COUNTY OF SANTA CLARA  
MEDIA SPONSORSHIP AGREEMENT  
FOR FANTASY OF LIGHTS (FOL) 2012

THIS AGREEMENT is made and entered into between the COUNTY OF SANTA CLARA, a political subdivision of the State of California (“COUNTY”), and the _____________________, a media sponsor (“SPONSOR”) for the COUNTY’s Fantasy of Lights 2012 (“FOL”) event in Vasona Lake County Park.

RECITALS

County’s annual FOL event consists of a series of holiday light displays over a 1.5-mile drive through the Vasona Lake County Park, to be held this year from November 23 through December 31, 2012.

By resolution dated June 5, 2012, the COUNTY Board of Supervisors adopted a marketing plan for the FOL, and authorized the Director of the Parks and Recreation Department or designee to approve media sponsorship agreements for the FOL.

SPONSOR desires to contribute media advertisement and promotion to the FOL and, in consideration for such contribution receives the following benefits: shared sponsor signpost affixed to a “barber style” pole, sponsor’s logo posted on the Department’s website, and printed in the FOL program and/or flyer.

THEREFORE, in consideration of their mutual agreements, and subject to the terms hereinafter set forth, the parties agree as follows:

1. Program Administration
   a. The COUNTY’s Parks and Recreation Department will administer this Agreement, present and manage the FOL.
   b. In consideration of SPONSOR’s contribution, SPONSOR will receive the advertising and promotional benefits. COUNTY will collect and retain all gate and concession receipts generated by the FOL event.

2. Light Displays
   a. SPONSOR’s selection of a particular light display shall be on a first-come, first-serve basis.
   b. An available display is reserved and committed to a particular sponsor when this Sponsorship Agreement is fully executed and SPONSOR committed to provide the in-kind contribution.
   c. Light displays shall remain the property of the COUNTY. The COUNTY will provide, install, operate, and maintain the light displays and sponsor signs, and supply all utility connections and power.
3. **Sponsor Signs**

COUNTY will fabricate, provide, install and connect an illuminated signpost affixed to a “barber style” pole, sponsor’s logo adjacent to SPONSOR’s selected light display. SPONSOR’s reference is limited to the Sponsor’s name with logo.

a. SPONSOR’s sign will remain the property of the COUNTY.

b. The SPONSOR will provide to COUNTY the artwork for the SPONSOR sign in Vector-based digital art, such as Adobe Illustrator, EPS, TIFF; however, Adobe Illustrator is preferred. The artwork must be provided via e-mail. COUNTY will fabricate the SPONSOR sign (graphics and text) in its Pantone Matching System colors. Although every effort will be made to reproduce logos, an exact color match is not guaranteed. It is SPONSOR’s responsibility to provide the artwork for the sign and the print material in a print or fabrication ready form.

4. **Sponsor In-kind Contribution and Contract Signing**

For in-kind services or product, SPONSOR will provide the service or product as specified in this Agreement. Upon full execution of this agreement, SPONSOR will secure commitment to a particular light display.

   a) SPONSOR will provide the following product or services:

   b) Display Name (as outlined in the FOL event map):
5. Signatures:

A – SPONSOR:

Company Name: ____________________________________________________________

Company Address: __________________________________________ State: CA Zip: ________

Authorized Sponsor Signature: ____________________________ Date: __________________

Contact Name (print): __________________________ Title: ________________________________

Contact Phone: ______________ Fax: ______________ Email: ____________________________

B – COUNTY:

Santa Clara County Parks and Recreation Department
298 Garden Hill Dr.
Los Gatos, CA 95032

Authorized representatives:

__________________________ Date: _____________
Director of Parks or Deputy Director

__________________________
Sylvia Gallegos
Deputy County Executive

Approved as to form and legality:

__________________________
Michael L. Rossi, Deputy County Counsel