

SUNTRUST SUNDAY JAZZ BRUNCH 2013
SPONSORSHIP AGREEMENT
SunTrust Bank, South Florida

EVENT: *SUNTRUST SUNDAY JAZZ BRUNCH 2013*
DATES: First Sunday of Each Month
VENUE: Riverwalk in Downtown Fort Lauderdale
HOURS: Sunday 11:00 AM - 2:00 PM
ADMISSION: Free
LOCATION: Broward Center of the Performing Arts east along the Riverwalk to Las Olas Riverfront

SunTrust Bank, South Florida agrees to:

- ♪ Sponsor the monthly series as the title sponsor for the year 2013.
- ♪ A cash donation of \$34,000.
- ♪ Distribute promotional brochures in all Broward *SunTrust Bank* locations, up to 40 locations.
- ♪ Provide up to 6 corporate banners (3' x 15') to be displayed throughout the event in prominent locations. Existing banners will be replaced only as needed due to text change or deterioration.
- ♪ Provide one 4' x 8' corporate banner for display in SunTrust's marketing booth.

City of Fort Lauderdale agrees to:

- ♪ Promote *SunTrust Bank* as the title sponsor of the City's monthly concert series, held along the Riverwalk. The official title to read: "*SunTrust Sunday Jazz Brunch*".
- ♪ Facilitate the creation of a new SunTrust Jazz Brunch logo with the Art Institute students or City's Graphic Artist, as needed.
- ♪ Facilitate the design and printing of the Jazz Brunch brochure.
- ♪ Include corporate identification in the following marketing campaign:
 - ~ Full color brochures (18,000 print)
 - ~ All sponsored radio advertising through Clear Channel Communications
 - ~ All sponsored print advertising
 - ~ All sponsored television advertising
 - ~ Calendar listings in local newspapers and magazines
 - ~ Monthly press releases and e-mail blasts
 - ~ Monthly news releases to Civic and Homeowner Associations (over 100)
 - ~ City of Fort Lauderdale's website: www.fortlauderdale.gov/events with brochure attachment
 - ~ Provide a link from the City's website to SunTrust website
 - ~ Mail the brochure to our current mailing list, which contains over 9,000 names
 - ~ E-mail the brochure to our current e-mail list
 - ~ Distribution of brochures in all Parks and Recreation facilities and at all City produced events
 - ~ Inclusion in all City produced publications including but not limited to:
Water bills, On hold message, Comcast public access channel..
 - ~ Parks & Recreation dedicated Jazz Brunch hotline 954-828-5363
- ♪ Provide a 10 X 10 tent, 2 tables and 4 chairs for SunTrust Marketing and Promotions, upon request.

Initials

City of Fort Lauderdale (continued):

♪ Produce and facilitate the event including but not limited to:

- ~ Secure the entertainers for the following stages:
Esplanade Main Stage, Connie Hoffmann Gazebo and the Broward Center for the Performing Arts Peck Courtyard.
- ~ *Coordinate talent with Las Olas Riverfront for the Las Olas Riverfront stage.*
- ~ Provide all rental equipment and staff necessary to coordinate the event each month
- ~ Facilitate food and beverage sales at the brunch.
- ~ Recruit Arts & Crafts vendors for sales at the brunch
- ~ Maintain Jazz Brunch hotline and mailing list

♪ Display all *SunTrust* banners at highly visible locations throughout the brunch each month.

♪ Coordinate hanging of SunTrust Sunday Jazz Brunch light pole banners in City entrance areas of Riverwalk. The banners will also be hung in the area of the Riverwalk from the railroad tracks to the Broward Center for the Performing Arts as indicated in the schedule from the Riverwalk Manager. Banners include the 16 poles that are controlled by the City and an additional 9 poles that are controlled by Riverwalk, Inc. The banner poles operated by Riverwalk, Inc. will display SunTrust Jazz Brunch banners with an advertising section at the bottom. No advertiser will be placed on these banners that would conflict with SunTrust Bank.

♪ Secure additional media sponsors to cross promote the event on a regular basis.

♪ Secure additional marketing sponsors including but not limited to:

- ~ Las Olas Riverfront / Stage sponsor
- ~ Broward Center of the Performing Arts / Peck Courtyard
- ~ Connie Hoffmann Gazebo Stage Sponsor
- ~ Riverwalk Trust
- ~ Clear Channel Communications

The City of Fort Lauderdale Parks & Recreation Department would like to thank *SunTrust Bank*, for their continuing support of the City of Fort Lauderdale, Parks & Recreation and the *SunTrust Sunday Jazz Brunch*. Please sign and return both copies of this agreement to me by **December 18, 2012**. A fully executed copy will be returned for your files.

BOTH PARTIES HAVE AGREED TO PROVIDE THE ABOVE DESIGNATED SERVICES FOR THE EVENT.

Krista K. Massey
Senior Vice President, Director of Marketing
Director of Sponsorships & Event Marketing
SunTrust Bank, South Florida

Date

Jim Rasmussen
Chairman and CEO
SunTrust Bank, Florida

Date

Deborah Bylica
Programmer II Special Events
Fort Lauderdale Parks and Recreation

Date

Phil Thornburg
Director of Parks & Recreation
City of Fort Lauderdale

Date