

**REQUEST FOR LEGISLATIVE ACTION**

Completed by County Counselor's Office:  
 Res/~~Ord~~No.: 18759  
 Sponsor(s): Dan Tarwater III  
 Date: March 9, 2015

<p>SUBJECT</p>	<p>Action Requested  <input checked="" type="checkbox"/> Resolution  <input type="checkbox"/> Ordinance</p> <p>Project/Title: NAIA 2015 Sponsorship</p>														
<p>BUDGET INFORMATION  <i>To be completed By Requesting Department and Finance</i></p>	<table border="1"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$10,000.00</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$0</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$10,000.00</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$10,000.00</td> </tr> <tr> <td>Source of funding (name of fund) and account code number: FROM / TO</td> <td>001-1201-56210</td> </tr> <tr> <td>001-1201-56210 Office of Communications</td> <td>\$5,000</td> </tr> <tr> <td>003-1601-56210 Parks + Rec Department</td> <td>\$5,000</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</p> <p>OTHER FINANCIAL INFORMATION:</p> <p><input type="checkbox"/> No budget impact (no fiscal note required)  <input type="checkbox"/> Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract:    Department: Estimated Use: \$</p> <p>Prior Year Budget (if applicable):    Prior Year Actual Amount Spent (if applicable):</p>	Amount authorized by this legislation this fiscal year:	\$10,000.00	Amount previously authorized this fiscal year:	\$0	Total amount authorized after this legislative action:	\$10,000.00	Amount budgeted for this item * (including transfers):	\$10,000.00	Source of funding (name of fund) and account code number: FROM / TO	001-1201-56210	001-1201-56210 Office of Communications	\$5,000	003-1601-56210 Parks + Rec Department	\$5,000
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003-1601-56210 Parks + Rec Department	\$5,000														
<p>PRIOR LEGISLATION</p>	<p>Prior ordinances and (date):           Prior resolutions and (date):</p>														
<p>CONTACT INFORMATION</p>	<p>RLA drafted by (name, title, &amp; phone): Angie Jeffries</p>														
<p>REQUEST SUMMARY</p>	<p>A RESOLUTION authorizing the Director of Finance and Purchasing to issue a check in the amount of \$10,000.00 to the Independence Tourism Department for sponsorship of the NAIA Tournament to be held March 18-24, 2015.</p> <p>The National Association of Intercollegiate Athletics (NAIA) will hold its 35th Annual Division I Women's Basketball National Championship, presented by Susan G. Komen Greater Kansas City March 18<sup>th</sup> – 24<sup>th</sup>. The tournament will take place at the Independence Events Center for the first time in its' history. The sponsorship will give Jackson County the following recognition: Half page ad in official program, Banner Ad on <a href="http://www.visitindependence.com">www.visitindependence.com</a>, NAIA TV Commercial during tournament, 30 Second Commercial during game; logo displayed on large display banner, Logo Display on Ribbon Board at Events Center, signage at Suite Recognizing your organization, Concourse signage at the Independence Event Center.</p>														

CLEARANCE	<input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) <input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)	
ATTACHMENTS		
REVIEW	Department Director: <i>[Signature]</i>	Date: 3-4-15
	Finance (Budget Approval): If applicable <i>Abraham S Ball</i>	Date: 3-4-15
	Division Manager: <i>[Signature]</i>	Date: 3-4-15
	County Counselor's Office:	Date:

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the \_\_\_\_\_ Fund in \_\_\_\_\_.
- There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # \_\_\_\_\_
- Funds sufficient for this appropriation are available from the source indicated below.

Account Number:	Account Title:	Amount Not to Exceed:

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.



# INVOICE

1013



03/03/15

**PAYMENT DUE BY:**

03/15/15

**Angie Jeffries**

Jackson County Office of Communications  
415 E. 12th Street, 2nd Floor  
Kansas City, MO 64106

**Independence Tourism Department**

112 W. Lexington Avenue  
Independence, MO 64051  
816-325-7111

QUANTITY	DETAILS	UNIT PRICE	LINE TOTAL
1	NAIA Emerald Sponsorship	10,000.00	10,000.00
		Discount	
		Net Total	\$10,000.00
		Tax	
<b>USD TOTAL</b>			<b>\$10,000.00</b>

