. Provide a tourism article not larger than 1500 words with up to three(3) pictures minimum and a minimum 300 dpi resolution for publication in the Wild West Bass Trail Guide and Website.

D. Provide all necessary logos that are required by the sponsor to be on the printed material including state tourism logo if required, in a minimum 300 dpi resolution with a .pdf, .jpeg, or tiff format.

3. It is agreed that for the promotion services, the Wild West Bass Trail shall receive from the sponsor, the sum of \$ 7,500.00.

Payable as follows:

Option 1: National Qualifier without television \$ _____
First invoice amount/date: \$ _____ **Date:** _____
Second invoice: \$ _____ **Date:** _____

Option 2: National Qualifier with television highlighting the location of Oakley to be imbedded into the airing of the show \$ 7,500.00
First invoice amount/date: \$ 7,500.00 Date: 1/12/15
Second invoice: \$ _____ **Date:** _____

4. It is agreed that neither party hereto is agent, employee or servant of the other, and this contract is made for the sole purpose of establishing the division of responsibilities in connection with the said tournament and the division of receipts from the said tournament and does not in any manner create a partnership between the parties hereto:

5. It is agreed that the Sponsor so named in this contract will be a sponsor of said tournament.

6. It is agreed that at no time shall displays be set up at any Wild West Bass Trail event or function, nor in and around the weigh-in area without the permission of the Wild West Bass Trail.

7. It is agreed that the Wild West Bass Trail will have the exclusive right for all concessions, which would include, but not limited to, Apparel and logo merchandise. Community vendors are acceptable by special arrangement, and will not be required to pay any fees to Wild West Bass Trail unless designated.

8. Sponsor agrees to: Option 1 _____ or Option 2 : (Please initial choice)

Ammendments:

30 second commercial California Delta Pro Am

In witness whereof, the parties have hereunto agreed upon this contract this _____ day of _____, 2015

Sponsor

Wild West Bass Trail

City of Oakley
Dwayne Dalman
Title: Economic Development Mgr.

Paul L. Alppis
Marketing & Sales Manager
Title: Paul Alppis



Dan's Delta Outdoors Tournaments Sponsorship Contract

Sponsor Information

Company: City of Oakley		Contact:
Agency:		Contact:
Address:		
City: Oakley	State: Ca	Zip: 94561
E-mail:	Phone:	Fax:
Alternate Contact Information:		

Sponsor Level Ordered

Trophy Sponsor \$1500
We Provide

- *Mentions on Facebook and other social media pages
- *Logo with live link in (8) Email updates
- *Business Name (hyperlinked) in all press releases
- *Trophies by (your Name)
 - Your banner at events (provided by sponsor)

Advertising Copy Information

<input type="checkbox"/> Pick up from	<input checked="" type="checkbox"/> Camera-Ready from Advertiser	<input type="checkbox"/> From Agency	<input type="checkbox"/> From other publication:
<input type="checkbox"/> Create ad from Advertiser's materials		NOTE: Charge for ad creation: \$125	

Terms and Conditions

Disclaimer: Dan Mathisen Outdoors reserves certain discretionary rights including, but not limited to, cancellation of this agreement, rejection of any advertising, approval of any and all copy, text, illustrations, and photos, positioning of advertisements, and any other Terms and Conditions contained in the current Advertising Rate Schedule. Advertiser agrees to indemnify and hold Dan Mathisen Outdoors harmless from any claims due to any errors or omissions and to limit such claims to a replacement ad and/or correction notices at the discretion of Dan Mathisen Outdoors.

Payments: Payment is expected upon Billing. Dan Mathisen Outdoors reserves certain financial rights related to past due accounts including, but not limited to, late fees, carrying charges of 1.5% per month to any unpaid balance after 30 days, refusal of insertion of any advertiser's ad, disallowance of any discounts, and/or agency commissions. If advertiser's account is referred to a collection agency for any reason said advertiser will be responsible for any and all additional charges incurred including, but not limited to, collection costs, attorney fees, and/or court costs.

Cancellation: Cancellations must be made in writing and must reach us no later than forty-five days prior to publication.

Acknowledgement: The undersigned parties have read, understand, and agree to all of the Terms and Conditions contained in this Dan Mathisen Outdoors Tournament Sponsorship Contract. Checks payable to : Dan Mathisen Outdoors

Please sign and send Sponsorship Contract To 4deltaOUTDOORS@gmail.com

Authorized Sponsorship Representative	Authorized Dan Mathisen Representative:
Printed name	Printed name Dan Mathisen
Signature	Signature <i>Dan Mathisen</i>
Date	Date

Questions? Please contact4deltaOUTDOORS@gmail.com 209-612-5028: