



**Issue:** Land O Frost Sponsorship Agreement 2022

**Date:** February 1, 2022

**Submitted By:** Matt Crouse, Director of Parks and Recreation

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### Background

Nixa Parks and Recreation has been fortunate to have a great working relationship with Land O Frost through the form of a sponsorship agreement. This is the yearly renewal of that agreement through February 28, 2023.

### Analysis

Through this agreement Nixa Parks and Recreation will provide team sponsorships, banner sponsorships, and social media posts, e-blasts etc. In return Nixa Parks and Recreation will receive monetary compensation and the ability to host some free sports clinics to the Nixa community.

### Recommendation

Staff recommends the approval of this sponsorship agreement as we can meet the demands of the agreement. The agreement has worked well for the department and provided many opportunities through programming and services to our community. We are fortunate to have such a good working relationship with Land O Frost and hope the relationship continues.

Thank you for your consideration and I would be happy to answer any questions you may have.

Respectfully,

Matt Crouse  
Director, Parks and Recreation

**RESOLUTION NO. 2022-023**

1 **A RESOLUTION OF THE COUNCIL OF THE CITY OF NIXA AUTHORIZING THE CITY**  
2 **ADMINISTRATOR TO EXECUTE A SPONSORSHIP AGREEMENT WITH LAND**  
3 **O'FROST.**

4 \_\_\_\_\_  
5  
6 **WHEREAS** the City and Land O'Frost regularly enter into a sponsorship  
7 agreement where Land O'Frost provides funding to certain Parks' Department programs  
8 in exchange for certain sponsorship rights; and  
9

10 **WHEREAS** the City Council desires to authorize the City Administrator to  
11 execute, on behalf of the City, a certain sponsorship agreement, attached hereto as  
12 "Resolution Exhibit A."  
13

14 **NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF**  
15 **NIXA, AS FOLLOWS, THAT:**  
16

17 **SECTION 1:** The City Administrator, or designee, is hereby authorized to execute  
18 the contract attached hereto, and incorporated herein by this reference, as "Resolution  
19 Exhibit A," with Land O'Frost. Said Contract shall be in substantially similar form as the  
20 document attached hereto as "Resolution Exhibit A." The City Administrator and the  
21 officers of the City are hereby authorized to do all things necessary or convenient to carry  
22 out the terms and intent of this Resolution.  
23

24 **SECTION 2:** This Resolution shall be in full force and effect from and after its final  
25 passage by the City Council and after its approval by the Mayor, subject to the provisions  
26 of section 3.11(g) of the City Charter.  
27

28 **ADOPTED BY THE CITY COUNCIL THIS 14<sup>th</sup> DAY OF FEBRUARY 2022.**  
29

30  
31 ATTEST:  
32

33 \_\_\_\_\_  
34 CITY CLERK

\_\_\_\_\_   
PRESIDING OFFICER

35  
36 **APPROVED BY THE MAYOR.**  
37

38 ATTEST:  
39

40 \_\_\_\_\_  
41 CITY CLERK

\_\_\_\_\_   
MAYOR

42  
43 APPROVED AS TO FORM:  
44

\_\_\_\_\_   
DATE OF APPROVAL

45 \_\_\_\_\_  
46 CITY ATTORNEY

5688  
Contract #



City of Nixa

**/LAND O' FROST PARTNERSHIP 2022**

The following will be included in the comprehensive 2022 Land O' Frost Youth Sponsorship Program for the Springfield area. The following is a summary of the elements that will be included in the annual sponsorship agreement City of Nixa(NPR) and Land O' Frost (LOF).

This agreement will commence on ~~January 1~~ <sup>February 15, - HC</sup>, 2022 and will terminate on December 31, 2022

**Sponsorship Elements:**

This sponsorship will focus on approximately 70 teams in the Spring/Fall '22 season. Land O' Frost will sponsor teams 10 and under.

**Community Relations Program**

Land O'Frost will sponsor the following Community Relations Program (LOF Free Community Clinics Sponsor), Land O'Frost will donate the following funds for the Community Relations Program \$1000, which is included in the amount below.

- Prominent Logo inclusion on the front or back of jerseys for 70 teams . LOF will supply all necessary logo \ artwork and NPR will have the shirts printed. **(The LOF logo will need to be a minimum of 2 ½”H x 10” W. The phrase Great Tasting Lunchmeat will need to be placed underneath the Land O' Frost oval. Land O' Frost to be the exclusive jersey sponsor, no other corporate logos to be placed on jerseys.)**
- Opportunity for mention / inclusion of Land O' Frost product message in any league / parent communication.
- One approximately 4' x 8' banner (or similar signage) to be displayed where NPR teams, that LOF sponsors, play. (LOF will give banner artwork and NPR will have banner printed)
- Social media posts on all platforms and web presence to discuss our LOF Community Relations Program with NPR.
- A minimum of two (2) annual Email Blasts to all parents, if available, letting them know of the LOF Community Relations Program.
- Where possible, NPR to share social posts and stories about the LOF Community Relations effort.
- **Client will need Proof of Performance (70 team pictures) by December 31, 2022. The Land O' Frost logo will need to be clearly identified on the shirts in 70 team pictures. The pictures can be informal, taken with a digital camera or regular film.**

**LAND O' FROST WILL DONATE: \$9,750.00**

City of Nixa Representative

Land O' Frost Representative