**OTHER INFORMATION**

Cori Day  
Director of Tourism  
816-325-7111  
[cday@indepmo.org](mailto:cday@indepmo.org)

**Payment should be made by check made payable to "Independence Tourism Department- NAIA"**



## Sponsorship Opportunities

### **\$10,000 – Emerald Partner**

- Four All-Tournament Passes
- Four All-Tournament Premium Parking Passes
- Four VIP Hospitality Room Passes
- Ten Individual Passes to Each Game
- Four Men's DI All-Tournament Passes
- Four Men's DI Parking Pass
- Four Men's DI VIP Credentials
- In-Game Recognition During Entire Tournament
- Half Page Ad in Official Program
- Banner Ad on [www.visitindependence.com](http://www.visitindependence.com)
- VIP Suite for the Duration of the Tournament
- Signage at Suite Recognizing Your Organization
- Two NAIATV Commercials During Tournament
- Logo Displayed on Large Display Board
- Logo Displayed on Ribbon Board at Events Center
- 30 Second Commercial During Each Game
- Concourse Signage at the Independence Events Center
- Two Commemorative Fleece Jackets

### **\$25,000 – Diamond Sponsor**

- Two NAIATV Commercials During Tournament
- Ad on the Outdoor Digital Display Board at the Events Center
- Large Exterior Display Banners at the East Entrance of the Events Center
- Logo on All Gift Bags Given to Teams and Coaches (Exclusive)
- Logo on All T-Shirts Given to Teams, Coaches and Volunteers (Exclusive)
- Six All-Tournament Passes
- Six All-Tournament Premium Parking Passes
- Six VIP Hospitality Room Passes
- Fifteen Individual Passes to Each Game
- Six Men's DI All-Tournament Passes
- Six Men's D1 Parking Pass
- Six Men's DI VIP Credentials
- In-Game Recognition During Entire Tournament
- Full Page Ad in Official Program
- Banner Ad on [www.visitindependence.com](http://www.visitindependence.com)
- VIP Suite for the Duration of the Tournament
- Signage at Suite Recognizing Your Organization
- Logo Displayed on Large Display Board
- Logo Displayed on Ribbon Board at Events Center
- 30 Second Commercial During Each Game
- Concourse Signage at the Independence Events Center
- Four Commemorative Fleece Jackets

### **\$35,000 – Key Sponsor**

- Logo Displayed in the Key at Each End of the Court
- Two NAIATV Commercials During Tournament
- Eight All-Tournament Passes
- Eight All-Tournament Premium Parking Passes
- Eight VIP Hospitality Room Passes
- Fifteen Individual Passes to Each Game
- Eight Men's DI All-Tournament Passes
- Eight Men's D1 Parking Pass
- Eight Men's DI VIP Credentials
- In-Game Recognition During Entire Tournament
- Full Page Ad in Official Program
- Banner Ad on [www.visitindependence.com](http://www.visitindependence.com)
- VIP Suite for the Duration of the Tournament
- Refreshments and Snacks in VIP Suite Each Day of the Tournament
- Signage at Suite Recognizing Your Organization

- Logo Displayed on Large Display Board
- Logo Displayed on Ribbon Board at Events Center

- 30 Second Commercial During Each Game
- Four Commemorative Fleece Jackets

### **\$50,000 – Court Sponsor**

- Logo Displayed on All Corners of the Court
- Sideline Signage on Both Sides of Court
- Logo on Goal Padding on Both Goals
- Two ESPN3 Commercials During Championship Game
- Four NAIATV Commercials During Tournament
- Ten All-Tournament Passes
- Ten All-Tournament Premium Parking Passes
- Ten VIP Hospitality Room Passes
- Twenty Individual Passes to Each Game
- Six Men's DI All-Tournament Passes
- Six Men's D1 Parking Pass
- Six Men's DI VIP Credentials

- In-Game Recognition During Entire Tournament
- Full Page Ad in Official Program
- Banner Ad on [www.visitindependence.com](http://www.visitindependence.com)
- VIP Suite for the Duration of the Tournament
- Refreshments, Snacks, Lunch and Dinner Each Day of the Tournament in VIP Suite
- Signage at Suite Recognizing Your Organization
- Logo Displayed on Large Display Board
- Logo Displayed on Ribbon Board at Events Center
- 30 Second Commercial During Each Game
- Four Commemorative Fleece Jackets