



**GROUP/CONVENTION, TOURISM EVENT, OR PLACE OF INTEREST  
SPONSORSHIP AGREEMENT**

This Group/Convention, Tourism Event, or Place of Interest Sponsorship Program Agreement (“Sponsorship Agreement”) is made and entered into by and between Broward County, a political subdivision of the State of Florida (“County”), and City of Fort Lauderdale, a municipal corporation (“Recipient”) (collectively referred to as the “Parties”).

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. This Sponsorship Program Agreement is for a:

- Group/Convention Sponsorship
- Tourism Event Sponsorship
- Place of Interest Sponsorship

2. Standard Sponsorship Terms and Conditions. By signing this Agreement, Recipient represents that it has read County’s Standard Sponsorship Terms and Conditions, located online at [www.sunny.org/partners/sponsorship-terms](http://www.sunny.org/partners/sponsorship-terms) (“Sponsorship Terms”). The Sponsorship Terms are incorporated herein and govern this Sponsorship Agreement.

3. Term. The term of this Sponsorship Agreement shall begin on the date it is fully executed by the Parties (“Effective Date”) and shall end thirty (30) days after the last day of the Event (for Group/Convention Sponsorships and Tourism Event Sponsorships) or the last day of County’s Sponsorship Period (for Place of Interest Sponsorships). The period described in this section is defined as the “Term.”

4. Incentive and Commitment. Subject to the Sponsorship Terms, Recipient will comply with the Recipient Commitment stated in the Sponsorship Details below and utilize the Venue (for Group/Convention Sponsorships only), and in return County will provide the incentives stated in the Sponsorship Details below (collectively, the “Incentive”):

**Please sign and return by April 10, 2021**

***Mail Original To:***

Greater Fort Lauderdale Convention and Visitors Bureau  
101 NE Third Avenue, Suite 100, Fort Lauderdale, Florida 33301  
Attn: **Saskia Fisher**

**SPONSORSHIP DETAILS**

<b>All Sponsorships</b>	
A. Monetary Incentive (if any)	\$4,000
B. Monetary Incentive Payee (if not Recipient)	NA
C. Payment Timing Details	Per standard Sponsorship Terms
D. Nonmonetary or In-Kind Incentive (if any)	NA
E. Recipient Commitment (e.g., attendance, consumed hotel room nights, etc.)	Based on minimum attendance of 150 competitors
F. Additional Sponsorship Benefits to County	Visit Lauderdale logo to be included in digital and printed marketing materials
<b>Group/Convention Sponsorships and Tourism Event Sponsorships</b>	
G. Event Title (the "Event")	USTA National Open Clay Court Championships
H. Event Date(s)	May 15-21, 2021
<b>Group/Convention Sponsorships (only)</b>	
I. Venue	Jimmy Evert Tennis Center
J. Venue Address	701 NE 12 <sup>th</sup> Ave, Fort Lauderdale Fl. 33304
<b>Place of Interest Sponsorships</b>	
K. Place of Interest Name	NA
L. Address	NA
M. Length/Term of County Sponsorship	NA

**RECIPIENT**

City of Fort Lauderdale

\_\_\_\_\_ x \_\_\_\_\_

Name: Chris Lagerbloom  
Title: ICMA-CM, City Manager  
Date: \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
Jeffrey A. Modarelli, City Clerk

Approved as to form:  
Alain E. Boileau, City Attorney

By \_\_\_\_\_  
Tania Marie Amar  
Assistant City Attorney

Recipient's address and email for notice purposes:

City of Fort Lauderdale, Sean Rogers  
701 NE 12th Avenue  
Fort Lauderdale, FL 33304  
Email address: [SeRogers@FortLauderdale.gov](mailto:SeRogers@FortLauderdale.gov)

NK  
2021-03-30 USTA National Open 2021 Sponsorship.docx  
03/30/2021  
Document #561184v1

**COUNTY**

BROWARD COUNTY, by and through  
the President of the Greater Fort Lauderdale  
Convention and Visitors Bureau

By \_\_\_\_\_  
President, Greater Fort Lauderdale Convention  
and Visitors Bureau

\_\_\_\_ day of \_\_\_\_\_, 2021

Approved as to form by  
Andrew J. Meyers  
Broward County Attorney  
115 South Andrews Avenue, Suite 423  
Fort Lauderdale, Florida 33301  
Telephone: (954) 357-7600  
Telecopier: (954) 357-7641

By \_\_\_\_\_  
Nathaniel A. Klitsberg (Date)  
Senior Assistant County Attorney