

Agenda Report

DATE: February 2, 1998

TO: CITY COUNCIL
FROM: ROSE BOWL OPERATING COMPANY (RBOC)
SUBJECT: ADVERTISING CONTRACT WITH THE GAS COMPANY

RECOMMENDATION:

It is recommended that the City Council approve an advertising license agreement between the RBOC and The Gas Company from December 16, 1997 - December 15, 1998, with an additional two year option to be exercised by The Gas Company no later than November 15, 1998. The advertising license agreement will be in the amount of \$60,000 per year.

BACKGROUND:

The Gas Company is a leader as an Energy Services provider. ProServ, the RBOC's marketing representative, has entered into an understanding with The Gas Company which will enable The Gas Company to promote its product at the Rose Bowl.

Elements of the advertising license agreement will include exclusivity for The Gas Company in the "Energy Services" category and four (4) season tickets to UCLA Football. In addition, the RBOC will utilize its best efforts in obtaining The Gas Company four (4) tickets to the Rose Bowl Game and two (2) season tickets to the Los Angeles Galaxy.

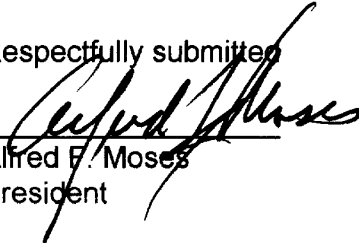
The Gas Company will receive one (1) 20' x 15' Tri-Vision panel on the North End of the stadium.

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FISCAL IMPACT:

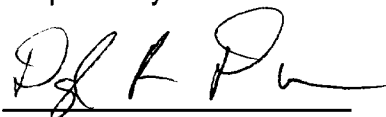
The fiscal impact of the advertising license agreement with The Gas Company is variable, dependent upon if The Gas Company exercises its option on the second and third years of the agreement. The total potential value of the advertising license agreement is \$180,000 (\$60,000 per year).

Respectfully submitted



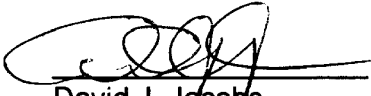
Alfred F. Moses
President

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