



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, November 18, 2014 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: October 28, 2014**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Farmers' Market**
 - a. **Annual Report**
 - b. **Information Booth Product Sales**
7. **2015 Riverfront Fridays**
 - a. **Event Program**
 - b. **Sponsorship Package**
8. **Board Comments**
9. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, October 28, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, October 28, 2014, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:08 a.m.

2. Roll Call

Ms. Groom called the roll and noted members present as stated above.

Mr. Jeffries introduced the new Deputy City Manager, Gary Shimun.

3. Approval of Minutes:

a. Regular Meeting: September 17, 2014

Board Action:

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of September 17, 2014. Ms. White seconded the motion and it was approved unanimously (5-0).

b. Special Meeting: September 30, 2014

Board Action:

Ms. Kozinski made a motion to approve the minutes of the Special Meeting of September 30, 2014. Ms. Cook seconded the motion and it was approved unanimously (5-0).

4. Public Comments

Kevin Killian, Chief Organizational Development Officer, Volusia-Flagler YMCA, spoke regarding a 5K run/walk that will be held on November 7. He asked for the DDA to help promote the event.

Mr. Jeffries stated the event will be mentioned in the e-newsletter and will be posted on Facebook. He stated it was already listed on the Riverfront Shops calendar.

5. DDA Monthly Financial Report

Mr. Jeffries outlined the Monthly Financial Report with the final expenses for last fiscal year that was included on Page 19 of the packet.

6. Payment Request: Riverfront Wine & Food Walk

Mr. Jeffries stated this was the payment request per the contract with Bullseye, which was outlined on Page 22 of the packet.

Ms. White stated she feels we are moving in the right direction.

Mr. Jagger stated Mr. Hopkins has completed a Conflict of Interest form on this item and will abstain from voting.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to approve payment of \$1,794.11 to Bullseye Direct Marketing for radio and print advertising for the Riverfront Wine & Food Walk. The motion carried unanimously 4-0 (Mr. Hopkins abstained).

7. Riverfront Shops of Daytona Beach Quarterly Report

Mr. Jeffries presented the report that was included on Page 31 of the packet.

Ms. Kozinski stated she was concerned about the number of Facebook pages for downtown events.

Mr. Jeffries stated he has talked to Gold & Associates about this issue and their opinion was that there should be one page focusing on all Riverfront Shop activities, including downtown events. Mr. Jeffries stated he would discuss the issue of multiple pages promoting events with Gold & Associates and Bullseye.

Ms. Cook stated the DDA hired a firm to update the website and asked when the updates would be made.

Mr. Jeffries stated the firm has completed the update and the site was now mobile. He stated the website will be updated on Fridays.

A-1. **Daytona Beach News-Journal Advertising Sponsorship proposal**

Jennifer Arnold, Daytona Beach News-Journal, presented a proposal which was included as part of the packet regarding sponsorship.

Mr. Jeffries stated the News-Journal would be stationed at the information booth at the Farmers' Market but would have a separate booth for Riverfront Fridays.

Mr. Jagger asked about the contract and the proposed match from the News-Journal.

Ms. Arnold stated the match would be for Riverfront Fridays and the Farmers' Market would be at a discounted rate.

Mr. Jeffries stated the Board has already approved funding for advertising.

Mr. Abraham stated approval of this request would be to receive more advertising for the same amount of money.

Mr. Jeffries stated that was correct.

Mr. Jagger stated the signature block will need to be changed on the proposed contract.

Mr. Abraham asked if there are other sponsorship opportunities available and if entering into this agreement would prohibit future sponsorship agreements.

Ms. Arnold stated there was no exclusivity in the Agreement.

Mr. Jagger asked for clarification on the platinum level.

Mr. Jeffries stated all printed materials will have the News-Journal logo on them and will be mentioned as a sponsor on radio advertising.

Mr. Jagger stated there needs to be specificity for the platinum level and that should be outlined as an attachment to the Agreement.

Ms. Arnold stated the News-Journal marketing department will provide that information to Mr. Jagger so it can be included as an attachment. Ms. Arnold stated the platinum level includes use of the News-Journal logo on printed materials, permission to operate a booth at events, mention of the News-Journal on radio advertising, and an individual will be located in the information booth at the Farmers' Market.

Public Comments:

John Nicholson, 413 N. Grandview, questioned spending \$3,000 per month for advertising.

Ms. Arnold stated the \$3,000 was spread out over an 11-month period.

Mr. Nicholson asked what the cost would be for a ½ page.

