



ADDENDUM
REGULAR VILLAGE BOARD MEETING
OCTOBER 25, 2022
7:00 PM

6. CONSENT AGENDA

- i. Consideration to award a professional services contract to Banner Collective, LLC of Chicago, IL for the negotiation and implementation of a sponsorship program with a racing team for the 2023 Chicago NASCAR race to promote the Business Park in a total contract amount not to exceed \$400,000 through the Busse/Elmhurst Redevelopment Fund.

(This agreement provides for professional services for the sponsorship of a racing team in the 2023 Chicago NASCAR race, including sponsorship negotiation and coordination of marketing materials and events. This agreement also includes payment of the sponsorship fee.)

In compliance with the Americans with Disabilities Act and other applicable Federal and State laws, the meeting will be accessible to individuals with disabilities. Persons requiring auxiliary aids and/or services should contact the Village Clerk, preferably no later than five days before the meeting.



**ELK GROVE VILLAGE 2022
TELEVISION CAMPAIGN
SCOPE OF WORK**

TERM This agreement shall commence on Sep 1, 2022 and continue for a period through Nov 5, 2022.

ELK GROVE VILLAGE hereby appoints Banner during the Term to seek, negotiate and pay a mutually agreed upon fee on the village's behalf for sponsorship of a NASCAR team in the 2023 Chicago race. Execution of this contract depends on success finding an effective partnership.

Specifically, Banner shall provide the following services within this appointment:

Contract Negotiation:

- Approach and engage NASCAR teams to seek the best possible deal for Elk Grove Village
- Negotiate a contract that meets the needs of Elk Grove Village's business objectives.

Team Sponsorship:

- Design and build a multi-year sponsorship program that promotes Elk Grove Village's needs.
- Oversee the design and implementation of the chosen team/vehicle.
- Pay the chosen NASCAR team the entire fee.
- Coordinate with the the chosen NASCAR team on major events, such as bringing a vehicle to the village and arranging driver appearances.

REMUNERATION In consideration of Banner's appointment hereunder, ELK GROVE VILLAGE agrees to pay Banner \$400,000 for the above services within 30 days of the approval of this contract.

Any unforeseen, exceptional expenses necessarily incurred in connection with Banner's performance of their appointment shall be charged in addition to the contracted fee and shall be approved and signed **off** in writing by Elk Grove Village prior to Banner incurring said costs.

Banner Collective, LLC.

Agency: Elk Grove Village

Signature: _____
 Printed Name: _____
 Title: _____
 Date: _____

Signature : _____
 Printed Name: _____
 Title: _____
 Date: _____