



SMALL TOWN, BIG BEACH™

Memorandum

Date: February 27, 2020

To: Mayor Craft
City Council

From: Grant Brown

Cc: Steve Griffin

Subject: NCAA National Collegiate Beach Volleyball Sponsorship Agreement

BACKGROUND: Following the staging and hosting of numerous successful NCAA National Collegiate Beach Volleyball Championships, the City of Gulf Shores in partnership with the Gulf Shores & Orange Beach Sports Commission, bid on and were awarded a contract to host the next five years (2018-2022) Championships. As such, the Sports Commission has prepared a Sponsorship Agreement indicating the terms of our agreement and the funding commitment between our two entities.

PREVIOUS COUNCIL ACTION: Council adopted the 2020 budget that includes \$190,000 appropriated for the NCAA National Collegiate Beach Volleyball Championship.

RECOMMENDATIONS: Authorize the Mayor to sign the Sponsorship Agreement and continue to budget funds to support the NCAA National Collegiate Beach Volleyball Championships for the term of the agreement.

BUDGET IMPLICATIONS: \$190,000 maximum Annual Sponsorship Fee...the final annual total fee is determined after the event; 50% of the Annual Sponsorship Fee will be paid by the City following the approval of the annual Public Assembly Permit, with the final payment due equaling the lessor of the remaining 50% OR one-half of the total expense of the event less the initial 50% fee, splitting the final fee with the Sports Commission.

ATTACHMENTS: NCAA Award Letter, Sponsorship Agreement

DEPARTMENT: Recreation & Cultural Affairs

STAFF CONTACT: Grant Brown