Ms. Arnold stated the ad would cost \$4,000.

Mr. Nicholson asked if the merchants do not place ads, will the DDA be responsible for additional funds.

Ms. Arnold said no.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the proposed advertising contract with the News-Journal, subject to final review of the platinum level sponsorship details as requested by the Deputy City Attorney. The motion carried unanimously (5-0).

8. Discussion: 2015 Riverfront Fridays

Ms. Foster talked about the last Riverfront Friday and stated it was very chaotic. Ms. Foster stated the event was held at the same time as the car show and beer fest, and one of the sponsors had set up in the wrong space but everyone cooperated.

Stephanie Mason-Teague stated better coordination was needed if more than one event was held on the same day. She stated people could not get to the park to see the movie presented by Cinematique. She stated a better site plan was needed so events do not conflict. She stated this was the third time this year there have been conflicts in setting up other events. She stated all 3 events were set up on the corner of Magnolia and Beach and items were delivered on Friday for Saturday's event which were detrimental to the aesthetics of the park.

Mr. Jeffries stated the site plans are provided during the permitting process. He stated he would talk to the coordinator of the event about the conflicts.

Ms. Cook stated information provided by the Cancer Society instructed participants to park behind the business and the survivors were to park at the courthouse but that did not happen. She stated people associated with the car show parked in front of her business and blocked access to her business.

Mr. Abraham stated we have control over our events and asked who we would coordinate with for other events.

Mr. Jeffries stated Rick Dilooley coordinated the car show. He stated he observed the Craft Beer Fest and BBQ got lost in the car show and would discuss the issue with the event promoters.

Ms. Kozinski stated she agrees with Mr. Jeffries and feels the Craft Beer Fest and BBQ should be held separately from the car show.

Mr. Hopkins stated the DDA's investment was with Bullseye, not Rick Dilooley. He stated Bullseye paired up with Mr. Dilooley and the DDA should look for better coordination through our investor and see that Bullseye coordinates better with Cinematique. Mr. Hopkins stated the DDA should inform Bullseye that the DDA expects the events to be better coordinated.

Ms. White suggested a mandatory pre-event meeting be held to coordinate events.

Mr. Jeffries stated there was a meeting held through Cultural Services with representatives from the Cancer Walk and Bullseye and he attended representing the Farmers' Market. He stated perhaps there needs to be better coordination with those who are responsible for the events while the events are being held.

Ms. White stated the DDA has budgeted again for these events and the goal was to break even.

Ms. Foster stated S. R. Perrott has expressed an interest in becoming a sponsor and an attorney has also expressed interest.

Ms. White stated she would like to see the sponsorship package and stated it would be difficult for her to financially support events if they do not meet the budget.

Mr. Jeffries stated the sponsorship package will be presented at the next meeting as well as budget plans for next year. He stated he will talk with Gold & Associates to see if Cinematique can be more prominent on printed materials.

Ms. Mason-Teague stated Cinematique under the Stars spends \$1,000 per month to provide a free movie to the public and stated she feels Cinematique should be listed as a major sponsor of Riverfront Fridays because of their financial responsibility, with their branded name.

Mr. Jeffries stated Cinematique was listed as a sponsor on the 4 x 6 palm cards and was also listed on the posters.

Ms. White stated the Friends of the Bandshell rent chairs for events held at the bandshell and asked if that could be pursued as a revenue source.

Ms. Mason-Teague stated storage of the chairs would be a concern. She also stated she has no one that could put the chairs out and then remove them.

Ms. Kozinski stated other cities rent shopping carts for use at their Farmers' Markets.

Ms. Mason-Teague asked if twinkle lights could be placed in the trees in the downtown area.

Mr. Jeffries stated upgrades are needed for the lighting along Beach Street as well as additional outlets. He stated Planning Solutions was working on grant funding for various projects and they plan to include the lighting improvements needed on Beach Street as part of a grant request.

Public Comments:

John Nicholson, 413 N. Grandview, stated there was plenty of parking. He stated the cancer walk started early in the morning and the car show did not start until 10:00 a.m. He stated cones could be placed along Beach Street so people attending the cancer walk do not park along Beach Street. He stated the cones could be removed at 9:30 a.m. for use by those attending the car show.

9. **Board Comments**

Mr. Jeffries asked about the meeting dates through the holidays in November and December. The Board agreed to meet on November 18 and December 16.

Ms. Cook asked if there are any new vendors at the Farmers' Market.

Ms. Foster stated Mr. Evans will be returning. She stated the apple vendor will return and other vendors are returning for the fall.

