

Agenda Report

August 3, 1998

TO: City Council
FROM: Rose Bowl Operating Company (RBOC)
SUBJECT: Advertising Fee Schedule for Turnstile Advertising

RECOMMENDATION:

It is recommended that the City Council approve a fee schedule for turnstile advertising in the amount of \$50,000 with a negotiable variance of \$10,000 for all 70 turnstiles located at the Rose Bowl.

BACKGROUND:

On April 4, 1996, the RBOC approved entering into a license agreement with Entry Media, Inc. for the purpose of pursuing sales opportunities for turnstile advertising.

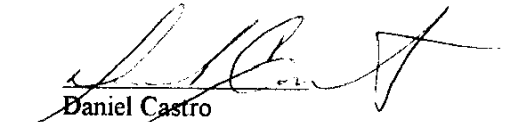
It was subsequently determined that ProServ, the Rose Bowl's marketing representative for advertising be the firm to market turnstile advertising in order to maximize revenue for the facility and to have one entity representing the RBOC for advertising sales. It was ProServ's recommendation to prioritize the advertising inventory available and focus its initial efforts on the sale of the larger panels, which had the highest rate of return.

The RBOC approved the turnstile advertising fees on June 4, 1998. ProServ's recommended that since the majority of panels with a high value were now sold, turnstile advertising sleeves would present excellent packaging opportunities, which would help sell less desirable advertising panel positions.

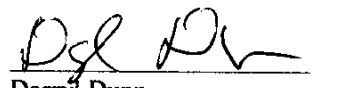
FISCAL IMPACT:

The fiscal impact of the turnstile advertising is estimated at \$50,000 annually.

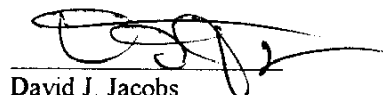
Respectfully submitted,


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