Ms. White stated she would like the directories updated.

Ms. White stated she would like to know what can be done to implement the food stamp program. She stated perhaps more could be charged for the vendor spaces in order to accept food stamps.

Ms. Foster stated all food products must be sold in order to accept EBT. She stated all of those vendors are now in place. She stated she continues to pursue grant opportunities to cover this function.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:45 a.m.

Robert Abraham, Chairman

Becky Groom
Recording Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: November 13, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through November 12, 2014.

BUDGET STATUS

Line Item	Appropriation	Spent to Date		Balance
			As of 11/12/14	
Contract Services	\$ 1,000	\$	102.27	\$ 897.73
Supplies	\$ 3,020	\$	-	\$ 3,020.00
Care and Subsistence	\$ 300	\$	20.98	\$ 279.02
Professional Memberships	\$ 450	\$	-	\$ 450.00
Technical Services	\$ 1,700	\$	575.00	\$ 1,125.00
Professional Services	\$ 38,400	\$	6,400.00	\$ 32,000.00
Co-op Marketing	\$ 21,500	\$	16,907.00	\$ 4,593.00
Downtown Marketing	\$ 27,000	\$	2,219.05	\$ 24,780.95
Downtown Events	\$ 21,000	\$	4,222.11	\$ 16,777.89
Total	\$ 114,370	\$	30,446.41	\$ 83,923.59

Farmers' Market Activities

Revenues	Projection	Received to Date As of 11/12/14		Balance
Vendor Revenue	\$ 35,750	\$ 2,021.00		\$ 33,729.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	\$ 36,950	\$ 2,021.00		\$ 34,929.00

Expenses	Appropriation	Spent to Date As of 11/12/14		Balance
Market Manager	\$ 16,000	\$ 1,026.00		\$ 14,974.00
Supplies	\$ 500	\$ 32.72		\$ 467.28
Liability Insurance	\$ 1,250	\$ -		\$ 1,250.00
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 15,200	\$ 250.00		\$ 14,950.00
Market Events	\$ 1,500	\$ -		\$ 1,500.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	\$ 36,950	\$ 2,808.72		\$ 34,141.28

Profit/Loss **\$ (787.72)**

Farmers' Market Revenue Comparison

	2012/13		2013/14		2014/15		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October	\$ 2,440	53	\$ 2,728	58	\$ 2,041	47	-25.2%
November	\$ 2,516	54	\$ 2,946	63			
December	\$ 2,619	55	\$ 2,854	62			
January	\$ 2,680	58	\$ 2,678	59			
February	\$ 2,604	57	\$ 2,396	53			
March	\$ 2,754	58	\$ 2,691	60			
April	\$ 2,883	63	\$ 2,586	58			
May	\$ 2,840	62	\$ 2,646	59			
June	\$ 2,751	57	\$ 2,179	48			
July	\$ 2,173	49	\$ 1,946	49			
August	\$ 2,353	48	\$ 1,832	48			
September	\$ 2,299	47	\$ 1,873	45			
Total	\$ 30,912		\$ 29,355		\$ 2,041		-25.2%

Downtown Events

Revenues	Projection	Received to Date As of 11/12/14	Balance
Vendor Revenue	\$ 2,700	\$ -	\$ 2,700.00
Sponsorships	\$ 11,000	\$ -	\$ 11,000.00
Total	\$ 13,700	\$ -	\$ 13,700.00

Expenses	Appropriation	Spent to Date As of 11/12/14	Balance
Event Manager	\$ 5,400	\$ 306.00	\$ 5,094.00
Professional Services	\$ -	\$ -	\$ -
Event Music	\$ 7,200	\$ 500.00	\$ 6,700.00
Equipment	\$ -	\$ -	\$ -
Supplies	\$ 1,100	\$ -	\$ 1,100.00
Total	\$ 13,700	\$ 806.00	\$ 12,894.00

Profit/Loss	\$ (806.00)
--------------------	--------------------



Robert Abraham
Chairman
Kelly White
Commissioner

Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

November 18, 2014

Paul Wetzel, Support Services Director
The City of Daytona Beach
P.O. Box 2451
Daytona Beach, FL 32115-2451

Re: Farmers’ Market 2014 Annual Report

Dear Mr. Wetzel:

The Downtown Development Authority (DDA) has completed its third fiscal year of operating the Daytona Beach Farmers’ Market and is pleased to share with The City of Daytona Beach, the progress that has been made to improve the Farmers’ Market consistent with the license agreement and Farmers’ Market operation plan presented by the DDA.

The following is a report on the status of the performance goals the DDA is to achieve while operating the Farmers’ Market.

- 1. *Create the best Farmers’ Market in Volusia County as a destination with offerings that include local produce, artisan goods, local artists and performers, and regularly occurring on-site community events.*

The DDA is committed to developing the Farmers’ Market into a destination for Downtown Daytona Beach. The Market Manager continues to recruit vendors that sell local produce and have local artists and performers at the market. The Farmers’ Market Information Booth creates a friendly, welcoming atmosphere where people like to come and visit for a while and help themselves to some ice cold water. The Farmer’s Market also provided music by welcoming local musicians to perform.

Increase the number of vendors providing local produce and goods selling at the Market.

The Farmers’ Market has seen increased activity from local vendors selling homemade foods and goods. The DDA has adopted rules and regulations to not accept any new wholesale produce vendors and to encourage the addition of new local farmers as vendors. Due to personal health issues, two of the vendors that sell wholesale produce reduced their presence at the market this year. To maintain produce availability year-around at the Market, the DDA is recruiting new wholesale produce vendors. The amount of spaces allocated to wholesale vendors will not exceed the numbers of spaces when the DDA took over the operation of the Market.

2. *Increase the variety of foods available for purchase at the Market.*

The variety of foods at the market has increased. In addition to the base of produce sellers at the market, the DDA has attracted more vendors selling homemade goods, such as local fish, bakers, fresh dairy, skin products, breakfast, and fresh seasonings.

3. *Develop a website.*

The DDA has launched the Riverfronts Shops of Daytona Beach website that has a dedicated page for the Farmers' Market. The page contains information on the location of the market, vendors, and items for sale at the market. Promotions and news for the Farmers' Market is posted on the website. The DDA has a complementary Facebook page for the Riverfront Shops that also promotes the Farmers' Market.

4. *Increase the number of customers attending the market.*

Based on a customer survey performed last year, the DDA has advertised the Farmers' Market using the following tactics to increase customers to the market:

- Radio: WNDB Weekend Update Sponsor
- Radio: WROD
- In-Room Concierge Book (Riverfront Shops)
- Hotel Rack Card Brochure (Riverfront Shops)
- Riverfront Shops e-newsletter
- Facebook page posting of events and offers

5. *Provide effective communication and thorough information for vendors.*

Management has been a consistent presence in the Market implementing direct communications with the vendors regarding special events and coordinating the yearly Fall Market re-expansion.

6. *Reinvest all revenues derived from the operation of the Farmers Market back into the Market.*

The DDA continues to ensure that all vendor revenues are reinvested into the Farmers' Market through onsite Market management and advertising to potential Farmers' Market customers. See performance goal #5 for list of marketing efforts by the DDA for the Farmers' Market. The attached financial report provides an overview of market revenues and expenses during 2013. The \$212 in surplus funds will be reinvested in the next budget year.

7. *Apply for a USDA grant to implement an EBT payment program at the Market.*

The DDA applied for a USDA grant to implement an EBT program. The DDA was not awarded the grant from the USDA. The DDA is reviewing the cost benefit analysis to consider implementing the Electronic Benefit Transaction (EBT) program without a grant.

8. *Provide signage to identify Market vendors.*

The DDA has focused on developing signage to identify the location of the market. The Market Manager continues to distribute temporary signage each Saturday.

9. *Explore and implement new ideas that will promote the general Downtown Business District.*

There is an information booth at the Farmers' Market with Downtown business information / friendly local references and the advertising of the Farmers' Market is integrated into the marketing for the Riverfront Shops of Daytona Beach and Downtown.

Once again, the DDA appreciates the opportunity to manage an important asset to Downtown Daytona Beach and looks forward to continued improvements to the Farmers' Market.

Sincerely,

Robert Abraham, Chairman

cc: Downtown Development Authority Members

Farmers' Market Financial Report

Revenues	Actual
Vendor Revenue	\$ 29,477.00
Total	\$ 29,477.00
Expenses	Actual
Market Manager	\$ 15,031.42
Market Supplies	\$ 517.14
Liability Insurance	\$ 1,102.28
City Fees	\$ 1,500.00
Marketing	\$ 12,935.50
Total	\$ 31,086.34
Loss	\$ (1,609.34)

Retained Earnings

Beginning Balance:	\$ 1,768.74
Fiscal Year 2014 Loss: -	\$ 1,609.34
Ending Balance	\$ 159.40

MARKET VENDOR STATISTICS

Vendor Type	# of Vendor Spaces September 2013	% of Spaces	# of Vendor Spaces September 2014	% of Spaces
Produce				
Local Producer	12	20%	11	24%
Organic Produce	0		0	
Wholesaler	24	39%	15	34%
Fish & Meats	1	1%	1	2%
Grocery	5	8%	4	9%
Prepared Foods	11	18%	9	20%
Plant or Flowers	4	7%	4	9%
Crafts	4	7%	1	2%
TOTAL	61		45	

*Statistics are based on paid vendor spaces. Each vendor space is about 10'x10'.



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

ITEM #6b

Robert Abraham

Chairman

Kelly White

Commissioner

Sheryl A. Cook

Joseph H. Hopkins

Tammy M. Kozinski

MEMORANDUM

DATE: November 13, 2014

TO: Downtown Development Authority Members

FROM: Noeleen Foster, Farmers' Market Manager

SUBJECT: Information Booth Product Sales

The DDA has requested staff recommendations for items to sell at the Downtown Farmers' Market Information Booth in order to generate additional income and to promote the Market. Following are a variety of recommended choices.

1. Zippered Tote made from 50% recycled materials -600 denier polyester - zippered top - variety of colors - same color handles and bag - 15.5 wide x 11.5 high at \$7.99 each including embroidery.
2. Port & Company 2-Tone Shopping - 100% 10 oz cotton twill with contrast canvas bottom with exterior pocket - 14.5 high x 14 wide x 5.5 depth at \$9.98 each including embroidery
3. Bayside Jumbo Cotton Tote - 100% 12 oz cotton - 18 wide x 11 high at \$14.99 each including embroidery.
4. Ultra Club Classic Cut Chino Cotton Twill Unconstructed Cap - 100% washed cotton - 6 panel - low profile - pre-curved bill - matching self-adhesive closure - 4 wide x 2.5 high imprint area at \$8.98 each including embroidery.

Staff recommends the #2 - Port & Company because it is fairly large, made with a decent quality cotton and it has a two-tone coloration. At a cost of \$9.98 each the DDA could consider charging \$15.00 each making a \$5.00 profit per sale.

Also recommended is the #4 Cap because of the attractive material and design at a reasonable cost of \$8.98 each. This enables the DDA to consider charging \$14.00 each making a \$5.00 profit per sale.



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

ITEM #7

Robert Abraham

Chairman

Kelly White

Commissioner

Sheryl A. Cook

Joseph H. Hopkins

Tammy M. Kozinski

MEMORANDUM

DATE: November 13, 2014

TO: Downtown Development Authority Members

FROM: Noeleen Foster, Riverfront Friday Manager

SUBJECT: 2015 Riverfront Fridays

The Riverfront Fridays Event includes free music, a free movie and local vendors offering a variety of unique items. This event was restructured into Riverfront Fridays in the spring with the first event in April. Competing with well-established free events at the Band Shell May thru the end of August quickly became an obvious hurdle. In August we engaged a higher profile band (Jeremy & Andrea) thinking they would bring a local following with them which worked to an extent.

This fall and winter present a much better opportunity to expand the event with cooler weather and less competition. More vendors will be available to experiment in new venues and sponsors may be more willing to endorse up and coming events.

2014 Riverfront Schedule

\$ 400 - April - Up To It

\$ 300 - May - Carolyn Nicely

\$ 400 - June - Roland Via

0 - July - Tad Durrance - Cancelled due to weather

\$ 750 - August - Jeremy & Andrea

0 - September - True Adkins - Cancelled due to weather

\$ 500 - October - Dave Capp

\$2,350

Proposed Fiscal Year 2015 Riverfront Fridays Schedule

October 24
November 28
December 26
January 23
February 22
March 27
April 24
May 22
June 26
July 24
August 28
September 25

Proposed DDA River Front Fridays Sponsor Package

Beverage Sponsor \$250 per monthly event

What they receive:

- Two name mentions in all radio promotions and name mentions during the event
- Exclusivity of the brands of beer and beverages
- Two banners at the event
- Agree to include sponsor's company logos on all promotional advertising and signage

Music Sponsor \$250 per monthly event

What they receive:

- Two name mentions naming their business as a "music sponsor" in all radio promotions and during the event
- Two banners at the event
- Agree to include sponsor's company logos on all promotional advertising and signage

Beach Street Business Sponsor \$50 per monthly event

What they receive:

- Two name mentions naming their business as a "Business sponsor" in all radio promotions directing patrons to visit their place of business
- Agree to include sponsor's company logos on all promotional advertising and signage